

PDG Archi 摘譯自 Every Rotarian. Every Year – Success Strategies Vol. 1

成功策略

扶輪社友的慷慨行動所影響的地方是到處可見。當你訪談 GSE 團體研究交換團員或大使獎學金學生，或是訪問配合獎助金(Matching Grant)計劃案的實施地點時，你就會體認到我們扶輪基金會是真正為這個世界創造和平及希望。

許多扶輪社定期捐款給扶輪基金會作為他們扶輪社每年的年度目標。一貫捐款給扶輪基金會的扶輪社具備了兩項相同之處：(1) 他們的社員比較瞭解並參與扶輪基金會所做的善事(2) 他們扶輪社的領導人對每位社友贊助扶輪基金的勸募，有清楚與明確的策略。

以下是針對募集捐款的一些特定策略。這些策略很有趣，容易執行，並且在許多扶輪社及地區已證明成功。

分組與結合

將扶輪社社員劃分每五位為一組。每位社員都同意捐贈美金\$200 元給扶輪基金會，總共美金\$1,000 元。小組將每位成員的名字放入帽子內並從帽子中抽出的一位名字，被抽中的社員將獲得保羅哈里斯之友獎章(Paul Harris Fellow)。每年舉辦一次或更多次，這項活動能夠使你結合聯誼與募集捐款。

捐些零錢來創造改變

每星期邀請一位社友在扶輪社的例會中用兩分鐘的時間演講，講述扶輪基金會如何在我們的世界中幫助不幸的人改善他們的生活。並在每位社友的桌上放置一個寫有“零錢創造改變”的贊助扶輪基金會的罐子，當演說的扶輪社友分享扶輪基金美德時，社友將錢幣或紙鈔投入罐子，作為對演說者的“掌聲”，並表達及支持扶輪基金會在人道主義上的各項工作。這些募集的錢可以用社的名譽捐贈給扶輪基金會或作為對新社員捐贈扶輪基金會時的配合款。

挑戰累積表彰

確認一至二位慷慨並具有能力巨額捐款給年度計劃基金(Annual Programs Fund.) 的扶輪社員。經由他們的允許，使用他們累積的表彰點數來贊助其他扶輪社員的捐款的表彰。第一次的捐獻一般是最困難取得，這樣的誘因能幫助創造一個習慣，一個所有扶輪社員的“給予的文化”。

每季對扶輪基金會(TRF)捐獻:

想要每季對扶輪基金會(TRF)捐獻變的容易而簡單嗎？在每季個人捐獻扶輪基金會的聲明中放入一個選項。絕大多數成功的扶輪社提供不同的捐獻金額（如每季美金 \$25，\$50，\$100，\$250）。要確認有定期提出目前地區扶輪基金的計劃項目，使社員放心他們的捐獻得到好的使用。當新社員參加扶輪社時，他們也要相同的對待，確保所有社員 100% 參加扶輪基金會。

採用“每年每位扶輪社員”來支援我們的扶輪基金會。貴扶輪社如有需要策略計畫的資訊，請來電 847 -866 -3352 或使用我們的電子郵件：

EveryRotarianEveryYear@rotaryintl.org 與扶輪基金會連繫。

Success Strategies

The impact of Rotarians' generosity is everywhere. When you talk with a Group Study Exchange team member, an Ambassadorial Scholar or visit the site of a Matching Grant, you realize that *our* Rotary Foundation is truly creating peace and hope in our world.

Many Rotary clubs regularly contribute to The Rotary Foundation as a part of their club's annual goals. Clubs that consistently give to The Rotary Foundation have two things in common: 1) their members are more aware and involved in the good works of The Rotary Foundation and 2) their club leaders have a clear and defined strategy to conduct fundraisers and/or solicit funds from every club member.

The following are specific strategies to raise money. They're fun, easy to implement, and have proven success among many Rotary clubs and districts.

Divide and Conquer!

Divide the club into groups of five members. Each member agrees to give US\$200.00 to The Rotary Foundation for a total of \$1,000.00. The group puts each member's name in a hat and the one name pulled from the hat receives the credit for the Paul Harris Fellow. By doing this once a year or more you can combine fellowship and fundraising.

Give Change to create Change:

Each week a member of the club is asked to make a two minute presentation to the club on how The Rotary Foundation is making a change in the lives of those less fortunate in our world. Placed on each table is a TRF contribution canister with the words "Change for Change" boldly displayed. As the speaker shares the virtues of TRF, club members place loose coins and paper money in the canisters as "applause" for the speaker, and as a show of support for the Foundation's great humanitarian works. The funds collected can be used as the club contribution to The Rotary Foundation or as matching funds for newer members.

Challenge Others with a Challenge Gift:

Identify one or two generous Rotarians with the capacity to make a major gift to the Annual Programs Fund. With their permission, use their accumulated Foundation Recognition Points to match contributions from other Rotarians. The first contribution is commonly the most difficult one to get. This incentive can help to create a habit, or 'culture of giving' among ALL Rotarians!

Supplement your quarterly dues with a TRF Contribution:

Want to keep it really easy and simple? Include an option on the quarterly dues statement for personal contributions to TRF. The most successful clubs include varying amounts (\$25, \$50, \$100, \$250 per quarter). Make sure to regularly mention current district projects so members are reassured their contributions are well spent. When new members join the club, they're started off in the same way, assuring 100% participation by all members.

Give "***Every Rotarian, Every Year***" the opportunity to support *our* Rotary Foundation. For more information on devising a strategy for your club, please contact The Rotary Foundation at 847-866-3352 or e-mail: EveryRotarianEveryYear@rotaryintl.org.