

# RESOLUTION 25R-14

To request the RI Board to consider reestablishing the annual presidential theme

**Proposer(s):** Rotary Club of Curitiba-Leste, District 4370, Brazil

1 WHEREAS, the theme created by the RI president each year serves to inspire  
2 Rotarians into action around the world, and

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4 WHEREAS, the annual theme is based on each RI president's individual  
5 experience and perspective of their humanitarian work, and

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7 WHEREAS, this theme is used to motivate clubs to carry out humanitarian  
8 projects to better assist the communities they serve, and

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10 WHEREAS, the existence of an annual theme challenges Rotarians to flexibly and  
11 creatively reassess the mission of Rotary each year, and it also serves to unite  
12 Rotary's leaders in the pursuit of a common goal, and

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14 WHEREAS, the Council on Resolutions represents the views of Rotarians from  
15 districts all over the world

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17 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary  
18 International consider reversing its decision to eliminate the creation of an  
19 annual presidential theme and logo and reestablishing the authority of the RI  
20 president-elect to develop, disseminate, and promote for use during his or her  
21 year as president a motivational theme as established by him or her.

(End of Text)

## FINANCIAL IMPACT

22 This enactment could have a financial impact on RI which cannot be determined  
23 at this time. Cost would depend on the scope and extent of support provided by  
24 the RI Board to develop the annual theme and logo.

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26 The Board approved removing the annual presidential theme logo and shifted to  
27 presidential messaging rather than a person-specific theme.

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29 Presidential messaging embodies our vision and core values, giving clubs a  
30 consistent message that they can use to focus their efforts for the year and  
31 strengthen community understanding of their work. Presidents can continue to  
32 have accessories produced, including a tie and scarf, which are an important tool  
33 to build camaraderie and motivation among the governors for each year.