

扶輪社

服務計畫

委員會手冊

CLUB SERVICE

PROJECTS

COMMITTEE

MANUAL



ROTARY INTERNATIONAL®

國際扶輪

本手冊為 2006 年版扶輪社服務計畫委員會。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 Service Projects 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

扶輪社服務計畫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。一個有效扶輪社能夠：

- 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委員會
- 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，請將扶輪社服務計畫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。

扶輪社服務計畫委員會主委

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：

服務計畫委員會的角色是什麼？

你在這個角色的責任有哪些？

貴社過去成功辦理過什麼計畫？成功原因是什麼？

Introduction

The *Club Service Projects 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 Service Projects 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 Service Projects 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 service projects committee?

What are your responsibilities in this role?

What successful service projects has your club done in the past and why were they successful?

規劃來年的服務計畫時須謹記什麼原則？

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：847-866-3000

傳真：847-866-0974

What should you keep in mind when planning service projects for the year?

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

超我服務 **Service Above Self** 是扶輪主要的座右銘。每位扶輪社員都有責任透過服務計畫找出方法來改善自己社區或世界各地社區的生活品質。

一個成功服務計畫必須：

- 擁有特定目標以及可測量的結果
- 擁有實際且可達成的目標
- 因應所發現的需求
- 結合運用接受服務之人士的能力
- 認同所有參與者的貢獻同樣重要
- 有效運用可取得的資源
- 為未來的服務計畫建立人際網路

角色

服務計畫委員會擬定並執行教育、人道、及職業服務計畫，以協助當地社區及其他國家的社區。

責任

服務計畫委員會有以下責任，將於本手冊中說明：

- 達成扶輪社來年的服務計畫目標（參見 *有效能扶輪社規劃指南 Planning Guide for Effective Rotary Clubs* 中有關服務計畫的部份）
- 進行社區與扶輪社的需求評估（參見服務計畫準則，均衡的服務計畫，以及募款）
- 利用扶輪社、地區、及國際扶輪資源來籌劃服務計畫，並確認已規劃宣傳工作
- 推動服務計畫，讓所有扶輪社員參與（參見服務計畫準則）
- 評鑒所有服務計畫，並利用結果來加強未來的服務計畫（參見服務計畫準則）

和扶輪社各委員會合作

服務計畫委員會應與以下扶輪社委員會合作以達成服務計畫的目標：

- 扶輪基金會委員會（瞭解如何運用基金會的資源來達到服務目標）
- 公共關係委員會（確使能及時宣傳扶輪社服務計畫並鼓勵社員參與）

Role and Responsibilities

Service Above Self is Rotary's principal motto. Every Rotarian is responsible for finding ways to improve the quality of life in his or her community and communities around the world through service projects.

A successful service project is one that

- Has specific goals with measurable results
- Has realistic and achievable goals
- Responds to identified needs
- Incorporates the abilities of those who are served
- Recognizes all participants' contributions as important
- Uses available resources effectively
- Builds working networks for future service projects

Role

The service projects committee develops and implements educational, humanitarian, and vocational service projects that help your community and communities in other countries.

Responsibilities

The service projects committee has the following responsibilities, which are explained in this manual:

- • Achieving club service project goals for the coming year (see Service Projects Section of the *Planning Guide for Effective Rotary Clubs*)
- • Conducting a needs assessment of the community and the club (see Service Projects Guidelines, A Balanced Program of Service, and Fundraising)
- • Planning service projects using club, district, and RI resources and ensuring that promotion is planned (see Service Projects Guidelines)
- • Implementing service projects and involving all club members (see Service Projects Guidelines)
- • Evaluating all service projects and using the findings to strengthen future service projects (see Service Projects Guidelines)

Working with Club Committees

The service projects committee should work with the following club committees to meet service projects goals:

- Rotary Foundation committee (to identify how the Foundation can serve as a resource to achieve service goals)
- Public relations committee (to ensure timely promotion of club service projects and member participation)

針對職業服務月(10月)及扶輪聯誼月(6月)來規劃每周例會節目與活動。

Plan weekly meetings and activities in observance of Vocational Service Month (October) and Rotary Fellowships Month (June).

- 社員委員會（確使所有社員都有參與，尤其是新社員）
- 扶輪行政管理委員會（在社刊中強調服務計畫，或將成功的計畫投稿給『英文扶輪月刊』The Rotarian或你的扶輪地域雜誌）
- Membership committee (to ensure that all members are involved, especially new members)
- Club administration committee (to highlight service projects in the club bulletin, or submit successful projects to The Rotarian or your Rotary regional magazine)

與義工合作

舉辦一項成功的服務計畫需要許多人的通力合作，因此是否能夠協調與激勵義工便十分重要。服務計畫的義工可以從扶輪社內或社區內尋找。以下的人力可以支持辦理扶輪社服務計畫：

- 扶輪社員及其家人與朋友
- 其他社區組織的成員或其他有興趣的市民
- 扶輪基金會前受獎人
- 青少年交換學生與扶輪青少年領袖獎參與者
- 服務夥伴（扶輪青年服務團團員、扶輪少年服務團團員、扶輪社區服務團團員）
- 其他扶輪社

與其他組織合作

扶輪社可以與其他組織一起支持或合作辦理計畫與活動，只要扶輪社員積極參與即可。如果你的委員會希望藉此來達成扶輪社目標，在正式承諾之前請先諮詢貴社理事會。所有的合作關係應每年檢討一次。

小組委員會

貴委員會得視目標而定設立下列小組委員會

- 社區服務
- 人類發展
- 社區發展
- 保護行星地球
- 國際服務
- 服務夥伴
- 募款
- 扶輪義工
- 職業服務
- 世界社區服務
- 青少年

Working with Volunteers

Conducting a successful service project requires the collaborative efforts of many people, so being able to coordinate and motivate volunteers is essential. Volunteers for service project efforts can be found within the club as well as in the community. The following people can provide support in implementing club service projects:

- Rotarians and their families and friends
- Members of other community organizations and other interested citizens
- Rotary Foundation alumni
- Youth Exchange students and RYLA participants
- Partners in service (Rotaractors, Interactors, Rotary Community Corps)
- Other Rotary clubs

Working with Other Organizations

Clubs may support and cooperate with other organizations on projects and activities as long as Rotarians are actively involved. If your committee wishes to do so to achieve club goals, consult your board before making a commitment. All cooperative relationships should be reviewed annually.

Subcommittees

Depending on the goals of your committee, it may have the following subcommittees:

- Community Service
- Human development
- Community development
- Preserve Planet Earth
- International Service
- Partners in service
- Fundraising
- Rotary Volunteers
- Vocational Service
- World Community Service
- Youth

內容

如有需要，可將以下資料複印分發給委員會委員。

服務計畫資源 第 6-7 頁

扶輪社服務計畫委員會主委 第 8-11 頁

有效能扶輪社規劃指南中服務計畫的部份 第 12-13 頁

服務計畫準則 第 16-17 頁

均衡的服務計畫 第 18-19 頁

募款 第 20-22 頁

募款工作表 第 23 頁

Contents

Copy and distribute these materials to committee members as needed.

Service Projects Resources 6-7

Club Service Projects Committee Chair 8-11

Service Projects Section of the Planning Guide for Effective Rotary Clubs 12-13

Service Projects Guidelines 16-17

A Balanced Program of Service 18-19

Fundraising 20-22 Fundraising Worksheet 23

Contents

服務計畫資源

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。



『社區的行動：有效計畫指南』(605A-EN)-籌劃、推動、及評鑒一項服務計畫的指南。

『服務機會選單』(605B-EN) — 『社區的行動：有效計畫指南』的別冊，簡介國際扶輪理事會推薦給扶輪社與地區的服務領域、扶輪社計畫的成功範例、以及有用的資源。

- 『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服務計畫目標時，評估與設定目標的工具。(參見第12-13頁)
- 『扶輪社區服務團手冊』 *Rotary Community Corps Handbook* (770-EN) -籌組一個服務團的基本步驟，包括如何找到領導人選；也包括個案研究及計畫構想。
- 『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。
- 『扶輪基金會速覽指南』 *The Rotary Foundation Quick Reference Guide* (219-EN) -以快速檢索的格式彙整扶輪基金會的計畫與服務。
- 『世界社區服務手冊：行動指南』 *World Community Service Handbook: A Guide to Action*(742-EN)-有關此項計畫的資訊，包括實物捐贈計畫簡介與扶輪義工計畫，以及能夠協助這些計畫的扶輪基金會獎助金計畫。

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：

- **RI Programs** 國際扶輪計畫(www.rotary.org/programs) - 目前國際扶輪計畫的資訊，包括計畫構想以及與其他國家扶輪社合作的機會。也有許多出版品可供免費下載。
- **The Rotary Foundation** 扶輪基金會 (www.rotary.org/foundation) — 目前有關扶輪基金會計畫的資訊，包括針對不同服務需求的獎助金資訊以及尋求資金的方法。也有許多出版品可供免費下載。

Service Projects Resources

Informational Resources

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

Communities in Action: A Guide to Effective Projects (605A-EN) — Guide for planning, conducting, and evaluating a service project.

A Menu of Service Opportunities (605B-EN) — Companion piece to *Communities in Action: A Guide to Effective Projects* that provides an overview of the RI Board-recommended service areas for clubs and districts, examples of successful club projects, and useful resources.

- *Planning Guide for Effective Rotary Clubs* — Club assessment and goal-setting tool used to plan service projects goals (see pages 12-13).
- *Rotary Community Corps Handbook* (770-EN) — Basic steps for organizing a corps, including how to identify potential leaders; also includes case studies and project ideas.
- *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.
- *The Rotary Foundation Quick Reference Guide* (219-EN) — Compilation of the programs and services of The Rotary Foundation in a quick reference format.
- *World Community Service Handbook: A Guide to Action* (742-EN) — Information on the program, including overviews of donations-in-kind projects and the Rotary Volunteers program, as well as Rotary Foundation grant programs that can assist the projects.

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:

- **RI Programs** (www.rotary.org/programs) — Current RI programs information including project ideas and opportunities to partner with clubs in other countries. Many publications are available for free download.
- **The Rotary Foundation** (www.rotary.org/foundation) — Current information on Rotary Foundation programs including grant information to address different service needs and funding options. Many publications are available for free download.

關鍵字搜尋：

- **Recognition programs** 表彰計畫-國際扶輪與扶輪基金會的獎項和表彰計畫，包括最佳合作計畫獎 **Best Cooperative Projects Award** 與重大事功獎 **Significant Achievement Award**。
- **Community Projects Database** 社區計畫資料庫—成功扶輪社計畫的清單，有助於產生新的計畫構想及模仿最佳計畫做法。
- **Global Networking Groups Directory** 全球網絡團體名錄—所有全球網絡團體的名單、其設立目的與聯絡資料。
- **PolioPlus Partners Open Projects List** 根除小兒麻痺等疾病夥伴計畫開放計畫名單—根除小兒麻痺等疾病夥伴計畫的主要資訊來源。扶輪社員可選擇支持某項計畫或要求捐款用於最優先的重點。
- **RI Programs newsletters** 國際扶輪計畫新聞通訊—個別國際扶輪已建構計畫的電子報。訂閱資訊請洽 www.rotary.org/programs 個別計畫的網頁。
- **Rotary Volunteers International Site Database** 扶輪義工國際地點資料庫—有關需要義工支援的扶輪與扶輪青年服務團服務計畫的資訊。
- **Rotary Volunteers Database** 扶輪義工資料庫—願意至國外服務之扶輪社員、扶輪青年服務團團員、扶輪基金會前受獎人、以及非扶輪社員的名單。
- **WCS Projects Exchange** 世界社區服務計畫交換—列出需要協助之扶輪社世界社區服務計畫的清單，附成功計畫的範例。

人力資源

除非另有說明，聯絡資料請洽貴地區。

- 地區計畫委員會—獲派協助扶輪社的扶輪社員，為地區的主要服務計畫資源。特定服務計畫的問題請洽該委員會。
- 國際扶輪計畫辦事員—國際扶輪世界總部專門回答有關國際扶輪已建構計畫的問題的辦事員。

Keyword searches:

- **Recognition programs** — RI and Rotary Foundation awards and recognition programs, including Best Cooperative Projects Award and the Significant Achievement Award.
- **Community Projects Database** — Listing of successful club projects to generate new project ideas and model best project practices.
- **Global Networking Groups Directory** — Listing of all Global Networking Groups, their purpose, and contact information.
- **PolioPlus Partners Open Projects List** — Primary source of information for PolioPlus Partners projects. Rotarians can choose to support a specific project or ask that donations be applied to the highest priority.
- **RI Programs newsletters** — E-mail newsletters on individual RI Structured Programs. Check specific program pages at www.rotary.org/programs for sign-up information.
- **Rotary Volunteers International Site Database** — Information on Rotary and Rotaract service projects that are requesting volunteers.
- **Rotary Volunteers Database** — Listing of Rotarians, Rotaractors, Rotary Foundation alumni, and non-Rotarians who are willing to serve abroad.
- **WCS Projects Exchange** — Listing of club World Community Service projects that are seeking assistance with examples of successful projects.

Human Resources

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

- **District programs committee** — Rotarians appointed to support clubs as the primary service projects resource for your district. Direct specific service project questions to this committee.
- **RI Programs staff** — Staff members at RI World Headquarters available to answer questions related to the RI Structured Programs.

扶輪社服務計畫委員會主委

Club Service Projects 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，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 *有效能扶輪社規畫指南*，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

在擔任委員會主委這一年中，你有以下責任：

- 籌劃與舉辦委員會定期會議與活動
- 確保委員會各司其責
- 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

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三年。委員會委員應熟知社區的社會經濟情況。其他應列入考慮的重要特質包括：

- 有關服務的職業
- 出國留學或旅行的經驗
- 擔任社區義工的經驗

扶輪社長為所有扶輪社委員會的當然委員。

要讓委員會委員準備就緒必須：

- 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。

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

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

- 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

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 know the socioeconomic conditions of the community. Other important characteristics to consider include:

- Profession related to service
- International study or travel experience
- Community volunteer experience

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

To prepare committee members:

- 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。

服務計畫

現況

扶輪青少年交換學生人數：接待人數_____ 贊助人數_____

輔導過的扶輪少年服務團團數：_____ 扶輪青年服務團團數：_____ 扶輪社區服務團團數：_____

RYLA（扶輪青少年領袖獎）活動數目：_____

扶輪友誼交換數目：_____

扶輪義工登記人數：_____

世界社區服務（WCS）計畫數目：_____

本社現有其他服務計畫數目：_____

未來狀況

本社已為下個扶輪年度訂定下列服務目標：

為我們當地社區：

為其他國家的社區：

本社計畫如何達成服務目標？（在適當項目打勾）

- 確保服務計畫委員會知道如何規劃及執行一個服務計畫
- 檢討本社目前與持續的服務計畫，以確定它們能滿足需求且能引起社員的興趣
- 找出本社想要透過服務目標解決的社區問題
- 評估本社的募款活動，以判定它們是否能滿足服務計畫的經費需求
- 讓所有社員參與本社的服務計畫
- 辦理或取得我們社區或其他國家社區的需求評估
- 表彰參與並領導本社服務計畫的社員
- 找出合作辦理國際服務計畫的夥伴社
- 參與：
 - 扶輪少年服務團 扶輪友誼交換 世界社區服務
 - 扶輪青年服務團 扶輪義工 扶輪青少年交換
 - 扶輪社區服務團 扶輪青少年領袖獎(RYLA)

- 利用扶輪基金會的獎助金支持本社一項計畫。
- 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 service projects goals. Clubs are encouraged to develop alternative strategies to achieve their service projects goals when appropriate.

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

SERVICE PROJECTS

Current State

Number of Rotary Youth Exchange students: Hosted _____ Sponsored _____

Number of sponsored Interact clubs: _____ Rotaract clubs: _____ Rotary Community Corps: _____

Number of RYLA (Rotary Youth Leadership Awards) activities: _____

Number of Rotary Friendship Exchanges: _____

Number of registered Rotary Volunteers: _____

Number of World Community Service (WCS) projects: _____

Number of other current club service projects: _____

Future State

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

For our local community:

For communities in other countries:

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

- Ensure the service projects committee is aware of how to plan and conduct a service project
- Review the club's current and ongoing service projects to confirm that they meet a need and are of interest to club members
- Identify the social issues in the community that the club wants to address through its service goals
- Assess the club's fundraising activities to determine if they meet project funding needs
- Involve all members in the club's service projects
- Conduct or obtain a needs assessment of the community or communities in other countries
- Recognize club members who participate in and provide leadership to the club's service projects
- Identify a partner club with which to carry out an international service project
- Participate in:

<input type="checkbox"/> Interact	<input type="checkbox"/> Rotary Friendship Exchange	<input type="checkbox"/> World Community Service
<input type="checkbox"/> Rotaract	<input type="checkbox"/> Rotary Volunteers	<input type="checkbox"/> Rotary Youth Exchange
<input type="checkbox"/> Rotary Community Corps	<input type="checkbox"/> RYLA (Rotary Youth Leadership Awards)	

- Use a grant from The Rotary Foundation to support a club project
- Other (please describe):

Action steps:

服務計畫準則

使用有系統的方法來規劃與執行一項服務計畫，可確保扶輪社的資金與扶輪社員的時間得以適當運用，並可使服務計畫能造福有需要的人。

服務計畫的適當監督包括周詳的規劃、繳交完整且精確的實施情形並檢附必要文件、讓扶輪社員直接參與計畫的推動、所有資金往來透明化、有效率且有成效的報告。

針對以下列舉的每個步驟，請訂定一個時間表，決定每個步驟由哪個委員會負責推動，訂定衡量進度的標準，並考慮能夠支援你的資源與工具。您可視貴社的使用情形改變步驟的順序。

1. 進行外部評估找出社區需求。

成功的服務計畫必須與需求有關連性，能處理社區真正、現有的問題。計畫不一定要花大錢或很複雜—只要有必要即可。進行一項需求評估，決定貴社能處理哪一項社區需求。

要決定社區的主要需求領域，請檢視以下各方面：

- 經濟狀況
- 地理背景
- 教育的優缺點
- 人口的統計資料
- 政治局勢

外部評估，也就是社區評估，也有助於貴社找出社區的資源，決定貴社能與其他哪些社區組織合作。

要妥善進行外部評估，可與各領域的社區領袖協商，瞭解他們對社區議題、計畫策略、與現有服務計畫的看法。和社區人士合作來訂定與舉辦服務計畫，也有助於找出潛在的新扶輪社員。

2. 進行內部評估。

考慮某項特定的計畫是否適合貴社社員的技能與興趣。內部評估應著重在以下各點：

- 願意參與服務計畫的社員人數
- 他國的聯絡對象（扶輪社員或地區）
- 有多少種不同的技能
- 社員對可能辦理之計畫感興趣的程度
- 扶輪社可用的資源與資金
- 過去的計畫經驗與學習到的教訓

評估上述因素將有助於決定最適合貴社的服務計畫種類。要增加成功的機會，就要找出一項最能充分利用社員技能與興趣的計畫。

Service Projects Guidelines

For more information about working with your club and community to develop a service project, refer to *Communities in Action: A Guide to Effective Projects*.

Using a systematic approach to planning and implementing a service project will ensure the proper use of club funds and Rotarian time and will result in a service project that benefits those in need.

Proper stewardship for service projects includes detailed and committed project planning, submission of complete and accurate applications with documentation, direct Rotarian involvement in the implementation of the project, transparency in all financial transactions, and efficient and effective reporting.

1. Conduct an external assessment to identify community needs.

Successful service projects must be relevant and address real and current community concerns. A project doesn't need to be expensive or elaborate, just necessary. Conduct a needs assessment to determine which needs of the community your Rotary club can address.

To determine key areas of concern in a community, examine these aspects:

- Economic situation
- Geographical setting
- Educational strengths and weaknesses
- Demographic profile
- Political conditions

An external assessment, or community evaluation, will also help your club identify community resources and determine what other community organizations your club could collaborate with.

To properly conduct an external assessment, consult with a wide range of community leaders to learn their perspective on community issues, project strategies, and existing service projects. Working with community members to develop and carry out service projects may also help identify potential new Rotarians.

2. Conduct an internal assessment.

Consider whether a particular project fits your club members' skills and interests. An internal assessment should focus on the following:

- Number of members willing to participate in service projects
- International contacts (either of club members or district)
- Diversity of skills
- Level of member interest in potential projects
- Club resources and funds available
- Past project experiences and the lessons learned from them

Evaluating these factors will help define the types of service projects best suited to your club. To increase the likelihood of success, identify a project that takes advantage of the widest array of member skills and interests.

有關與貴社和社區發展一項服務計畫的詳細資料，請參照『社區的行動：有效計畫指南』

For more information about working with your club and community to develop a service project, refer to ***Communities in Action: A Guide to Effective Projects***.

3. 找出國際扶輪與扶輪基金會資源。

要確保一項服務計畫能成功，貴社需要財務、人力、與資訊的資源。在規劃貴社的計畫時，應考慮國際扶輪與扶輪基金會的計畫。關於服務計畫的構想、資訊、與資金，可參見「均衡的服務計畫」單元（第 18-19 頁）。

4. 考慮貴社可用的資金。

許多扶輪社舉辦募款活動來支持服務計畫。其他財務資源包括從個人捐獻者與當地企業募集的資金、從其他基金會取得的獎助金、以及扶輪基金會獎助金。詳細資料請參見「募款」單元（第 20-22 頁）。所有從扶輪基金會取得的資金使用必須嚴守資金監督的標準，這些標準反映四大考驗的精神與負責任的財務監督。

5. 挑選計畫並開始籌劃。

事先籌劃可將計畫的延遲與失敗縮減至最小。任命一個計畫籌劃委員會，設定目標，編列預算與進度，並開始推動。確認你在推行計畫前對以下問題都已有答案：

- 貴社社員目前參與什麼計畫？
- 這項計畫的目標是什麼？
- 貴社與社區有哪些人會參與？
- 貴社如何與受益於此計畫的社區成員合作？
- 計畫於何時辦理？
- 計畫於何地舉辦？義工如何抵達該地？
- 貴社為何辦理這項計畫？
- 要完成這項計畫需要哪些資源？
- 貴社要如何確認妥善運用資源？
- 貴社要如何宣傳這項計畫？

這些問題的答案將可彙整成一項計畫的行動計畫。在計畫進行期間，讓所有社員都能參與，並持續監督活動已確認該行動計畫有確實落實。

6. 進行評鑒

評鑒對貴社現行與未來的服務計畫都很重要。在評鑒一項已完成的計畫時，須考慮以下重要問題：

- 此計畫是否能滿足需求評估中所發現的社區需求？若不能，原因為何？
- 所有扶輪社社員與社區成員是否有充分的機會參與此項計畫？
- 財務支持與親手協助之間是否能兼顧並取得平衡？
- 有關此一計畫的媒體報導是否足夠？
- 貴社是否能滿足此計畫的財務需求？

請所有參與計畫的扶輪社員寫一份簡短的檢討報告。從檢討中獲得的見解應運用於其他服務計畫，並在相關的下屆扶輪社領導人與委員會委員開始訂定目標時與其分享。此外，將你的檢討報告繳交給國際扶輪計畫辦事員，或公告在 www.rotary.org 的「社區計畫資料庫」，讓世界各地的扶輪社可以取得成功計畫的範例。

3. Identify Rotary International and Rotary Foundation resources.

To ensure the success of a service project, your club needs financial, human, and informational resources. Consider RI and Rotary Foundation programs when planning your projects. For service project ideas, information, and funding, see A Balanced Program of Service (pages 18-19).

4. Consider funding resources available to your club.

Many clubs hold fundraisers to support service projects. Other financial resources include funds raised from individual donors and local businesses, grants from other foundations, and Rotary Foundation grants. See Fundraising (pages 20-22) for more information. All funds received from The Rotary Foundation must display a commitment to stewardship, which reflects The Four-Way Test and responsible fiscal oversight.

5. Select a project and begin planning.

Planning can minimize delays and failures of service projects. Appoint a project organizing committee, set project goals, develop a budget and timeline, and begin implementation. Ensure you have answered the following questions before implementing a project:

- Which projects are club members currently involved in?
- What will be the goal of the project?
- Who in the club and community will be involved?
- How will your club work with members of the community benefiting from the project?
- When will the project occur?
- Where will the project occur, and how will volunteers get there?
- Why is your club undertaking the project?
- What resources are needed to complete the project?
- How will the club ensure proper use of resources?
- How will your club promote the project?

Answers to these questions will result in a project action plan. During the project's implementation, keep all club members involved and continuously monitor activities to ensure that the action plan is being carried out.

6. Conduct an evaluation

Evaluation plays an important role in your club's current service projects and its future projects. When evaluating a completed service project, consider these key questions:

- Did the project meet the community needs revealed in the needs assessment? If not, why?
- Did all club and community members have an opportunity to participate?
- Was there a balance between financial assistance and hands-on assistance?
- Was there adequate media coverage of the project?
- Was your club able to meet the financial demands of the project?

Ask all club members who participated in the project to write a brief evaluation report. Insights gained from the evaluation should be applied to other service projects and shared with incoming club leaders and committee members, as applicable, as they begin to develop goals. Also, submit your evaluation report to RI Programs staff or list it on the Community Projects Database at www.rotary.org, so that clubs around the world can access examples of successful projects.

均衡的服務計畫

針對四大服務推行的服務計畫將可確認貴社追求達成扶輪宗旨。國際扶輪與扶輪基金會提供資源來協助貴社挑選服務計畫，並達到服務目標。扶輪的『服務機會選單』列出國際扶輪建議作為優先服務計畫的重要議題與問題。請擬定可以解決以下領域之一的計畫：

- 瀕臨危險兒童
- 殘障人士
- 保健照顧
- 國際瞭解與親善
- 識字與算術
- 人口問題
- 貧窮與飢餓
- 保護行星地球
- 都市問題

國際扶輪與扶輪基金會計畫

國際扶輪提供各式各樣的人道、跨文化、以及教育計畫與活動，目的在改善人類的情況，增進本組織世界瞭解與和平的終極目標。國際扶輪已建構的計畫、服務機會選單、以及全球網絡團體，都有助於扶輪社與地區達成在其社區與海外社區的服務目標，並在過程中增進聯誼與親善。

扶輪基金會也提供地方、國家、及國際的人道服務、教育、及文化計畫。這些計畫乃是取得可大幅改善貴社服務計畫之資源的管道。

國際扶輪的計畫包括以下各項：

扶輪少年服務團 Interact— 14-18 歲之少年的服務社團

扶輪青年服務團 Rotaract— 由當地扶輪社輔導、18-30 歲年輕男女的服務性社團

扶輪社區服務團 Rotary Community Corps(RCC)— 由當地扶輪社輔導，非扶輪社員成年人的服務社團

全球網絡團體 Global Networking Groups— 由專注某種興趣之個別扶輪社員組成，成員來自各國，包括扶輪行動團體 Rotarians Action Groups 與扶輪聯誼會 Rotary Fellowships

扶輪友誼交換 Rotary Friendship Exchange— 促進建立國際關係的計畫，進而可以發展為促成服務計畫的國際合作關係

扶輪義工 Rotary Volunteers— 提供機會給扶輪社員與其他有技能之專業人員，使其提供其服務與專業知識給需要協助的服務計畫

A Balanced Program of Service

Service projects that address each Avenue of Service will ensure your club is pursuing the Object of Rotary. Rotary International and The Rotary Foundation provide resources to help your club select service projects and achieve service goals. Rotary's Menu of Service Opportunities lists issues and concerns that RI has identified as recommended service project priorities. Develop a project that addresses one of the following areas of concern:

- Children at risk
- Disabled persons
- Health care
- International understanding and goodwill
- Literacy and numeracy
- Population issues
- Poverty and hunger
- Preserve Planet Earth
- Urban concerns

RI and Rotary Foundation Programs

Rotary International offers a broad range of humanitarian, intercultural, and educational programs and activities designed to improve the human condition and advance the organization's ultimate goal of world understanding and peace. The RI Structured Programs, Menu of Service Opportunities, and Global Networking Groups help clubs and districts achieve their service goals in their own communities and those abroad, fostering fellowship and goodwill in the process.

The Rotary Foundation also offers local, national, and international humanitarian, educational, and cultural programs. These programs provide access to resources that can significantly improve your club's service projects.

Rotary International programs include the following:

Interact — service club for young people ages 14-18

Rotaract — service club for young men and women ages 18-30 sponsored by their local Rotary club

Rotary Community Corps (RCC) — service group of non-Rotarian adults sponsored by their local Rotary club

Global Networking Groups — groups of individual Rotarians focusing on shared topics of interest on an international basis, including Rotarian Action Groups and Rotary Fellowships

Rotary Friendship Exchange — program that promotes building international relationships that can evolve into international partnerships for service projects

Rotary Volunteers — program that provides opportunities for Rotarians and other skilled professionals to offer their services and expertise to projects in need of assistance

有關服務機會的詳情，請參見『服務機會選單』A Menu of Service Opportunities或搜尋 www.rotary.org。

Find more information about service opportunities in A Menu of Service Opportunities or by searching www.rotary.org.

扶輪青少年交換 Rotary Youth Exchange— 在 15-19 歲學生間提倡國際瞭解與和平的計畫

扶輪青少年領袖獎計畫 Rotary Youth Leadership Awards(RYLA)— 年輕人的訓練計畫，著重在領導、公民精神、及個人成長

世界社區服務 World Community Service(WCS)— 由二個以上國家之扶輪社聯合推動的服務計畫

扶輪基金會計畫包括以下：

人道獎助金計畫 Humanitarian Grants Program— 支持扶輪社與地區推動人道服務計畫

教育計畫 Educational Programs— 透過人與人的接觸、友誼、研究、及跨文化的交流來增加瞭解，以促進和平。

根除小兒麻痺等疾病計畫 PolioPlus 和 **根除小兒麻痺等疾病夥伴計畫 PolioPlus Partners**— 支持全球根除小兒麻痺的行動

國際服務計畫

在扶輪，社區這個觀念已遠遠超過單一扶輪社所在地方，而是涵蓋全世界所有的人。這點在今日尤其正確，因為高速的傳播與交通讓地球各個角落的人凝聚在一起。

國際服務計畫的基本策略和地方性服務計畫相同。然而，因為至少有不同國家的 2 個扶輪社必須一起合作，溝通也就更攸關計畫的成敗。

世界社區服務是扶輪社參與國際計畫的理想方式。www.rotary.org 上的「世界社區服務交換」WCS Projects Exchange 可幫助尋求國際夥伴辦理當地社區服務計畫的扶輪社，或有興趣支持一個國際計畫的扶輪社。許多計畫符合扶輪基金會贊助的資格。考慮基金會的人道獎助金計畫來增加世界社區服務計畫的影響力。

要參與國際計畫，扶輪社必須找到一位國際合作夥伴。你可以用以下各種不同的方式來尋找：

- 搜尋國際扶輪網站www.rotary.org的「世界社區服務計畫交換資料庫」(WCS Projects Exchange Database)。
- 請教地區的世界社區服務委員會主委。
- 與你的地區的扶輪基金會委員會主委聯繫，研究扶輪基金會各項人道獎助金計畫。
- 在地區和國際會議和扶輪社友建立關係。
- 觀察全球其他組織的行動。
- 透過網際網路接觸扶輪社友。

Rotary Youth Exchange — program that promotes international understanding and peace among students ages 15-19

Rotary Youth Leadership Awards (RYLA) — training program for young people, emphasizing leadership, citizenship, and personal growth

World Community Service (WCS) — joint community service project of Rotary clubs from two or more countries

Rotary Foundation programs include the following:

Humanitarian Grants Program — supports clubs and districts as they undertake humanitarian service projects

Educational Programs — foster peace by building understanding through person-to-person contact, friendship, study, and cross-cultural exchange

PolioPlus and PolioPlus Partners — support global polio eradication efforts

International Service Projects

In Rotary, the idea of community extends far beyond the place in which a single Rotary club is located; it encompasses all peoples of the world. This is especially true today, as high-speed communications and transportation are bringing people together from all parts of the globe.

The basic strategies for carrying out local service projects can be applied to international service projects. However, because at least two clubs in different countries must work together, communication is even more critical to a project's success.

World Community Service (WCS) is an excellent way for clubs to participate in projects internationally. The WCS Projects Exchange at www.rotary.org is available for both Rotary clubs with local community service projects seeking an international partner and clubs interested in supporting an international project. Many projects can qualify for funding from The Rotary Foundation. Consider the Foundation's Humanitarian Grants Program to enhance and increase the impact of WCS projects.

To participate in an international project, clubs need to find an international partner. You can approach this in various ways:

- Explore the WCS Projects Exchange Database at www.rotary.org.
- Speak with your district's World Community Service committee chair.
- Contact your district Rotary Foundation committee chair, and explore the Foundation's Humanitarian Grants Program.
- Network with fellow Rotarians at district and international meetings.
- Observe what other organizations are doing around the world.
- Reach out to fellow Rotarians on the Internet.

募款

成功的募款活動可以支持真正改善他人生活的計畫。扶輪社募款活動是由扶輪社領導人、扶輪社秘書或財務，通常還包括幾個扶輪社委員會共同組成的工作團隊來辦理。以下簡述舉辦成功募款活動的必要步驟。決定推動每個步驟的社員。你可視貴社使用情形來改變步驟的順序。

1. 決定募款需求。

- 決定募款活動之目的。
- 決定適合貴社資金需求之活動類型。

2. 編列預算。

- 評估扶輪社預算中的可用資金。
- 決定進行募款活動所需要的支出。
- 決定預期的收入金額。
- 訂定募款目標。

3. 確定可獲得的資源以及為了達到募款目標所需的資源。

- 確定規劃與辦理募款活動所需的人力資源。
- 列出募款工作所需的捐贈物品及服務。

4. 確定募款工作的後勤支援。

- 選擇適當的活動日期與地點。
- 進行必要的預約和安排工作。
- 訂定每個步驟的時間表。
- 確定活動遵守當地及國家的法令規定。

5. 組織義工。

- 決定義工的角色與任務。
- 讓社區居民參與。
- 讓朋友、家人、以及事業上的夥伴參與。

6. 宣傳活動。

- 擬定宣傳策略。
- 確定最有效的宣傳方法。
- 決定扶輪社及社區內的目標觀眾。
- 考慮吸引當地媒體的注意。

7. 進行募款活動。

- 遵守詳細的時間表
- 鼓勵義工監督進度，並記下成功之處和遇到的挑戰供評鑒活動時提出討論。

Fundraising

A successful fundraiser can support projects that make a real difference in people's lives. Club fundraisers are a collaborative effort that involve club leaders, the club secretary or treasurer, and often several club committees. The following list outlines the steps necessary to conduct a successful fundraiser. Determine which club member is responsible for implementing each step. You may need to change the order of the list when adapting it for use in your club.

1. Determine fundraising needs.

- Define the purpose of the possible fundraising activity.
- Decide the type of event appropriate to meet the club's funding needs.

2. Establish a budget.

- Evaluate funding available in the club budget.
- Determine expenditures required to conduct the fundraiser.
- Estimate anticipated revenues.
- Set a fundraising goal.

3. Identify available resources and the resources required to meet fundraising goals.

- Determine the human resources needed to plan and implement the fundraiser.
- List donated goods and services for the fundraising effort.

4. Figure out logistics.

- Choose an appropriate date and venue for the event.
- Make necessary reservations and arrangements.
- Establish a timetable for each step involved.
- Ensure compliance with local and national laws.

5. Organize volunteers.

- Determine roles and tasks for volunteers.
- Involve community members.
- Involve friends, family, and business associates.

6. Publicize the event.

- Develop promotional strategies.
- Determine the most effective way to publicize the event.
- Identify the target audiences in both the club and in the community.
- Consider seeking the attention of the local media.

7. Conduct the fundraiser.

- Follow the detailed event timeline.
- Encourage volunteers to monitor progress, noting successes and challenges to be discussed during evaluation.

8. 以企業方式管理經費。

- 在募集任何經費之前，必須先訂定一個追蹤程序。
- 將募得的捐款存入為這個活動特別開立的帳戶。
- 詳列所有捐款項目與支出項目。
- 就募得經費之處理方式提出報告。

9. 表彰義工與捐獻者。

- 在扶輪例會以及募款活動中公開發揚義工的努力。
- 隨後再分別致贈感謝卡、照片、甚至適當的獎牌。你可以考慮透過傳播媒體來向贊助者表達感謝。

10. 評鑒活動。

- 與募款籌備委員會、扶輪社社長、以及其他扶輪社領導人針對本次活動討論。
- 記錄學得的教訓以應用於未來的募款活動中。
- 與其他扶輪社以及國際扶輪分享經驗與構想。

11. 確保未來募款工作繼續進行。

- 與下任扶輪社領導人或扶輪社財務一起檢閱扶輪社的募款記錄。
- 將所有經費、帳簿、扶輪社財產記錄、或電腦檔案移交給相關的扶輪社員。
- 與下一任財務以及募款籌備委員會的新任委員討論目前尚未解決的問題。

未達募款目標

如果募款活動所籌得的金額未達預定目標，扶輪社可考慮向社區其他可能支援募款活動計畫目標的團體請求財務援助。如果無法取得額外的資金，必要時得改變計畫的範圍。

超出預期目標

如果募款活動格外地成功，募款的金額可能會超過目標。最好事先擬定應變計畫，例如：

- 將經費存入一個帳戶提供未來社區服務計畫使用
- 擴展現行計畫
- 以這筆經費支持新的計畫
- 將經費捐給扶輪基金會

責任保險：保險及登記為法人

扶輪社應如何避免負擔因辦理扶輪社計畫及活動而產生的責任問題，徵求法律顧問及責任險顧問的意見。扶輪社可視當地法律，考慮將扶輪社本身或扶輪社的某項活動登記為法人。如果扶輪社決定將該社或某項活動登記為法人，其法人規章中須申明該社對現行及爾後修訂之國際扶輪章程及細則的忠貞及服從。此一法人規章應透過服務貴社的扶輪社及地區支援代表寄繳國際扶輪。有關當地的法人登記細節問題，請洽扶輪社及地區代表。

8. Manage funds in a businesslike manner.

- Set up a tracking procedure before collecting any funds.
- Deposit funds in an account opened for the event.
- Account for all contributions and expenditures.
- Issue a report on the disposition of the funds raised.

9. Recognize volunteers and contributors.

- Publicly recognize volunteers' efforts during club meetings and at the event itself.
- Follow up with personalized thank-you notes, photos, or plaques, if appropriate. You may wish to thank sponsors via the media.

10. Evaluate the effort.

- Discuss the event with the fundraising organizing committee, club president, and other club leaders.
- Record lessons learned so they can be applied to future fundraisers.
- Share ideas and experiences with other clubs and Rotary International.

11. Ensure continuity for future fundraising efforts.

- Review club fundraising records with incoming club leaders or the club treasurer.
- Turn over any funds, books of account, records of club property, or electronic files to appropriate club members.
- Discuss any outstanding issues with the incoming treasurer and new members of the fundraising organizing committee.

Falling Short of a Funding Goal

If the fundraiser doesn't achieve its funding goal, consider seeking financial assistance from other groups in the community that may support the project goal. If you can't secure additional funding, change the scope of your project as needed.

Exceeding Expectations

If a fundraiser is particularly successful, funding goals may be exceeded. Make sure you have a contingency plan, such as:

- Placing funds in an account for future community service projects
- Expanding ongoing projects
- Funding new projects
- Contributing funds to The Rotary Foundation

Liability Protection: Insurance and Incorporation

Clubs are urged to obtain advice of legal or liability counsel about the need for protection against liability for any club project or activity. Depending on local laws, the club may wish to incorporate itself or an activity of the club. If a club chooses to incorporate itself or an activity, the articles of incorporation must include a phrase stating its allegiance to and sub-mission of the club to the RI Constitution and Bylaws, as it now exists and as may hereafter be amended. The articles of incorporation should be submitted to RI through your Club and District Support representative. Contact your representative for further information on incorporation in your area.

美國及其領土與領地之扶輪社自動參與國際扶輪所辦理之一般責任險計畫。美國以外的扶輪社應與為其服務之國際辦事處聯絡以瞭解當地的特別資訊。

商業化與分發傳單

扶輪社員不得將公式名錄作為商業郵件名單使用，也不得為商業目的讓其他人使用此名錄。任何組織不得向國際扶輪之會員分發傳單（即進行需要財務或義工支援的大量郵寄行為）。在限制範圍內，只要不涉及商業利益仍可向其他扶輪社寄發傳單。該限制範圍規定如下：

- 任何一個會員社，在某項有關事務上希望請求其他扶輪社合作時，應先將其目的與計畫送請相關地區之地區總監同意。但若只要與一個扶輪社接洽者不必取得總監的許可。
- 任何扶輪社除向本社社員外，均不得向其他扶輪社，或其他社之扶輪社員請求財務援助，除非事先已獲得國際扶輪理事會之許可。
- 其他扶輪社請求合作與支援進行世界社區服務活動時，若只接洽一個或有限個地區或扶輪社時，則不受上述有關分發傳單的限制。

扶輪標誌

歡迎扶輪社使用扶輪標誌（包括扶輪徽章及扶輪、國際扶輪與扶輪基金會的名稱），惟須清楚載明負責的扶輪社且標誌的製作方式必須正確。

不適當：

扶輪清潔計畫

扶輪百週年紀念公園

詳情請參見扶輪社社長手冊或視覺識別格式手冊

適當：

某某扶輪社清潔計畫

某某扶輪社百週年紀念公園

Clubs in the United States and its territories and possessions automatically participate in a general liability insurance program administered by RI. Clubs outside the United States should contact their international office for specific information about their area.

Commercialization and Circularization

Rotarians are prohibited from using the *Official Directory* of Rotary International as a commercial mailing list or making it available to anyone for commercial purposes. No organization may circularize (conduct a mass mailing requesting financial or volunteer support) Rotary clubs. Under limited circumstances, it is permissible to circularize other clubs about matters that do not affect business interests, with these stipulations:

- A Rotary club that wants to request cooperation from another club in connection with any matter whatsoever must first request permission from the governor(s) to contact the clubs and state the purpose of the contact. A club wishing to contact only one club, how-ever, does not need the governor's permission.
- Before requesting financial aid from any other Rotary club or individual Rotarians other than its own members, a Rotary club must first request permission from the RI Board.
- Requests from clubs for cooperation and assistance with World Community Service activity are not subject to these rules about circularization when they are only contacting one or a limited number of districts or clubs.

Rotary Marks

Clubs are welcome to use the Rotary Marks (including the Rotary emblem and the names Rotary, Rotary International, and The Rotary Foundation) to name and promote their projects, programs, and activities so long as the club responsible is clearly identified and the marks are correctly reproduced.

Incorrect: Correct:

Rotary Cleanup Project Rotary Club of the Valley Cleanup Project

Rotary Centennial Park Rotary Club of Mountain City Centennial Park

For more information, see the *Club President's Manual* or the *Visual Identity Style Manual*.

募款工作表

募款活動：(將每個項目列於下方)	所需金額
1. 所需資金總計	
舉辦募款活動所需之金額	
宣傳 (T恤、社區／媒體宣傳活動等)	
材料 (邀請函、票券、裝飾品等)	
義工費用 (交通費、餐費等)	
其他 (請明確說明)	
2. 所需支援費用總計	
3. 將 1.2 項相加得所需總額	
4. 可由扶輪社預算提供之金額	
5. 第 3 項減去第 4 項即得募款活動目標	



Fundraising Worksheet

Fundraiser will support (please list each item below)	Amount needed
_____	_____
_____	_____
_____	_____
_____	_____
1. Total funding needed	_____
Amount needed to conduct the fundraiser	
Promotion (T-shirts, community/media outreach, etc.)	_____
Materials (invitations, tickets, decorations, etc.)	_____
Volunteer expenses (transport, meals, etc.)	_____
Other _____ (please specify)	_____
2. Total support amount needed	_____
3. Add items 1 and 2 for total needed	_____
4. Total provided for in club budget	_____
5. Subtract item 4 from 3 for fundraising goal _____	

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



ROTARY INTERNATIONAL®

One Rotary Center

1560 Sherman Avenue

Evanston, IL 60201-3698 USA

www.rotary.org