Four Avenues of Service

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 four primary areas. These are often referred to as the Four 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.

**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.

**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.

**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.