

## WEEK 26 FOUNDATION MINUTE – VOCATIONAL SERVICE MONTH

Rotary has designated January as Vocational Service Month. 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 of Rotary”, which calls on Rotarians to encourage and foster:

- 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 service society.

This month, clubs are encouraged to provide opportunities for members to talk about their professions at their clubs and to learn about fellow members’ occupations; use member skills and expertise to serve their communities; help young people to achieve career goals; provide guidance and encouragement to others in their professional development; and to practice their professions with integrity while inspiring others to behave ethically through words and actions.

Bring Vocational Service to life by undertaking these activities. Vocational service is the essence of Rotary and serves as the foundation from which we serve our communities around the world.