

扶輪社
公共關係
委員會手冊

CLUB PUBLIC
RELATIONS
COMMITTEE
MANUAL



ROTARY INTERNATIONAL®

國際扶輪

本手冊為 2006 年版扶輪社公共關係委員會。本手冊旨在供 2007-08、2008-09、2009-10 年度扶輪社各委員會使用。手冊內資訊的根據為模範扶輪社章程、建議扶輪社細則、國際扶輪章程、國際扶輪細則及扶輪政策彙編。2007 年立法會議或國際扶輪理事會對這些章程文件所作之改變應取代本書中所述之政策。

This is the 2006 edition of the *Club Public Relations Committee Manual*. It is intended for use by 2007-08, 2008-09, and 2009-10 club committees. The information in this publication is based on the Standard Rotary Club Constitution, the Recommended Rotary Club Bylaws, the Constitution of Rotary International, the Bylaws of Rotary International, and the Rotary Code of Policies. Changes to these documents, by the 2007 Council on Legislation or the RI Board, override policy as stated in this publication.

前言

扶輪社公共關係委員會手冊編製的目的，在協助你設定目標，並瞭解你在增加扶輪社效能的責任。一個有效的扶輪能夠：

- 維持或增加其社員人數
- 推動成功計畫來因應其社區與其他國家之社區的需求
- 透過參與計畫與捐獻來支持扶輪基金會
- 培養能夠在扶輪社階層以上服務扶輪的領袖

根據扶輪社領導計畫，建議的扶輪行政管理架構應有以下 5 個常設委員會：

- 扶輪社行政管理
- 社員
- 公共關係
- 服務計畫
- 扶輪基金會

每個委員會都有一本手冊，內容簡介該委員會與責任，以及可用的資源、委員會特定的職責、與其他可支援你與委員會委員的相關資料。請將扶輪社公共關係委員會手冊中相關的部份影印並分發給各委員。也可自 www.rotary.org 免費下載本手冊。扶輪社職員資料袋 The Club Officers' Kit (225-EN) 也有這份手冊，可參考國際扶輪目錄購買。

扶輪社公共關係委員會主委

在地區講習會之前，請先閱讀本手冊，以便瞭解你的角色與責任。並請將本手冊攜帶至地區講習會作為參考。

在地區講習會，扶輪社領導人—包括扶輪社社長當選人與下屆秘書、財務、各委員會主委—將討論其角色與責任，訂定年度目標，並培養其來年的工作關係。

利用手冊事先填妥以下討論問題，以便在地區講習會中充分參與討論：

公共關係委員會的角色是什麼？

你在這個角色的責任有哪些？

委員會委員如何協助扶輪社促進正面的公共關係？

Introduction

The *Club Public Relations Committee Manual* was developed to help you establish goals and understand your responsibilities related to increasing club effectiveness. An effective Rotary club is able to:

- Sustain or increase its membership base
- Implement successful projects that address the needs of their community and communities in other countries
- Support The Rotary Foundation through both program participation and financial contributions
- Develop leaders capable of serving in Rotary beyond the club level

Under the Club Leadership Plan, the recommended administrative structure of Rotary Clubs has the following five standing committees:

- Club administration
- Membership
- Public relations
- Service projects
- Rotary Foundation

Each committee has a manual which provides an overview of the committee and its responsibilities as well as available resources, specific committee duties, and other relevant materials to support you and your committee members. Copy related sections of the *Club Public Relations Committee Manual* and distribute to committee members. Additional copies of this manual can be downloaded for free at www.rotary.org. The *Club Officers' Kit (225-EN)*, including this manual, can be purchased through the *RI Catalog*.

Club Public Relations Committee Chair

Before the district assembly, review this manual in order to understand your role and responsibilities. Bring it to your district assembly to use as a reference.

At the district assembly, club leaders, including the club president-elect and the incoming secretary, treasurer, and committee chairs, will discuss their role and responsibilities, work on annual goals, and develop their working relationship for the coming year.

Complete the following discussion questions in advance to fully participate in the discussions at the district assembly:

What is the role of the public relations committee?

What are your responsibilities in this role?

How can committee members help their club promote positive public relations?

貴社如何與媒體建立關係？

你如何協助委員會委員更有效服務？

你的長期目標與年度目標是什麼？

建議？

如果你對本手冊或國際扶輪任何訓練資料有疑問或指教，請直接聯絡：

國際扶輪領導人教育及訓練處

Leadership Education and Training Division

Rotary International

One Rotary Center

1560 Sherman Avenue

Evanston, IL 60201-3698 USA

電子郵件地址：leadership.training@rotary.org

電話：847-886-3000

傳真：847-866-0974

How has your club established relationships with the media?

How can you help committee members serve effectively?

What are your long-range and annual goals?

Comments?

If you have questions or comments about this manual or any of RI's training resources, please direct them to:

Leadership Education and Training Division

Rotary International

One Rotary Center

1560 Sherman Avenue

Evanston, IL 60201-3698 USA

E-mail: leadership.training@rotary.org

Phone: 847-866-3000

Fax: 847-866-0974

角色與責任

公共關係讓全世界社區瞭解扶輪是一個滿足真正需求、信譽卓越的組織。當扶輪社擁有正面的公共形象，現有的社員便會受到激勵而活躍，準社員也會渴望加入。

角色

公共關係委員會擬定計畫來提供大眾有關扶輪的資訊，並宣傳扶輪社的服務計畫與活動。

責任

公共關係委員會有以下責任，將於本手冊中說明：

達成扶輪社未來一年的公共關係目標(參見有效能扶輪社規劃指南 *Planning Guide for Effective Rotary Clubs* 中有關公共關係的部份)

熟知國際扶輪資源(參見公共關係資源)

讓扶輪社社員、媒體、與一般大眾認識活動(參見重要的扶輪訊息)

提升計畫與活動使其對媒體更具吸引力(參見公共關係的元素)

協助建立一個有助於社員發展的公共形象(參見透過公共關係發展社員)

和扶輪社各委員會合作

公共關係委員會應與以下扶輪社委員會合作以達成公共關係目標：

服務計畫委員會(瞭解即將舉辦的計畫是否可使媒體產生興趣)

社員委員會(裁量修正你的工作鎖定社區內可能成為社員的人士)

扶輪基金會委員會(瞭解即將舉辦的人道獎助金計畫或來訪的獎學金受獎人)

扶輪社行政管理委員會(事先告知媒體參與扶輪社例會節目的人士，並設計扶輪社網站以吸引媒體和一般大眾)

可針對每個常設的扶輪社委員會指派一名連絡人，擴展你的公關觸角。這可確使你的委員會掌握扶輪社所有的最新發展。

Role and Responsibilities

Public relations informs communities around the world that Rotary is a credible organization that meets real needs. When a Rotary club has a positive public image, current members are motivated to be active and prospective members are eager to join.

Role

The public relations committee develops a plan to provide the public with information about Rotary and promotes the club's service projects and activities.

Responsibilities

The public relations committee has the following responsibilities, which are explained in this manual:

Achieving club public relations goals for the coming year (see Public Relations Section of the *Planning Guide for Effective Rotary Clubs*)

Familiarizing yourself with RI resources (see Public Relations Resources)

Creating awareness of club activities among club members, media, and the general public (see Key Rotary Messages)

Enhancing projects and activities to make them more appealing to the media (see Components of Public Relations)

Helping to create a public image conducive to membership development (see Developing Membership through Public Relations)

Working with Club Committees

The public relations committee should work with the following club committees to meet public relations goals:

Service projects committee (to be aware of upcoming projects that would be of interest to the media)

Membership committee (to tailor your efforts to target potential members in the community)

Rotary Foundation committee (to be aware of upcoming Humanitarian Grants projects or visiting scholarship recipients)

Club administration committee (to notify the media in advance of who is on the weekly club program and to design the club's Web site to appeal to the media and general public)

Enhance your public outreach capabilities by assigning a liaison to each of the standing club committees. This will ensure your committee is up-to-date on all club activities.

針對扶輪理解推行月 Rotary Awareness Month(1 月)規劃每週例會節目與活動。

Plan weekly meetings and activities in observance of Rotary Awareness Month (January).

與扶輪社員合作

藉由以下方式讓你的扶輪社友協助推動公共關係：

- 讓社友充分瞭解扶輪宗旨以及扶輪的計畫與活動。
- 讓社友找機會透過個人、事業、和專業人脈來宣傳扶輪的目標與成就。

內容

如有需要，可將以下資料複印分發給委員會委員。

公共關係資源 第 5-6 頁

扶輪社公共關係委員會主委 第 7-10 頁

有效能扶輪社規劃指南中公共關係的部份 第 11 頁

重要的扶輪訊息 第 13 頁

公共關係的元素 第 14-15 頁

透過公共關係發展社員 第 16 頁

Working with Rotarians

Get your fellow club members to help with public relations by having them

- Be fully informed about the Object of Rotary and Rotary's programs and activities.
- Seek opportunities to further the aims and accomplishments of Rotary through personal, business, and professional contacts.

Contents

Copy and distribute these materials to committee members as needed. Public Relations Resources 5-6

Club Public Relations Committee Chair 7-10

Public Relations Section of the *Planning Guide for Effective Rotary Clubs* 11

Key Rotary Messages 13

Components of Public Relations 14-15

Developing Membership through Public Relations 16

公共關係資源

資料資源

下列出版品可利用國際扶輪目錄 (019-EN) 或自 www.rotary.org 下載。



『有效的公共關係：扶輪社指南』 (257-EN) — 宣傳扶輪社活動以吸引社區和潛在社員正面注意的工具和祕訣。

- 『有效能扶輪社規劃指南』 *Planning Guide for Effective Rotary Clubs* — 扶輪社於規劃扶輪社公共關係目標時，評估與設定目標的工具(參見第 11 頁)。
- 『公共關係：讓它為你所用』 *Public Relations: Make It Work for You* (269-EN) — 顯示溝通在資訊時代之重要性的錄影帶。
- 『英文扶輪月刊』 *The Rotarian* (或扶輪地域雜誌) — 國際扶輪的公式月刊，報導扶輪社與地區計畫、國際扶輪理事會決策、以及國際扶輪會議。此外，全世界總共有 23 種語言的 30 種地域雜誌服務全球的扶輪社員。
- 『這是扶輪』 *This Is Rotary* (001-EN) — 向準社員與一般大眾簡單介紹扶輪的小冊子。
- 『視覺識別格式手冊』 *Visual Identity Style Manual* (547-EN) — 扶輪各階層出版品設計及如何正確使用輪標誌及扶輪徽章的參考模範。
- 『何謂扶輪?』 *What's Rotary?* (419-EN) — 解答經常被問起的一般扶輪問題的皮夾大小卡片。

國際扶輪網站 www.rotary.org

國際扶輪網站提供有關扶輪各方面的線上資源與最新資料。你可以下載免費的出版品，利用線上目錄訂購，也可查詢任何扶輪社的例會時間與地點。

關鍵字搜尋：

- **Fact Pack** 實況單 — 可提供免費下載的國際扶輪與扶輪基金會的實況單。
- **Public relations** 公共關係 — 公共關係相關資訊，包括世界各地推動成功公關行動的範例、新聞稿範本、以及其他祕訣和建議。
- **PR Tips** 公共關係祕訣 — 為電子郵件形式的新聞通訊，內容為扶輪社與地區在其他社區宣傳扶輪的構想；每個月發行 2 次。
- **Public service announcements** 扶輪公益廣告 — 扶輪社可用來社區宣傳扶輪，有印刷、廣播及電視版。
- **Recognition programs** 表彰計畫 — 國際扶輪與扶輪基金會的獎項和表彰計畫，包括國際扶輪公共關係獎 **RI Public Relations Award**。
- **Key messages** 重要訊息 — 可當作本手冊第 12 頁「重要的扶輪訊息」的增刊。

Public Relations Resources

Informational Resources

Order publications through the *RI Catalog* (019-EN), or download them at www.rotary.org.

Effective Public Relations: A Guide for Rotary Clubs (257-EN) — Tools and tips for promoting club activities to attract positive attention from the community and potential members.

- *Planning Guide for Effective Rotary Clubs* — Club assessment and goal-setting tool used to plan club public relations goals (see page 11).
- *Public Relations: Make It Work for You* (269-EN) — Videotape showing the importance of communication in the information age.
- *The Rotarian* (or Rotary regional magazine) — RI's official monthly magazine, which reports club and district projects, RI Board decisions, and RI meetings. In addition, 30 Rotary regional magazines in 23 languages serve Rotarians around the world.
- *This Is Rotary* (001-EN) — Colorful illustrated brochure providing a brief overview of Rotary for prospective Rotarians and the public.
- *Visual Identity Style Manual* (547-EN) — Guidelines for the design of publications at all levels of Rotary and the proper use of the Rotary Marks.
- *What's Rotary?* (419-EN) — Wallet-size card answering frequently asked questions about Rotary.

www.rotary.org

The RI Web site provides online resources and up-to-date information on all aspects of Rotary. You can download free publications, shop the online catalog, and locate the meeting time and place of any Rotary club.

Keyword searches:

- **Fact Pack** — RI and Foundation fact sheets available for free download.
- **Public relations** — Contains information about public relations, including examples of successful public relations efforts undertaken around the world, sample press releases, and other tips and suggestions.
- **PR Tips** — E-mail newsletter featuring ideas for clubs and districts to promote Rotary in their communities; two issues each month.
- **Public service announcements** — RI print, radio, and television announcements that clubs can use to promote Rotary in their communities.
- **Recognition programs** — RI and Rotary Foundation awards and recognition programs, including the RI Public Relations Award.
- **Key messages** — A supplement to the key Rotary messages listed on page 12 of this manual.

人力資源

- 地區公共關係委員會—被指派協助扶輪社之公共關係工作的扶輪社員。(聯絡資料請洽各地區)
- 國際扶輪社扶輪社與地區支援代表 **RI Club and District Support representative**—國際扶輪世界總部或國際辦事處的辦事員，負責回答有關行政管理的問題，並將其他問題轉交給相關的國際扶輪與基金會辦事員。(聯絡資料請參見 www.rotary.org)
- 國際扶輪公共關係辦事員 **RI Public Relations staff**—國際扶輪世界總部專門協助扶輪社與地區推動公共關係工作的辦事員。(聯絡資料請參見 www.rotary.org)

Human Resources

- District public relations committee — Rotarians appointed to support clubs in their public relations efforts. (Request contact information from your district.)
- RI Club and District Support representative — Staff member at RI World Headquarters or international offices available to answer administrative questions and direct other inquiries to appropriate RI and Foundation staff. (Find contact information at www.rotary.org.)
- RI Public Relations staff — Staff members at RI World Headquarters dedicated to assisting clubs, districts, and RI in their public relations efforts. (Find contact information at www.rotary.org.)

扶輪社公共關係委員會主委

Club Public Relations Committee Chair

身為貴委員會主委，你負責確保貴委員會達成委員會及扶輪社的目標。

As the chair of your committee, you're responsible for ensuring your committee achieves committee and club goals.

責任

- 在就職前，你有以下責任：
- 詳讀委員會手冊
- 出席地區講習會
- 詳讀貴社的細則，其中應包含貴委員會宗旨的資料
- 與社長當選人合作，根據專業能力與個人興趣來挑選委員會委員，並使其準備好接掌來年的工作
- 運用有效能扶輪社規劃指南，與社長當選人一起評估與建立扶輪社長期目標與年度目標
- 為貴委員會訂定行動計畫以達到年度目標

Responsibilities

- Before taking office, you have the following responsibilities:
- Reviewing your committee's manual
- Attending the district assembly
- Reviewing your club's bylaws, which should contain information on your committee's purpose
- Working with the president-elect to recruit committee members based on their professional abilities and personal interests, and preparing them for the year
- Reviewing and establishing club long-range and annual goals with the president-elect using the *Planning Guide for Effective Rotary Clubs*
- Developing an action plan for your committee to achieve annual goals

在擔任委員會主委這一年中，你有以下責任：

During your year as committee chair, you have the following responsibilities:

- 籌劃與舉辦委員會定期會議與活動
- 確保委員各司其責
- 向扶輪社社長、理事會與全社報告委員會的活動與進度
- 與適當的地區委員會合作、推動跨社活動或提案
- 表彰委員會委員的工作與努力

- Planning and conducting regular committee meetings and activities
- Holding members accountable for the responsibilities they've accepted
- Reporting committee activities and progress to the club president and board of directors and the full club
- Cooperating with the appropriate district committee on multiclub activities or initiatives
- Recognizing committee members' work and efforts

委員會委員

在扶輪年度開始前，請和社長當選人合作挑選出缺的委員會委員並且召開籌劃會議。在可能範圍內，為求延續性，委員會委員應在同一委員會連續服務 3 年。委員會委員應對國際扶輪及貴社有明白及充足的認識。其他應列入考慮的重要特質包括：

Committee Members

Work with the president-elect to select committee members to fill vacancies and conduct planning meetings before the start of the year. When feasible, committee members should be appointed to the same committee for three years for continuity. Committee members should be articulate and knowledgeable about Rotary International and your club. Other important characteristics to consider include:

- 專業的媒體經驗或關係
- 優秀的演說、寫作、或攝影技巧
- 製作網站的經驗
- 社區顯要人士

- Professional media experience or relationships
- Strong speaking, writing, or photography skills
- Web site development experience
- Prominent community members

扶輪社長為所有扶輪社委員會的當然委員。

The club president serves as an ex officio member of all club committees.

要讓委員會委員準備就緒必須：

To prepare committee members:

- 提供新委員有關委員會與其活動的資料。
- 讓新委員與較有經驗的委員配對合作。
- 鼓勵與其他扶輪社的同僚建立聯繫(利用地區名錄)。
- 瞭解貴委員會可用的資源。
- 給委員一張地區活動與會議一覽表。

- Supply newer members with information on the committee and its activities.
- Pair new committee members with more experienced ones.
- Encourage networking with counterparts in other clubs (use the district directory).
- Know the resources available to your committee.
- Give members a list of district activities and meetings.

設定目標

有效能扶輪社規劃指南 Planning Guide for Effective Rotary Clubs 是一個設定目標的工具，可協助社長當選人與扶輪社委員會一起評估扶輪社的現況，並建立能支持該社長期目標的該年度的年度目標。這份規劃指南也可提供委員會達成目標的策略。針對每個建議設立的扶輪社委員會，這份規劃指南都有專屬的內容。在地區講習會中，你將有機會與貴社社長當選人和其他下屆扶輪社領導人一起使用這份規劃指南。一整年中也都可使用有效能扶輪社規劃指南來評估達成目標的進度。這份指南應定期評估，必要時亦可更新。

建立有效的目標。為了確保所建立的目標能確實反映委員會的能力與扶輪社的興趣，委員會目標應為：

- **分享的。**參與設定目標及訂定達到目標之策略者，都必須努力達成目標。在設定目標時須諮詢扶輪社領導人、扶輪社員與地區領導人。
- **可測量的。**目標應提供可追求的具體項目。
- **具挑戰性的。**目標應夠弘遠，足以超越貴社過去的成就。
- **可達成的。**扶輪社員應有能力以可用資源達成目標。比較你的目標與過去委員會和貴社已達成的目標。
- **時間明確的。**目標應有截止日期或時間表。

訂定行動計畫。和扶輪社領導人與委員會委員合作，訂定一個行動計畫，簡述達成每個目標所需的步驟。以下的步驟可以協助你訂定一個行動計畫：

- 為每個步驟訂定一個時間表。
- 決定執行每個步驟的負責人。
- 建立評估每個步驟進度與成功的標準。
- 考慮貴社、地區與國際扶輪可支持該目標的可用資源與工具。
- 在採取行動前先取得人力、資訊、與財力資源。
- 評估之前目標的成就與現有的計畫，有必要時做修正。
- 確保按預定規劃，持續穩定朝達成目標邁進。

鼓勵委員會委員遵循行動計畫。因為扶輪社員屬義工性質，專業上的成就動機可能無法成為他們在扶輪的動力。考慮每個委員的動機需求。一般動機包括：

- 相信目標可造福社區以及所屬的扶輪社、地區與扶輪
- 聯誼的機會
- 建立人脈的機會
- 相信目標是可達成的，計畫或活動將會成功
- 指派的工作具挑戰性或運用其專業知識
- 投入達成委員會目標的努力與時間獲得表彰

運用這些激勵因素可以協助委員更投入扶輪，並鼓勵持續參與扶輪社活動。

Goal Setting

The *Planning Guide for Effective Rotary Clubs* is a goal-setting tool that helps the club president-elect work with club committees to assess the current state of the club and establish annual goals that support the club's long-range goals for the year. The planning guide also provides strategies that committees can use to achieve their goals. Each recommended club committee has a section in the planning guide. You'll have an opportunity to work on the planning guide with your club president-elect and other incoming club leaders during the district assembly. The *Planning Guide for Effective Rotary Clubs* can be used throughout the year to help measure progress toward established goals. It should be reviewed periodically and updated as needed.

Establishing effective goals. To ensure that the goals established accurately reflect committee capabilities and club interests, committee goals should be

- **Shared.** Those who participate in setting a goal and developing strategies to achieve that goal are committed to implementing it. Consult with club leaders, club members, and district leaders in setting a goal.
- **Measurable.** A goal should provide a tangible point to pursue.
- **Challenging.** A goal should be ambitious enough to go beyond what the club has accomplished in the past.
- **Achievable.** Rotarians should be able to accomplish the goal with the resources available. Compare goals to previous goals achieved by the committee and the club.
- **Time specific.** A goal should have a deadline or timeline.

Developing an action plan. Work with club leaders and committee members to develop an action plan that outlines the steps needed to achieve each goal. The following steps can help you develop an action plan:

- Establish a time frame for each step.
- Determine who is responsible for implementing each step.
- Establish the criteria for measuring progress and success for each step.
- Consider the resources and tools available from your club, district, and RI to support the goal.
- Secure human, informational, and financial resources before taking action.
- Evaluate the success of previous goals and your current plan, making modifications as necessary.
- Ensure steady progress is being made toward achievement of goals as envisioned.

Motivating committee members to follow the action plan. Because Rotarians are volunteers, what motivates them in their profession may not motivate them in Rotary. Consider the motivational needs of each committee member. Common motivators include:

- Belief that the goal will benefit the community and their club, district, and Rotary
- Opportunities for fellowship
- Opportunities for networking
- Belief that the goal is achievable and they will be successful
- Assignments that are challenging or use their expertise
- Recognition of efforts and time spent working toward committee goals

Using these motivating factors can help maintain member commitment to Rotary and encourages continued participation in club activities.

預算

在7月1日之前，和委員會與下屆扶輪財務一起決定貴委員會要達成目標所需求的金，也要考慮已規劃的募款活動。確保貴社的預算已納入貴委員會的資金需求。

監督貴委員會的資金、金錢往來、與報告，隨時注意貴委員會預算的使用狀況。定期與貴社的財務會面可確保在問題發生時能及早採取補救措施。

溝通

在年度開始之前，和其他扶輪社領導人一起訂定一個聯絡計畫，簡述你溝通的對象、時間、與方式，包括和下列人士的溝通：

- **委員會委員。** 委員會應定期集會來評估與尋找可用的資源，討論現行的計畫與新提案，並擬定達成委員會與扶輪社目標的策略。
- **扶輪社。** 向貴社社長、理事會、與所有社員，報告貴委員會的活動，包括行動計畫與達成目標的進度。
- **其他委員會。** 一個委員會的工作往往涉及其他委員會。舉例來說，公共關係委員會增加社區對扶輪社認識的工作，便會影響社員委員會招募社員的行動。有效的溝通將有助於委員會間協調其計畫與提案。
- **地區。** 若貴委員會需要指導或資訊，請與地區同一委員會委員或助理總監聯繫。

其他資源

除了貴委員會的資源外，以下資源可協助你履行職責與回答委員會委員的問題：

資訊資源

利用 [國際扶輪目錄](#) (019-EN) 訂購出版品，或自 www.rotary.org 下載。

- **地區名錄 District Directory-** 地區領導人名單與活動清單 (視地區是否有編訂而定)。
- **『程序手冊』 Manual of Procedure (035-EN)** - 由立法行動、國際扶輪理事會、扶輪基金會保管委員會所制定的國際扶輪與其基金會的政策及程序。每隔三年在立法會議召開後發行。包含國際扶輪章程文件。
- **『建議扶輪社細則』 Recommended Rotary Club Bylaws-** 擴充扶輪社章程中扶輪社運作準則的法律文件。
- **『扶輪政策彙編』 Rotary Code of Policies** 與 **『扶輪基金會政策彙編』 Rotary Foundation Code of Policies-** 國際扶輪理事會及扶輪基金會保管類會根據國際扶輪章程與細則所訂定的政策與程序，每次理事會或保管委員會集會後會修訂。
- **『模範扶輪社章程』 Standard Rotary Club Constitution-** 作為扶輪社運作架構的章程文件。

Budget

Before 1 July, work with your committee and the incoming club treasurer to determine what funds your committee will need to achieve its goals. Also include any planned fundraising activities. Ensure your committee's financial needs are included in the club budget.

Provide oversight of committee funds, transactions, and reports, and be aware of the financial condition of your committee's budget at all times. By meeting regularly with your club's treasurer, you can take early corrective measures if issues arise.

Communication

Before the start of the year, develop a communication plan with other club leaders that outlines with whom, when, and how you'll communicate, including communications with:

- **Committee members.** Committees should meet regularly to review and identify available resources, discuss ongoing projects and new initiatives, and develop strategies to achieve committee and club goals.
- **Your club.** Report your committee's activities, including action plans and progress toward goals, to your club's president, board, and all club members.
- **Other committees.** Often, the work of one committee affects the work of another. For example, the public relations committee's work to raise community awareness of Rotary may influence the membership committee's recruitment efforts. Effective communication will help committees work together to coordinate projects and initiatives.
- **Your district.** If your committee needs guidance or information, contact your district counterpart or your assistant governor.

Additional Resources

In addition to your committee's resources, the following resources can help you fulfill your responsibilities and answer committee members' questions:

Informational Resources

Order publications from the [RI Catalog](#) (019-EN), or download them at www.rotary.org.

- **District directory** — Listing of district leaders and activities (if your district produces a directory).
- **Manual of Procedure** (035-EN) — RI and Rotary Foundation policies and procedures established by legislative action, the RI Board of Directors, and the Trustees of The Rotary Foundation, issued every three years following the Council on Legislation. Contains the RI constitutional documents.
- **Recommended Rotary Club Bylaws** — A legal document that expands on club operations guidelines in the club constitution.
- **Rotary Code of Policies and Rotary Foundation Code of Policies** — Policies and procedures established by the RI Board of Directors and the Trustees of The Rotary Foundation in support of the RI Constitution and Bylaws, revised following each Board or Trustees meeting.
- **Standard Rotary Club Constitution** — A constitutional document that is a framework for Rotary club operations.

國際扶輪網站 www.rotary.org

國際扶輪網站提供有關扶輪各方面的線上資源與最新資料。你可以下載免費的出版品，利用線上目錄訂購，也可查詢任何扶輪社的例會時間與地點。

點選：

- 扶輪社-地區支援 (www.rotary.org/support) -供扶輪社職員參考的資源，包括新版的『建議扶輪社細則』與『模範扶輪社章程』。

財務資源

- 個人或當地企業的捐獻
- 其他基金會的獎助金
- 扶輪基金會核發給扶輪社與地區人道計畫的獎助金

人力資源

除非另有說明，聯絡資料請洽貴地區。

- 助理總監-被指派協助總監管理特定扶輪社的扶輪社員。你的助理總監至少每季會到貴社訪問一次，以回答問題或提供建議。
- 貴地區其他扶輪社委員會主委-可協助支援貴社計畫與提案的扶輪領導人。
- 地區總監-負責指導讓貴社運作更有成效的國際扶輪職員。(聯絡資料參見公式名錄)
- 前任扶輪社委員會主委與扶輪社領導人-他們都是知識豐富的扶輪社員，可指導你進行年度規劃，也可派任他們領導委員會活動。
- 國際扶輪與扶輪基金會資源小組/特別任務小組 **resource groups/task forces**-由國際扶輪社長任命的扶輪社員團體，可協助扶輪社與地區推行社長工作重點。(聯絡資料參見公式名錄)

www.rotary.org

The RI Web site provides online resources and up-to-date information on all aspects of Rotary. You can download free publications, shop the online catalog, and locate the meeting time and place of any Rotary club.

Click on:

- Club-District Support (www.rotary.org/support) — Resources for club and district officers, including the most up-to-date versions of the Recommended Rotary Club Bylaws and Standard Rotary Club Constitution.

Financial Resources

- Funds from individual donors or local businesses
- Grants from other foundations
- Rotary Foundation grants for club and district humanitarian projects

Human Resources

Unless otherwise noted, contact information is available from your district.

- Assistant governor — Rotarian appointed to assist the governor with the administration of designated clubs. Your assistant governor will visit your club quarterly (or more often) and is available to answer questions or provide advice.
- Other club committee chairs in your district — Club leaders who can serve as a resource to help support your club's projects and initiatives.
- District governor — RI officer responsible for advising your club on strategies to make your club more effective. (Find contact information in the *Official Directory*.)
- Past club committee chairs and leaders — Knowledgeable Rotarians who can advise you as you plan your year and can be assigned to lead committee activities.
- RI and Rotary Foundation resource groups/task forces — Groups of Rotarians appointed by the RI president to assist Rotary clubs and districts with the presidential emphases. (Find contact information in the *Official Directory*.)

有效能扶輪社 規劃指南



『有效能扶輪社規劃指南』是協助扶輪社評估該社現況，訂定來年目標的工具。它是根據扶輪社領導計畫。請注意每個部份之下所列舉的策略乃反映出一般扶輪社為達成目標可能都會選擇的方法。鼓勵扶輪社在時機適當時研擬其他替代策略來達成其目標。社長當選人應與扶輪社合作填寫這份表格，並在 7 月 1 日之前送交一份給助理總監。

微軟 Word 版之『有效能扶輪社規劃指南』可在 www.rotary.org 下載。

公共關係

現狀

列出媒體所報導扶輪社活動及媒體的類型(廣播電台、報紙、電視等)

未來狀況

我們的扶輪社已經設定下個扶輪年度的公共關係目標：

貴社計劃如何達成公共關係目標?(在適當項目打勾)

- 確定公共關係委員會已受過如何進行媒體宣傳活動的訓練
- 為所有服務計畫做好公共關係工作
- 以事業及專業人士為對象進行一項關於何謂扶輪及扶輪做些什麼的大眾宣傳計畫
- 安排公益廣告在當地一個電視頻道播出
- 其他(請說明)：

行動步驟：

PLANNING GUIDE FOR EFFECTIVE ROTARY CLUBS



Rotary International

The *Planning Guide for Effective Rotary Clubs* is a tool to help clubs assess their current state and establish goals for the coming year. It is based on the Club Leadership Plan. The strategies listed in this section are common ways clubs might choose to pursue Public Relations goals. Clubs are encouraged to develop alternative strategies to achieve their Public Relations goals when appropriate.

Download a Microsoft Word version at www.rotary.org.

PUBLIC RELATIONS

Current State

List club activities covered by the media and the type of media (radio, newspaper, television, etc.):

Future State

Our club has established the following public relations goals for the upcoming Rotary year:

How does the club plan to achieve its public relations goals? (check all that apply)

- Ensure that the public relations committee is trained in how to conduct media campaigns
- Conduct public relations efforts for all service projects
- Conduct a public awareness program targeted at the business and professional community about what Rotary is and what it does
- Arrange for a public service announcement to be broadcast on a local television channel
- Other (please describe):

Action steps:

重要的扶輪訊息

你可在計畫活動與其他場合，向非扶輪觀眾——包括媒體——發表演說或與其交談。請準備精確的用語來向媒體解釋扶輪與貴社。

你必須準備好以不超過 25 個字回答下列每個問題：

- 扶輪是什麼？
- 扶輪社員是誰？
- 扶輪做什麼事？

這些問題的理想答案應該要正面、明確、簡短。

在回答扶輪相關問題要傳達的重點包括：

扶輪是全世界最大的國際人道服務組織。

- 全世界有 120 萬名扶輪社員，由致力於改善社區的事業與專業領導人組成。

扶輪與和平

扶輪透過教育和人道計畫來促進和平與國際瞭解。

- 扶輪贊助全世界最大的私人國際獎學金計畫。自該計畫開辦至今，約有來自 100 個國家的 3 萬 4 千名學生成為扶輪的文化大使。
- 扶輪與世界各地 6 所大學合作，提供和平與解決衝突的碩士學位。
- 世界各地的扶輪社每年發起數千項國際人道服務計畫。

根除小兒麻痺等疾病計畫

扶輪的首要人道目標便是在全世界根除小兒麻痺。

- 只要有價值美金 6 角的口服小兒麻痺疫苗，一名兒童便能終生獲得免於殘障的保護。

在全世界終結小兒麻痺的工作已經有長足進步。

- 在 1980 年代，每天都有 1 千名兒童感染小兒麻痺這項讓人殘廢、有時甚至致死的疾病。在扶輪與其全球夥伴發起「全球根除小兒麻痺計畫」Global Polio Eradication Initiative 的這 20 年來，小兒麻痺病例已大幅減少 99%。2005 年只有不到 1 千 9 百個病例通報，但這個疾病仍在非洲和亞洲對兒童構成威脅。

世界各地的扶輪社均致力於達成根除小兒麻痺的目標。

- 扶輪社員奉獻時間和金錢協助讓 122 個國家中超過 20 億名兒童獲得免疫。
- 扶輪是「全球根除小兒麻痺計畫」最大的私人支持者，投入超過美金 6 億 5 千萬元與數千名義工於這項工作。

Key Rotary Messages

You may address and speak with non-Rotary audiences, including the media, at project events and other occasions. Develop concise statements to explain Rotary and your club to the media.

You must be prepared to answer each of the following questions in no more than 25 words:

- What is Rotary?
- Who are Rotarians?
- What does Rotary do?

Effective answers to these questions should be positive, factual, specific, and brief.

Important points to convey when answering Rotary questions include:

Rotary is one of the largest international humanitarian service organizations in the world.

- There are 1.2 million Rotary members worldwide who are business and professional leaders committed to working together to improve communities.

Rotary and Peace

Rotary promotes peace and international understanding through its educational and humanitarian programs.

- Rotary sponsors the largest privately funded international scholarships program in the world. Since the program's inception, about 34,000 students from 100 countries have become Rotary's cultural ambassadors.
- Rotary has teamed with six universities around the world to offer a master's degree program in peace and conflict resolution.
- Rotary clubs around the world initiate thousands of international humanitarian projects every year.

PolioPlus

Rotary's top philanthropic goal is to end polio worldwide.

- For as little as 60 cents worth of oral polio vaccine, a child can be protected against this crippling disease for life.

Tremendous progress has been made toward ending polio worldwide.

- In the 1980s, 1,000 children were infected by polio, a crippling and sometimes deadly disease, every day. In the two decades since Rotary and its global partners launched the Global Polio Eradication Initiative, polio cases have been slashed by 99 percent. Fewer than 1,900 cases were reported in 2005, but the disease still threatens children in Africa and Asia.

Rotary clubs around the world have contributed to the goal of eradicating polio.

- Rotary members have donated their time and money to help immunize more than two billion children in 122 countries.
- Rotary is the largest private supporter of the Global Polio Eradication Initiative, providing more than US\$650 million and thousands of volunteers to the effort.

公共關係的元素

有效的公共關係需要付出時間、心力、及規劃。貴社的公共關係委員會須在扶輪年度開始前擬定一項行動計畫，決定目標觀眾、策略和工具、以及需要宣傳的計畫與活動。

目標觀眾

確使扶輪在社區有正面形象，需要針對不同的族群或觀眾發展公共關係，包括：

- 媒體(報紙、廣播、電視)
- 當地政府管員
- 商業界
- 民間領袖
- 社區組織
- 直接受扶輪社服務計畫影響的民眾
- 學生與教育人士
- 報導特定主題如教育或健康的特殊傳播媒體

視貴社想要做的計畫與活動而定，針對特定觀眾裁量修正你的公共關係行動。

媒體

媒體是一個廣義的詞語，可以涵蓋電視台、報紙、國際通訊社、網際網路、其他組織與機構的出版品。其他形式的媒體還包括：

- 線上出版品
- 商業公會出版品
- 公共有線電視台
- 討論公共事務的廣播節目及談話性廣播節目
- 企業的新聞通訊
- 招牌等非傳統的媒體

媒體在時間與空間上相當競爭，貴社務必發揮創意，考慮各種形式的媒體。

新聞稿

新聞稿是傳達訊息給媒體時使用最廣泛的工具。它可告知媒體一項活動，作為一則新聞報導的基礎。一份好的新聞稿會回答有關何人?何事?何時?何地?為何?如何?等基本問題。確使新聞稿能明確又切中題旨(請勿超過一頁)。

實況單

實況單提供有關扶輪以及其歷史、宗旨、和計畫重點等基本資訊。在扶輪社員之間，實況單可用來教育新社員和準社員；在扶輪之外，它們可提供媒體基本資料，增加大眾的認識，並將扶輪活動告知一般大眾。要找實況單請參見 www.rotary.org。

Components of Public Relations

Effective public relations requires time, effort, and planning. When your club's public relations committee develops an action plan before the beginning of the Rotary year, it should address the audience, strategies and tools, and which projects and activities will be promoted.

Audience

Ensuring a positive image of Rotary in the community requires public relations directed at different audiences. These audiences may include:

- Media (newspaper, radio, television)
- Local government officials
- Business community
- Civic leaders
- Community organizations
- People directly affected by Rotary service projects
- Students and educators
- Specialized media that cover a specific topic such as education or health

Depending on what projects and activities your club wants to do, tailor your public relations efforts to the intended audience.

Media

Media is a broad term that can include television stations, newspapers, international wire services, the Internet, and the publications of other organizations and institutions. Additional types of media include:

- Online publications
- Trade publications
- Public access cable stations
- Radio public affairs shows and talk radio
- Corporate newsletters
- Nontraditional media such as billboards

There is a tremendous competition for media time and space, so it is important for your club to be creative and consider all types of media.

News Releases

A news release is the most widely used means of sending information to the media. It can alert media to an event and serve as the basis of a news story. A good news release answers the basic questions of who, what, when, where, why, and how. Ensure that the release is objective and concise (no more than one page).

Fact Sheets

A fact sheet provides basic information on Rotary, its history, objectives, and project emphases. Among Rotarians, fact sheets are used to educate new and prospective members; outside Rotary, they supply the media with background information, raise public awareness, and inform the general public of Rotary's activities. Find RI fact sheets at www.rotary.org.

具有新聞價值的扶輪社計畫與活動

以下扶輪社計畫與活動可能會引起媒體的興趣：

- 滿足一項社區需求或呈現更廣泛之新聞趨勢的服務計畫
- 貴社或當地扶輪社義工所支持的國際服務計畫
- 有當地青少年或一位顯要的社區成員參與的計畫
- 一位顯要人士至扶輪社例會演講
- 國際扶輪或扶輪基金會計畫參加者發表他們在其他文化之體驗的演講
- 扶輪少年服務團與扶輪青年服務團的活動
- 當地扶輪社或計畫的週年紀念
- 具有強烈視覺效果的新聞

其他讓社區更瞭解扶輪的方法包括：

- 主辦特殊活動，例如馬拉松、資源回收活動、或募款活動
- 舉辦可在社區各地公告的展覽
- 在報紙或雜誌、招牌或公車，機場或火車站刊登廣告
- 與其他組織的公共關係人員建立良好關係
- 鼓勵扶輪社員佩戴扶輪徽章
- 在線上論壇、社區行事歷、或其他組織的網站公告扶輪訊息

處理負面消息

用妥善規劃的公共關係來處理有關貴社的誤解。同時，確認貴社正進行可以造福當地社區與其他國家社區的服務計畫。

地區總監、助理總監或地區公共關係主委可指導或協助扶輪社如何預防或解決當地的公共關係問題。

Newsworthy Club Activities and Events

The following club activities and events may interest the media:

- Service projects that meet a community need or illustrate a larger news trend
- International service projects supported by your club or a local club volunteer
- Projects involving local youth or a prominent community member
- A notable or prominent speaker at a club meeting
- Presentation by an RI or Rotary Foundation program participant about their experiences in another culture
- Interact and Rotaract activities
- Anniversaries of local clubs or programs
- Stories with a strong visual element

Additional ways to make the community more aware of Rotary include:

- Sponsoring special events, such as marathons, recycling efforts, or fundraisers
- Creating exhibits and displays that can be posted throughout the community
- Advertising in newspapers or magazines, on billboards or buses, or in air or rail transportation centers
- Building a rapport with the public relations staff of other organizations
- Encouraging Rotarians to wear their Rotary lapel pins
- Posting Rotary information on an online forum, community calendar, or another organization's Web site

Dealing with Adverse Publicity

Counter misperceptions about your club and Rotary with well-directed public relations efforts. At the same time, ensure that your club is conducting service projects that benefit your local community and communities in other countries.

Your governor, assistant governor, or district public relations chair are available to advise and assist clubs in preventing or solving local public relations problems.

透過公共關係發展社員

公共關係對於吸引新社員加入扶輪以及防止現有社員流失相當重要。與社員委員會溝通，確使公共關係工作鎖定適當的目標觀眾，以引起可能成為社員人士的興趣。

防止現有社員流失的建議

- 找機會讓扶輪社員在社區與學校活動發表演說
- 確使扶輪社員知道扶輪社活動與計畫何時獲得媒體報導

吸收新社員的建議

- 宣傳扶輪合作對象或服務對象為年輕人的計畫。
- 強調身為社員所獲得的服務、人脈、與聯誼機會。
- 在事業或行業期刊中宣傳扶輪社活動。
- 在扶輪社網站設立一個非扶輪社員專區，鼓勵社區組織與其建立連結。

有助於社員發展的公共關係策略

- 與附近扶輪社合作。美國紐約州羅徹斯特 Rochester 扶輪社以及加拿大安大略省多倫多 Toronto 扶輪社，共同主辦一系列的募款活動來紀念航行二地之間的渡輪「安大略精神號」的首航，獲得當地一家報紙超過 30 次的報導。國際扶輪收到來自羅徹斯特與多倫多一帶的「準社員資料表」Prospective Member Form 數量同時巨幅增加。
- 宣傳國際扶輪活動。在 2004-05 年度一整年，世界各地的扶輪社與地區協調在其社區和當地媒體進行宣傳工作，以慶祝扶輪百週年與國際扶輪年會。在 2005 年國際扶輪年會，國際扶輪接獲的準社員資料表比 2004 年年會增加了 78%。
- 上電視。前國際扶輪社長季愛雅 Luis Giay 接受 CNN 西班牙語節目「你的職業」的訪問。這項訪問重點在於扶輪的教育計畫，在 1 月份播出 3 次。在該扶輪年度，玻利維亞、哥倫比亞、墨西哥、尼加拉瓜、與委內瑞拉所繳交的 73 份準社員資料表中，有 28 人表示看過該次訪問。
- 宣傳扶輪的多樣性。在 2004 年 1 月，倫敦『泰晤士報』有 2 則新聞報導扶輪社宣傳其多元化的社員——尤其是較年輕的專業人士和女性——便利的例會時間、以及新類型的服務計畫，以努力改變一般大眾的刻板印象。那個月國際扶輪收到來自英國的準社員資料表數量隨之增加。
- 推動公共形象活動。在巴西聖保羅，有 375 個展示國際扶輪網站網址的宣傳告示牌樹立在巴西各地。在這些告示牌的宣傳期間，準社員資料表的數量比前一年度增加了 503%。

Developing Membership through Public Relations

Public relations is important to attract new members to Rotary and retain current members. Communicate with the membership committee to ensure public relations efforts are targeting the appropriate audience to generate interest among perspective members.

Suggestions for Retaining Current Club Members

- Seek opportunities for Rotarians to speak at community and school events.
- Ensure club members know when club activities and projects receive media coverage.

Suggestions for Recruiting New Members

- Promote Rotary's work with and for young people.
- Highlight the service, networking, and fellowship opportunities of membership.
- Publicize club activities in business and trade periodicals.
- Have a section on the club's Web site for non-Rotarians and encourage community organizations to link to it.

PR Strategies That Support Membership Development

- Collaborate with nearby clubs. The Rotary clubs of Rochester, New York, USA, and Toronto, Ontario, Canada, cosponsored a series of fundraisers to commemorate the inaugural voyage of the *Spirit of Ontario*, which was featured over 30 times in a local newspaper. Rotary International had a dramatic increase in Prospective Member Forms submitted from the Rochester and Toronto areas.
- Promote Rotary International events. Throughout 2004-05, clubs and districts worldwide coordinated publicity efforts to celebrate Rotary's centennial and the RI Convention in their communities and local media. During the 2005 RI Convention, RI received 78 percent more Prospective Member Forms than during the 2004 convention.
- Appear on TV. Past RI President Luis Giay was interviewed on the CNN En Español program "Tu Carrera." The interview highlighted Rotary's educational programs and was broadcast three times in January. During that Rotary year, 28 of the 73 people who submitted a Prospective Member Form from Bolivia, Colombia, Mexico, Nicaragua, and Venezuela mentioned seeing the interview.
- Promote Rotary's diversity. In July 2004, two articles in the *Times* (London) focused on clubs' efforts to change stereotypes by promoting its diverse membership, particularly younger professionals and women, convenient meeting times, and the new types of service projects. RI had an increase in Prospective Member Forms submitted from the UK during that month.
- Execute a public image campaign. In São Paulo, Brazil, 375 promotional billboards, which displayed the RI Web site address, were placed throughout Brazil. There was a 503 percent increase from the previous year in Prospective Member Forms while the billboards were up.

使貴社發揮最大的潛力
Maximize your club's potential.

善用有效能扶輪社規劃指南
掌控貴社的未來

此一指南可在扶輪社扶輪基金會委員會手冊中或在 www.rotary.org 中找到



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