

## PROPOSED ENACTMENT

To establish “**Service Above Self**” as Rotary International’s only and permanent annual theme.

Proposed by the Rotary Club of Tumwater, WA USA

Endorsed by District 5020 through email balloting.

**IT IS ENACTED** by Rotary International that the CONSTITUTION OF ROTARY INTERNATIONAL be and herby IS amended as follows:

In **Article 2. Name and Description** (page 167 of the 2010 MOP),

A new subsection is added:

- a) The annual Theme of Rotary is “Service Above Self”.

**IT IS FURTHER ENACTED** by Rotary International that the BY LAWS OF ROTARY INTERNATIONAL be and herby are amended as follows:

In **Article 18. Name and Emblem** (page 236 of the 2010 MOP),

A new section is added:

18.030 The annual Theme of Rotary is “Service Above Self”.

**IT IS FURTHER ENACTED** by Rotary International that the Rotary International Board of Directors change the Rotary Code of Polices to specify that the annual theme is “Service Above Self” as follows:

### **27.050. Annual Theme and Program Emphasis**

Rotarians are encouraged to present and emphasize only the annual theme, “Service Above Self”, at district conferences, at other district meetings, in printed materials, and during “official visits” by RI officers. The annual theme is the only theme which should be utilized, and the use of other themes should be discouraged.

## **PURPOSE AND EFFECT STATEMENT**

Nearly every major corporation in the world has a theme, tagline, or advertising “hook” that is part of their marketing efforts and establishes their identity. That theme sets them apart from other companies.

IBM is “Big Blue”, Fosters is “Australian for Beer”, Coca-Cola is “The Real Thing”, and Nike is “Just Do It”. When a company cannot decide on a theme, or changes it without proper market research, consumers become confused and even migrate to a competitor. (Look what happened to Coca Cola when it changed marketing. It lost market share and had to bring back “Classic Coke”.)

Rotary changes its’ theme every year at the discretion of the President. While the President of Rotary International can and should emphasize an area of Service that is most meaningful to that person: Peace and conflict prevention/resolution, Disease prevention and treatment, Water and sanitation, Maternal and child health, Basic education and literacy, Economic and community development, and Polio Eradication the annual theme should be constant.

From a cost perspective, changing pins, ties, and banners every year is wasteful. The money spent on such accessories would do far more good if spent in one of the areas of emphasis.

From a branding perspective the Rotary wheel should be synonymous with service. See the pin, think Service.