

Five Avenues of Service - Overview



The Object of Rotary is to “encourage and foster the ideal of service as a basis of worthy enterprise.” Rotary is a service organization. Since 1910, the Rotary Motto has been “*Service Above Self.*”

Rotary strives to achieve it’s objective of “Service Above Self” through activities in five primary areas. These are often referred to as the *Five Avenues of Service*.

Club Service

This “Avenue” promotes the development of acquaintance as an opportunity for service. It involves the activities necessary to make the Club function successfully and achieve its goals.

[Click here](#) to find out more about Club Service at Rotary Heritage and History Intl Fellows Rotary.

Vocational Service

This area represents the opportunity that each Rotarian has to represent the dignity and utility of one’s vocation as an opportunity to serve society. Rotarians promote and foster high ethical standards in business and professions and promote the recognition of the worthiness of all useful occupations.

[Click here](#) to find out more about Vocational Service at Rotary Heritage and History Intl Fellows Rotary.

Community Service

This “Avenue” relates to the activities that Rotarians undertake to improve the quality of life in their community. Particular emphasis is given to helping children, needy families, the aged, the handicapped, and those most in need of assistance. Rotarians strive to promote the ideal of service in their personal, business, and community lives.

[Click here](#) to find out more about Community Service at Rotary Heritage and History Intl Fellows Rotary.

International Service

In this area, Rotarians strive for the advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service. International Service Projects are designed to meet the humanitarian needs of people in many lands, with particular emphasis on the most underprivileged children and families in developing countries.

[Click here](#) to find out more about International Service at Rotary Heritage and History Intl Fellows Rotary.

New Generations

By nurturing youth, Rotarians can provide the skills young people need to succeed as future community leaders. Youth Programs provide Rotarians the opportunity to develop their own leadership and communication skills and also provides for many incredible moments!

[Click here](#) to find out more about New Generations Service at Rotary Heritage and History Intl Fellows Rotary.

Information on this page came from the following sources:

[The Object of Rotary page on the Rotary International web site](#)

[The ABCs of Rotary](#) by Clifford L. Dochterman, published by Rotary International.