

RESOLUTION 19R-02

To request the RI Board to consider emphasizing RI's mottos

Proposer(s): District 2580, Japan

Endorsed by: District 2580 through a ballot-by-mail, 15 May 2019

1 WHEREAS, the Object of Rotary is to encourage and foster the ideal of service as a
2 basis of worthy enterprise, and

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4 WHEREAS, as clarified in Resolution 1923-34, the ideal of service is concisely
5 expressed in Rotary's two mottos, "Service Above Self" (consider others before you
6 act) and its complement, "One Profits Most Who Serves Best" (those who follow the
7 first motto are rewarded most), and

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9 WHEREAS, during the recent Rotary Foundation centennial celebration and in our
10 general effort to enhance Rotary's public image, we have focused upon the
11 Foundation's motto, "Doing Good in the World," and

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13 WHEREAS, this may be causing a misunderstanding that RI's motto is "Doing Good
14 in the World," as each Rotarian implements service in his or her personal, business,
15 and community life every day and does good in the world because that is how
16 Rotarians implement the ideal of service. Service improves the lives of its
17 beneficiaries and makes their communities better places, and, as a result, rewards
18 the Rotarians both economically and spiritually.

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20 WHEREAS, by enhancing our public image and developing membership, rather
21 than emphasizing the individual service activities implemented by Rotarians, we
22 can better promote Rotary's philosophy, the ideal of service, which is the foundation
23 of those activities, and Rotary's two mottos, "Service Above Self" and "One Profits
24 Most Who Serves Best" that concisely express the ideal of service

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26 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
27 International consider further emphasizing the two RI mottos as it implements the
28 public image enhancement and membership development prescribed in the RI
29 Strategic Plan.

(End of Text)

PURPOSE AND EFFECT

30 A greater emphasis on the two RI mottos "Service Above Self" (consider others
31 first before you act) and its complement, "One Profits Most Who Serves Best"
32 (those who follow the first motto are rewarded most), will promote the
33 philosophy of the ideal of service as it is set forth in the Object of Rotary.

FINANCIAL IMPACT

- 1 If implemented, this resolution would have a financial impact on RI which cannot
- 2 be determined at this time. Cost would be dependent on the scope and extent of
- 3 support provided by the RI Board to accomplish this goal.
- 4
- 5 Significant resources have been invested over the past four years in market
- 6 research and the creation of messages, materials, and promotional campaigns
- 7 that drive public awareness and understanding of Rotary.