

RESOLUTION 24R-24

To request the RI Board to consider recommending wearing membership pins more prominently than all other insignia on a daily basis

Proposer(s): District 4975, Uruguay

1 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
2 International consider recommending wearing the active or honorary RI
3 membership pin and the Rotaract membership pin in a conspicuous position on
4 clothing, and more prominently than all other insignia, on a daily basis, and not
5 only at Rotary meetings or events.

(End of Text)

PURPOSE AND EFFECT

6 The membership pin is the emblem of RI and, like the Rotaract pin, it is the first
7 symbol that is received as a sign of identity and membership upon joining the
8 organization.

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10 Many active members, honorary members, and Rotaractors do not wear their
11 pins on a daily basis, and many do not wear them prominently on their clothing,
12 thus creating confusion with other Rotary and Rotary Foundation pins and
13 recognitions.

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15 The active member and honorary membership pins are the quintessential
16 identification of Rotary membership, and the Rotaract member pin also has a
17 significant position given Rotaract's recent elevation in RI; therefore, the use and
18 protection of these marks and logos should be encouraged.

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20 The Brand Center repeatedly emphasizes the need to "Make Rotary's Public
21 Image a priority," and the message "Every member is the first advocate of
22 Rotary's Public Image" is stressed in every training.

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24 Therefore, it is requested that the RI Board consider recommending that the RI
25 membership pin and the Rotaract pin be worn on a daily basis and in a visible
26 and more prominent position than all other insignia.

FINANCIAL IMPACT

27 If implemented, this resolution would have no substantial financial impact on RI.