

RESOLUTION 19R-18

To request the RI Board to consider emphasizing vocational service for the purpose of membership development

Proposer(s): District 2580, Japan

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

1 WHEREAS, in our ongoing efforts at membership development, we often encounter
2 potential Rotary club members who turn down our invitations with remarks such
3 as, “Rotary activities are wonderful, but I don’t have time for them.” Such reasons
4 are often cited by younger professionals whose daily lives are devoted in large part
5 to their career development. However, this group is critical to Rotary if its
6 membership is to ever develop beyond its current levels, and

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8 WHEREAS, to enhance Rotary’s public image, our strategic plan in recent years has
9 emphasized such things as service activities and opportunities for participation in
10 global group service activities that Rotary membership brings, and

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12 WHEREAS, the Object of Rotary is to encourage and foster the ideal of service as
13 a basis of worthy enterprise and, in particular, to encourage and foster, among
14 others, the application of the ideal of service in each Rotarian’s personal,
15 business, and community life, or, in other words, in all aspects of a Rotarian’s
16 daily life, and

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18 WHEREAS, organized service activities are generally the application of the ideal of
19 service in each Rotarian’s personal and community life. In contrast, vocational
20 service is the application of the ideal of service in each Rotarian’s business life.
21 Unique to Rotary, vocational service is a useful concept, providing sustainable and
22 wide-ranging service activities. It makes the application of the ideal of service
23 possible for many whose jobs occupy a large proportion of their lives, as well as for
24 younger professionals. Furthermore, the fact that vocational service may, in fact,
25 contribute to one’s own professional success is effective in membership
26 development, especially as it relates to this younger demographic

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28 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
29 International consider emphasizing Rotary’s unique and useful concept of
30 vocational service for the purpose of membership development, particularly as it
31 relates to the recruitment of younger adults.

(End of Text)

PURPOSE AND EFFECT

1 Vocational service enables Rotarians to serve their communities through their
2 useful occupations. Developing membership by emphasizing vocational service
3 mainly to the large majority of the working adult population will help to advance
4 the Object of Rotary.

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6 It should be noted regarding those members who do not have an occupation or
7 have retired that a “vocation” is not simply an occupation or a profession. Rather,
8 it is a commitment to one’s own work in serving their community. Many of those
9 who have retired from their occupations or professions are nevertheless actively
10 engaged in their own goals, i.e., a vocation.

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12 It should also be noted that the Object of Rotary calls for members to apply the
13 ideal of service in all aspects of their daily lives. As long as this is done, the
14 Object is attained.

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16 Vocational service is unique to Rotary and is effective in recruiting our most
17 desirable membership demographic –young adults, many of whom are actively
18 employed. This is a very compelling reason to use it as part of our membership
19 development efforts.

FINANCIAL IMPACT

20 If implemented, this resolution would have no substantial financial impact on RI.
21 Vocational service remains one of the foundational pillars of Rotary’s
22 programmatic activity and currently includes several programs to recruit younger
23 members to Rotary.