

# THE OBJECT OF ROTARY

*MADE SIMPLE*

*We all think we choose what path we take in life, who we socialize and mix with, what views we hold.  
But those decisions are actually shaped by networks of people - David Brooks.*

**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.**

*Rotarians have the opportunity to create relationships with many business, professional, and community leaders.*

**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.**

*Being a Rotarian authenticates the person and their business or profession.*

**THIRD - The application of the ideal of service in each Rotarian's personal, business, and community life.**

*Rotarians nurture this personal characteristic; the cornerstone of building and sustaining relationships.*

**FOURTH - The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.**

*Rotarians become better world citizens and often build lasting international relationships.*

*ROTARIANS INFLUENCED BY THE OBJECT OF ROTARY HAVE MADE THEIR FAMILIES, BUSINESSES, COMMUNITIES AND THE WORLD BETTER. WHAT THEY DID IS A BY-PRODUCT OF WHO THEY ARE AND THE IMPACT THE OBJECT OF ROTARY HAD ON THEM PERSONALLY.*

