**Rotary Themes through the Years**

Each January, as Rotary district governors-elect convene at the International Assembly for training and fellowship, they can be certain of two things: a lot of take-home reading and the announcement of a new RI theme.

The tradition of crafting a theme is credited to 1949-50 RI President Percy C. Hodgson, who outlined a list of four objectives for his term in office. Among them were the better application of the principles of vocational service and dedication to world understanding and peace through international service programs.

Though Hodgson’s 83-word proclamation ran substantially longer than today’s shorter, punchier themes, Rotarians’ desire to celebrate and support their president’s annual program of service has remained the same. Other early themes include ***Rotary Is Hope in Action*** (Joaquin Serratosa Cibils, 1953-54), ***Kindle the Spark Within*** (Nitish C. Laharry, 1962-63), and ***Good Will Begins with You*** (Ernst G. Breitholtz, 1971-72).

In the decades that followed, RI presidents introduced theme logos, lapel pins, ties, and scarves. Theme ties were introduced in the 1990s, and are now given out yearly. Many have incorporated the theme for the year. The first scarves showing the RI theme were designed by 1998-99 RI President James L. Lacy and his wife, Claudine, Follow Your Rotary Dream.

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| **Theme Logo** | **Rotary Year** | **RI Theme** | **RI President** | **District 5630 Governor** |
| [1980-1981 Take Time to Serve](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1980_1981-theme.jpg) | 1980-1981 | Take Time to Serve | Rolf J. Klärich Rotary Club of Helsinki-Helsingfors Finland | Dr. Wm. G. Hasemeyer North Platte |
| [1981-1982 World Understanding and Peace through Rotary](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1981_1982-theme.jpg) | 1981-1982 | World Understanding and Peace through Rotary | Stanley E. McCaffrey Rotary Club of Stockton California, USA | Bill Sherwood Oxford |
| [1982-1983 Mankind Is One — Build Bridges of Friendship throughout the World](http://i0.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1982_1983-theme.jpg) | 1982-1983 | Mankind Is One — Build Bridges of Friendship throughout the World | Hiroji Mukasa Rotary Club of Nakatsu Oita, Japan | Eldon Jasa Kearney |
| [1983-1984 Share Rotary, Serve People](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1983-84_logo_EN.jpg) | 1983-1984 | Share Rotary, Serve People | William E. Skelton Rotary Club of Christiansburg-Blacksburg Virginia, USA | Edwin Loutzenheiser Hastings |
| [1984-1985 Discover a New World of Service](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1984-85_cover_EN.jpg) | 1984-1985 | Discover a New World of Service | Carlos Canseco Rotary Club of Monterrey Nuevo León, Mexico | Darrell Peters Arnold |
| [1985-1986 You Are the Key](http://i0.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1985-1986-theme.jpg) | 1985-1986 | You Are the Key | Edward F. Cadman Rotary Club of Wenatchee Washington, USA | Neal Baxter North Platte |
| [1986-1987 Rotary Brings Hope](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1986-87_logo_EN.jpg) | 1986-1987 | Rotary Brings Hope | M.A.T. Caparas Rotary Club of Manila Manila, Philippines | Emmett Jones McCook |
| [1987-1988 Rotarians — United in Service — Dedicated to Peace](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1987-88_logo_EN.jpg) | 1987-1988 | Rotarians — United in Service — Dedicated to Peace | Charles C. Keller Rotary Club of California Pennsylvania, USA | Al Achterberg Holdrege |
| [1988-1989 Put Life into Rotary — Your Life](http://i0.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1988-1989-theme.jpg) | 1988-1989 | Put Life into Rotary — Your Life | Royce Abbey Rotary Club of Essendon Victoria, Australia | Cliff Lord Indianola |
| [1989-1990 Enjoy Rotary!](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/theme1989-1990.jpg) | 1989-1990 | Enjoy Rotary! | Hugh M. Archer Rotary Club of Dearborn Michigan, USA | Ken C. Wehrrnan Arnold |
| [1990-1991 Honor Rotary with Faith and Enthusiasm](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1990_1991-logo.jpg) | 1990-1991 | Honor Rotary with Faith and Enthusiasm | Paulo V.C. Costa Rotary Club of Santos São Paulo, Brazil | James W. Biehl Lexington |
| [1991-1992 Look Beyond Yourself](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1991-92_logo_EN.jpg) | 1991-1992 | Look Beyond Yourself | Rajendra K. Saboo Rotary Club of Chandigarh Union Territory, India | Jack E. Rasmussen Grand Island |
| [1992-1993 Real Happiness Is Helping Others](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1992-93_logo_EN.jpg) | 1992-1993 | Real Happiness Is Helping Others | Clifford L. Dochterman Rotary Club of Moraga California, USA | Nathan L. Eastman Kimball |
| [1993-1994  Believe in What You Do — Do What You Believe in](http://i0.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1993-94_logo_EN.jpg) | 1993-1994 | Believe in What You Do — Do What You Believe in | Robert Barth Rotary Club of Aarau Switzerland | Milton W. Rogers Chappell |
| [1994-1995 Be a Friend](http://i0.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1994-95_logo_EN.jpg) | 1994-1995 | Be a Friend | Bill Huntley Rotary Club of Alford & Mablethorpe Lincolnshire, England | Jack R. Knicely Sidney |
| [1995-1996 Act with Integrity, Serve with Love, Work for Peace](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1995-96_logo_EN.jpg) | 1995-1996 | Act with Integrity, Serve with Love, Work for Peace | Herbert G. Brown Rotary Club of Clearwater Florida, USA | Bevin Bump Chadron |
| [1996-1997 Build the Future with Action and Vision](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1996-97_logo_EN.jpg) | 1996-1997 | Build the Future with Action and Vision | Luis Vicente Giay Rotary Club of Arrecifes Buenos Aires, Argentina | Bob Phares North Platte |
| [1997-1998 Show Rotary Cares — for your community, for our world, for its people](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1997-98_logo_EN.jpg) | 1997-1998 | Show Rotary Cares — for your community, for our world, for its people | Glen W. Kinross Rotary Club of Hamilton,  Brisbane Queensland, Australia | Melvin H. Gosda Grand Island |
| [1998-1999 Follow Your Rotary Dream](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1998-99_logo_EN.jpg) | 1998-1999 | Follow Your Rotary Dream | James L. Lacy Rotary Club of Cookeville Tennessee, USA | Karl J. Borden Kearney Dawn |
| [1999-2000 Rotary 2000: Act with Consistency, Credibility, Continuity](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/1999-00_logo_EN.jpg) | 1999-2000 | Rotary 2000: Act with Consistency, Credibility, Continuity | Carlo Ravizza Rotary Club of Milano  Sud-Ovest, Italy | David L. Varmette Chadron |
| [2000-2001 Create Awareness — Take Action](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/2000-01_logo_EN.jpg) | 2000-2001 | Create Awareness — Take Action | Frank J. Devlyn Rotary Club of Anáhuac Distrito Federal, Mexico | Jerry Draucker Ogallala |
| [2001-2002 Mankind Is Our Business](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/2001-02_logo_EN.jpg) | 2001-2002 | Mankind Is Our Business | Richard D. King Rotary Club of Niles (Fremont) California, USA | Marcie Schmidt Minden |
| [2002-2003 Sow the Seeds of Love](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/2002-03_logo_EN.jpg) | 2002-2003 | Sow the Seeds of Love | Bhichai Rattakul Rotary Club of Dhonburi Thailand | Diane Finch-Oerter Arnold |
| [2003-2004 Lend a Hand](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/2003-04_logo_EN.jpg) | 2003-2004 | Lend a Hand | Jonathan B. Majiyagbe Rotary Club of Kano Kano State, Nigeria | Mark Mendenhall North Platte |
| [2004-2005 Celebrate Rotary](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/2004-05_logo_EN.jpg) | 2004-2005 | Celebrate Rotary | Glenn E. Estess Sr. Rotary Club of Shades Valley Alabama, USA | Ken Gnadt Grand Island |
| [2005-2006 Service Above Self](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/2005-06_logo_EN.jpg) | 2005-2006 | Service Above Self | Carl-Wilhelm Stenhammar Rotary Club of Göteborg Sweden | William E. Ballou Kearney |
| [2006-2007 Lead the Way](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/2006-07_logo_EN.jpg) | 2006-2007 | Lead the Way | William B. Boyd Rotary Club of Pakuranga Auckland, New Zealand | Cloyd Clark McCook |
| [2007-2008 Rotary Shares](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/theme07-08_c_en.jpg) | 2007-2008 | Rotary Shares | Wilfrid J. Wilkinson Rotary Club of Trenton Ontario, Canada | Robert “Bob” Stetter Valentine |
| [2008-2009 Make Dreams Real](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/theme08-09_c_en.jpg) | 2008-2009 | Make Dreams Real | Dong Kurn Lee Rotary Club of Seoul Hangang Seoul, Korea | Thomas L. Kraus Ogallala |
| [2009-2010 The Future of Rotary Is in Your Hands](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/theme09-10_c_en.jpg) | 2009-2010 | The Future of Rotary Is in Your Hands | John Kenny Rotary Club of Grangemouth Scotland | Dr. James Shreck North Platte |
| [2010-2011 Building Communities -- Bridging Continents](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/theme10-11_c_en.jpg) | 2010-2011 | Building Communities — Bridging Continents | Ray Klinginsmith Rotary Club of Kirksville Missouri, USA | Dave Snow St. Paul |
| [2011-2012 Reach Within to Embrace Humanity](http://i0.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/theme11-12_c_en.jpg) | 2011-2012 | Reach Within to Embrace Humanity | Kalyan Banerjee Rotary Club of Vapi Gujarat, India | Ronald L. Bazata Kearney |
| [2012-2013 Peace Through Service](http://i1.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/theme12-13_c_en.jpg) | 2012-2013 | Peace Through Service | Sakuji Tanaka Rotary Club of Yashio Saitama, Japan | Dian Edwards O’Neill |
| [2013-2014 Engage Rotary Change Lives](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2013/07/theme13-14_c_en.jpg) | 2013-2014 | Engage Rotary Change Lives | Ron D. Burton Rotary Club of Norman Oklahoma, USA | Duane Tappe McCook |
| [RI President-elect Gary C.K. Huang chose Light Up Rotary as his theme for 2014-15.](http://i2.wp.com/www.rotary5630.org/wp-content/uploads/2014/02/theme14-15_c_en.jpg) | 2014-2015 | Light Up Rotary | Gary Huang Rotary Club of Taipei Taiwan Taipei, Taiwan |  |