

## 7 Traits of REAL\* Rotary Members



### 1. They **BELIEVE** in their club and its mission:

- Its impact on the community,
- The goal of service above self,
- And understand what it would mean if there was no Rotary in the community.

### 2. They are **COMMITTED** to increasing their Rotary knowledge:

- They attend and complete RLI.
- They regularly explore the RI Learning Center and complete courses of choice and interest.
- They regularly read articles in Rotary Magazine to enhance their personal expertise and help the club to improve.

### 3. They **RESEARCH** Rotary's benefits:

- They better build their individual Rotary membership brand through their physical and mental involvement.
- They determine how to apply the insights of the 4-Way Test in their personal and professional lives.
- They take advantage of ALL Rotary has to offer and influence others to do the same

### 4. They **PARTICIPATE** in their club and district endeavors:

- Regularly attend meetings, serve on committees, and participate in club and district functions as available.
- Contribute their ideas, best practices and exchange views with club and district members.
- Volunteer their time, talent and when possible monetary contributions to serve the needs of their club, district, and Rotary International as it may be requested.

### 5. They propose new members and demonstrate **MEMBERSHIP** value.

- Directly recruit potential members for their club and recommend members to lead.
- Serve as a direct or indirect mentor to new and existing members.
- Strive to influence all members in their club and district where applicable on the value of being a Rotarian.

### 6. They act continuously with **INTEGRITY**:

- Demonstrate that there is no such thing as a grey area in their professional or personal life practices.
- Foster personal and professional Rotary relationships.
- Do not hesitate to report unprofessional or unethical violations of conduct by Rotarians or others without reservation to the proper parties.

### 7. They build **COMMUNITY** value:

- Do not hesitate to participate in community service events as time and need allows.
- Support local, state, regional and national initiatives that promote economic growth, build general welfare and enhance living conditions.
- Readily promote the benefits of their community to others.

\* REAL = Reliable Enthused Avid Leaders