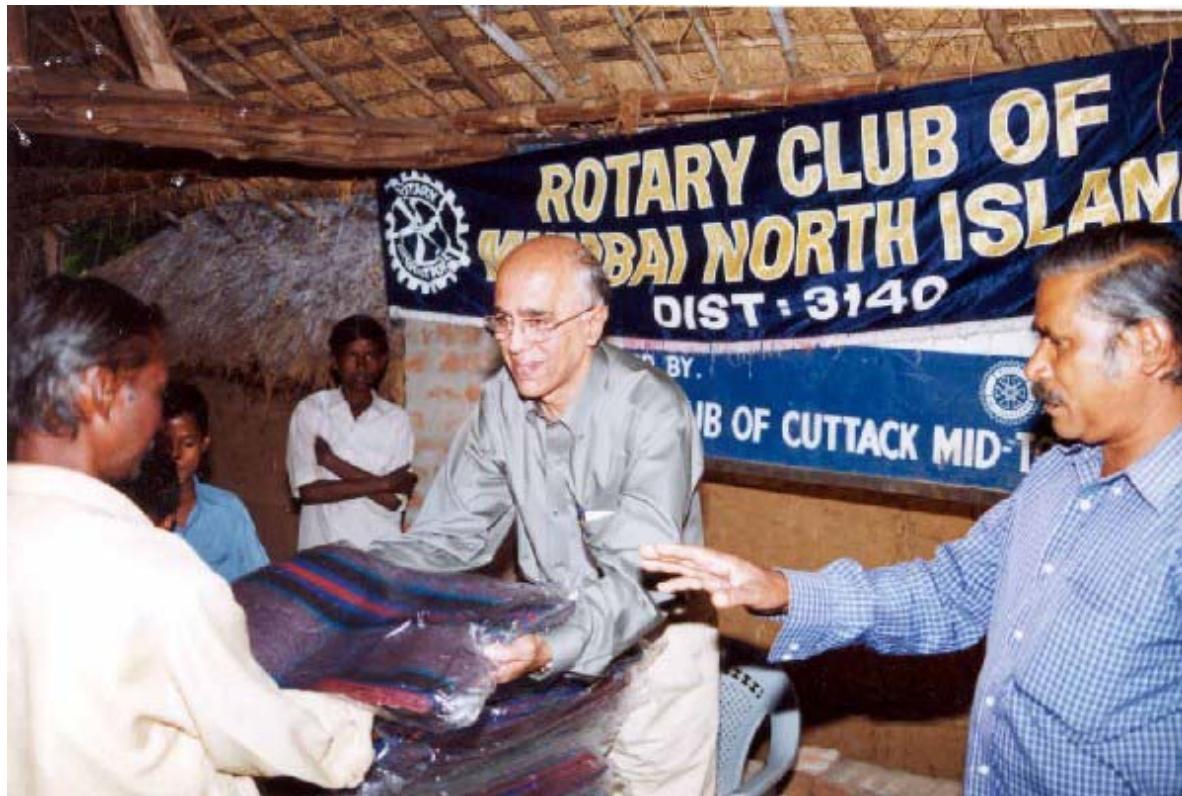
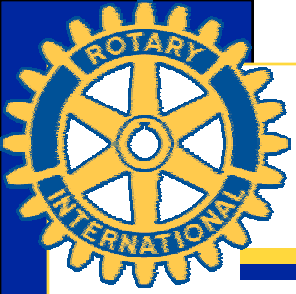


# Rotary's Guiding Principles



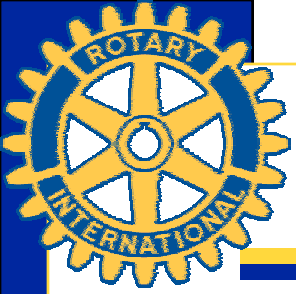


# Rotary's Guiding Principles

Four basic principles guide Rotarians in achieving the ideal of service and high ethical standards:

- Object of Rotary
- Classification Principle
- Avenues of Service
- The 4-Way Test

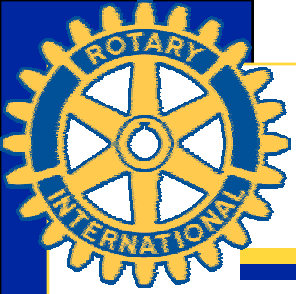




# First Guiding Principle

## Object of Rotary

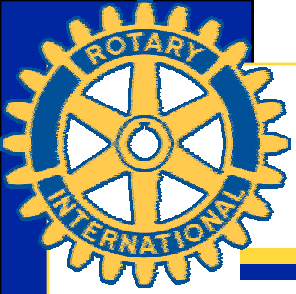




# Object of Rotary

First formulated in 1910, the Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and in particular, to encourage and foster:

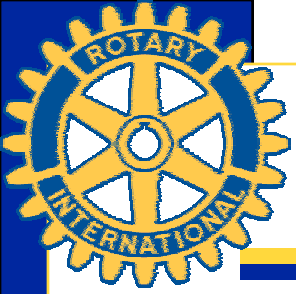
- **FIRST.** The development of acquaintance as an opportunity for service;
- **SECOND.** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- **THIRD.** The application of the ideal of service in each Rotarian's personal, business and community life;
- **FOURTH.** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.



# Second Guiding Principle

## Classification

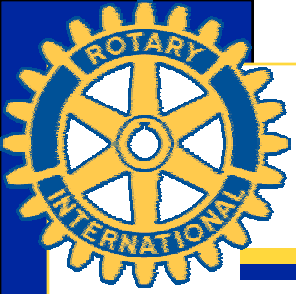




# Classification

Classification is based on the founders' paradigm of choosing cross-representation of each business, profession, and institution within a community.

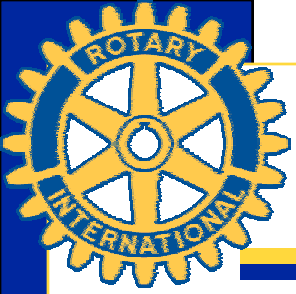




# What is Classification?



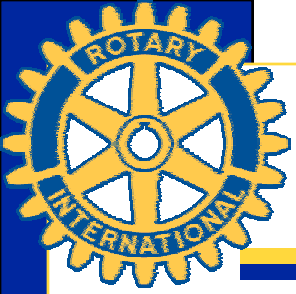
A classification describes either the principal business or the professional service of the organization that the Rotarian works for or the Rotarian's own activity within the organization.



# Why a Classification System?

Rotary uses a classification system to:

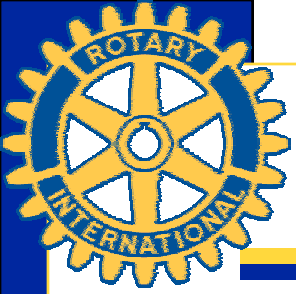
- Establish and maintain a vibrant cross-section or representation of the community's business, vocational, and professional interests among members
- Develop a pool of resources and expertise to successfully implement service projects



# Examples of Classifications

- High schools
- Banking
- Insurance agency
- Pharmaceutical
- Universities
- Eye surgery
- Petroleum-distribution

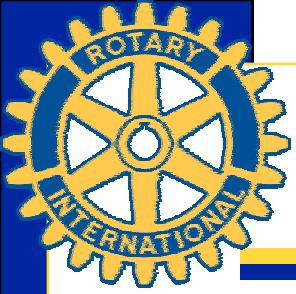




# Third Guiding Principle

## Avenues of Service

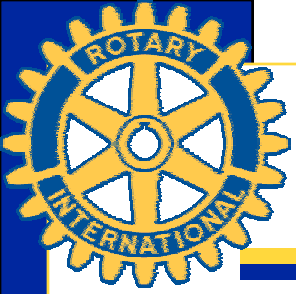




# Avenues of Service

The Avenues of Service, based on the Object of Rotary, are Rotary's philosophical cornerstone and the foundation on which club activity is based.



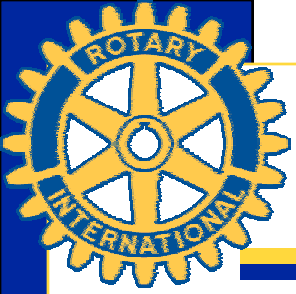


# What are the Avenues of Service?

There are four Avenues of Service:

- Club Service
- Vocational Service
- Community Service
- International Service



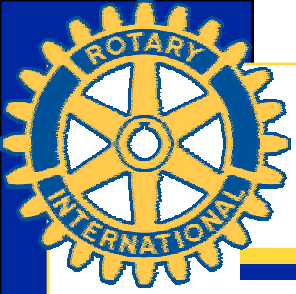


# First Avenue of Service

## Club Service

Focuses on strengthening fellowship and ensuring the effective functioning of the club.



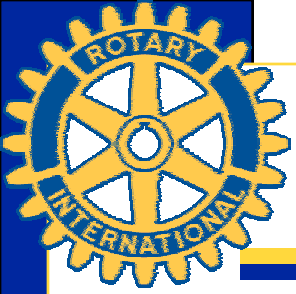


# Second Avenue of Service

## Vocational Service

Encourages Rotarians to serve others through their vocations and to practice high ethical standards.



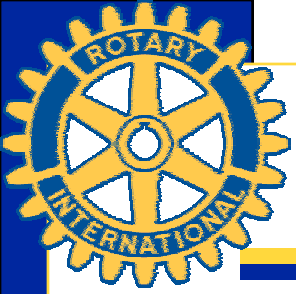


# Third Avenue of Service

## Community Service

Covers the projects and activities the club undertakes to improve life in its community.



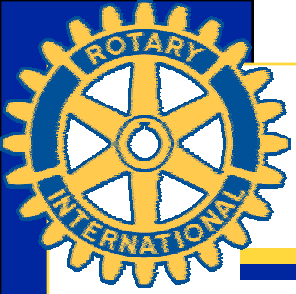


# Fourth Avenue of Service

## International Service

Encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace.

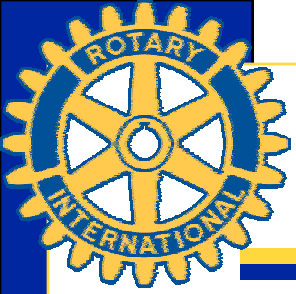




# Fourth Guiding Principle

## The 4-Way Test

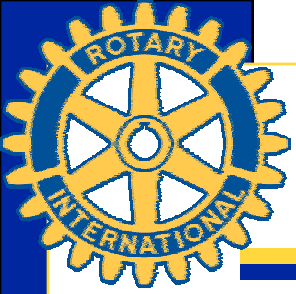




# The 4-Way Test



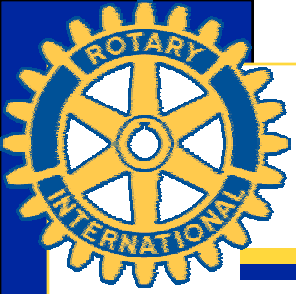
Created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy. This 24-word code of ethics for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, The 4-Way Test has been translated into more than a hundred languages and published in thousands of ways.



# What is The 4-way Test?

Of the things we think, say or do

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?



# Resources

The following resources are available on the RI Web site:

- [Object of Rotary](#)
- [Vocational Service](#)
- [The 4-Way Test](#)
- [Manual of Procedure](#)
- [Rotary E-Learning Center](#)

