

The concept of vocational service

The Object of Rotary is a philosophical statement of Rotary's purpose and the responsibilities of Rotarians. The concept of vocational service is rooted in the Second Object, which calls on Rotarians to "encourage and foster":

- High ethical standards in business and professions
- The recognition of the worthiness of all useful occupations
- The dignifying of each Rotarian's occupation as an opportunity to serve society As a Rotarian
- Talking about their vocation in their club, while taking time to learn about fellow members' vocations.
- Using personal professional skills to serve a community.
- Practicing ones profession with integrity.
- Inspiring others to behave ethically through their own words and actions.
- Helping a young person achieve his or her career aspirations.
- Guiding and encouraging others in their professional development.