

Date: No. 3 Classifications

Dear First Name:

There are so many benefits to membership in Rotary.

One of those benefits is Fun! Rotary is Fun.

On top of that, there is the business side of Rotary. Every Rotarian has a classification that describes his or her vocation. Having a wide variety of businesses and professions in Rotary provides a great network, allowing us to discover and celebrate diverse perspectives and it gives us a diverse array of resources and skill sets to draw from. You will find that through Rotary you will enjoy an extensive network of personal, business, and professional relationships.

And because Rotarians subscribe to the Four Way Test, you’ll feel confident and proud to do business with other Rotarians. You will know they are trustworthy, dependable and ethical, and that they are your friends. In fact, Rotary was actually founded on the idea of doing business with other members, especially because of our belief in high ethical standards and our adherence to the Four Way Test.

The history of the Four Way Test goes back to the early 1930’s when Herbert J. Taylor set out to save the Club Aluminum Products distribution company from bankruptcy. His recovery plan started with changing the ethical climate of the company. In the 1940’s, when Taylor was an RI director, he offered the Four Way Test to the organization, and it was adopted by Rotary for its internal and promotional use. Never changed, The Four-Way Test is a nonpartisan and nonsectarian ethical guide for Rotarians to use for their personal and professional relationships. The test has been translated into more than 100 languages.

The Four Way Test reads like this:  *Of the things we think, say or do,*

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build good will and better friendships?
4. Will it be beneficial to all concerned?

Business networking and professional development are just a couple of the many benefits of membership in Rotary. We encourage you to be an active and enthusiastic Rotarian. When you are, those benefits will flow to you in ways you never imagined.

I hope you are enjoying your Rotary experience.

Yours in Rotary,