***Vocational Service is the second avenue of service and the very essence of Rotary***

**Clubs and Rotarian’s have shared roles in Vocational Service:**

-High ethical standards in business and profession

* Honest language, behavior, no gray areas - always doing the right thing. Be a positive example in the workplace and the community – walk the talk!

-The recognition of the worthiness of all useful occupations

-The dignifying of each Rotarian’s occupation as an opportunity to serve society

**Practice High Ethical Standards using**:

1. **The Four Way Test**

Of the things we think, say or do:

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?

1. **Declaration of Rotarians in Businesses and Professions**

As a Rotarian engaged in a business or profession, I am expected to:

1) Consider my vocation to be another opportunity to serve;

2) Be faithful to the letter and to the spirit of the ethical codes of my

Vocation, to the laws of my country, and to the moral standards of my

Community;

3) Do all in my power to dignify my vocation and to promote the highest

Ethical standards in my chosen vocation;

4) Be fair to my employer, employees, associates, competitors, customers,

The public, and all those with whom I have a business or professional

Relationship;

5) Recognize the honor and respect due to all occupations which are useful

To society;

6) Offer my vocational talents: to provide opportunities for young people,

To work for the relief of the special needs of others, and to improve the

Quality of life in my community;

7) Adhere to honesty in my advertising and in all representations to the

Public concerning my business or profession;

8) Neither seeks from nor grant to a fellow Rotarian a privilege or advantage

Not normally accorded others in a business or professional relationship.

1. **Object of Rotary**

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;  
  
**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;  
  
**THIRD:** The application of the ideal of service in each Rotarian’s personal,  
business and community life;  
  
**FOURTH:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

**Take Action in your Club and District**

**Classification Talks:** great way to promote vocational awareness in your club. These presentations give members the chance to learn the inner workings of jobs other than their own, including the various problems that arise and the solutions used to address them.

**Share your Workplace:** provide tours, host meetings and new member meeting and greats. Invite young people to explore career opportunities by learning about your business and occupation.

**Vocation Activities:**

**Awareness**

* Observance of Vocational Service Month in January!
* Promote/display: The Four-Way Test or Declaration of Rotarians in Businesses and Professions or Object of Rotary in your office, workspace and community.
* Make Classification Talks and Tours of members’ businesses a standard component of your club’s program.
* Identify 5 club members in leadership roles both in business and vocational associations. Have them speak at a club meeting and/or highlight them in your clubs newsletter.
* Join or form a Rotary Fellowship related to your vocation.
* Develop an award program to recognize Rotarians and non-Rotarians for demonstrating outstanding commitment to the principles of vocational service.
* Give an ethics awards to businesses or professionals who demonstrate high ethical standards in their treatment of employees, customers, and the communities in which they work.

**Youth Service**

* Sponsor an essay contest that participants describe how they can apply The Four-Way Test to their lives – “Scholarship.” See District Website for sample forms.
* Sponsor a “character literacy” project for young children that integrates lessons about ethics with children’s reading activities.
* Sponsor a RYLA and/or Oratorical candidate with special emphasis on ethics.
* Mentor the youth. Share your knowledge, skills, and values to help prepare your mentee to succeed in his or her academic and vocational pursuits.
* Sponsor a career day for Rotarians where they bring young people to their places of business and educate them about career opportunities or participate in local career fairs in the community/schools.

**Community**

* Organize a discussion group or workshop on maintaining high ethical standards in the workplace, inviting local non-Rotarian business leaders to attend.
* Sponsor a seminar for small business entrepreneurs and invite members of the community to participate.
* Hold informal professional networking events where members can meet other local professionals and introduce them to Rotary.
* Start a career counseling program geared towards equipping unemployed or underemployed adults with the skills they need to compete in the job market.
* Volunteer for a service project that uses your vocational skills. Use your unique set of talents to make a difference in your community.

**Other**

* Create your own!
* Share your clubs “best practices” on the rotary7120.org website
* Share your vocational project on rotary.org in Rotary Shares.
* Do a second activity from Awareness, Youth or Community.