

Membership Development

社員成長



Rotary International®

organizing new clubs

組織新社

retention

防止社員流失

recruitment

推薦新社員

membership growth and development

社員成長



社員成長與發展

想像一下，倘若你的扶輪社減少百分之十的社員。你的服務計劃會受到什麼樣的影響？哪些計劃可能無法完成？一些計劃可能永無開始辦理的一日？

現在請設想看看你的扶輪社員要再增加百分之十、或百分之五、甚至百分之二的社員，就可以完成哪些計劃。想想看，你只要確定貴社的職業分類制度與你的社區內所有各種事業及專業完全切合，並且已填補所有開放待補的職業分類，就可以為你的整個扶輪社添加許多專業人才。想想看可以引發多少新構想及新的扶輪社服務計劃。想想看可以增加多少人來肩負領導人及委員會的角色。

每一位新社員都會帶來個人及專業上的資源及知識，能夠大大加強你的扶輪社在整個社區及世界服務的能力。

國際扶輪及其各地扶輪社是否能夠繼續興盛，唯有倚賴在社員成長及發展方面持續不斷的支援。社員是我們最重要的資源，也是建立及維持強固健全扶輪社的根基。

何者構成社員成長及發展？

社員成長的 3 個要素是：

- 防止既有社員流失；
- 推薦新社；及
- 組織新社。

這 3 個要素同樣重要，可從下方簡單的增加社員等得以明白：

$$\begin{array}{l}
 \text{防止社員流失} \\
 + \text{推薦新社員} \\
 + \text{組織新社} \\
 \hline
 = \text{社員成長}
 \end{array}$$

Membership Growth and Development

Imagine if your club were to lose 10 percent of its members. How would that affect your service program? What projects might not get finished? Which ones might never have been started?

Now consider what your club could accomplish with 10 percent or 5 percent or even 2 percent more members. Think about the professional expertise you could add to your club's overall profile simply by making sure your classification system incorporated all business and professional interests within your community and that all open classifications were filled. Think about the new ideas and new club service projects that could be initiated. Think about the additional people to take on leadership and committee roles.

Every new Rotarian brings a range of personal and professional resources and knowledge that can greatly strengthen your club's ability to serve throughout the community and the world.

The continuation of Rotary International and its local clubs depends on continued membership growth and development efforts. Membership provides continued support for the many programs of The Rotary Foundation. Membership is our primary resource and what builds and maintains strong and healthy clubs.

What comprises membership growth and development?

The three elements of membership growth are:

- The retention of existing members
- The proposal of new members
- The organization of new clubs

These three elements are equally important, as illustrated by this simple membership equation:

$$\begin{array}{l}
 \text{Retaining Members} \\
 + \text{Proposing New Members} \\
 + \text{Organizing New Clubs} \\
 \hline
 = \text{Membership Growth}
 \end{array}$$

每一個要素對整體增加社員的努力而言，都是不可或缺的，且在扶輪社及地區兩個層級皆需要加以注重。

Each element is essential to overall membership efforts and needs to be emphasized at both the club and district level.

防止社員流失的考慮事項

Considerations for Retention

你的扶輪社每週例會節目其知性與生動的程度如何？

How informative and lively are your club's weekly programs?

你的扶輪社每週例會節目是否在舒適且吸引人的地點舉行？

Are your weekly club meetings held in a comfortable and attractive venue?

你的扶輪社與社員的興趣及社區息息相關的程度如何？

How relevant is your club to its members' interests and the community?

你的扶輪社與社員的興趣及社區相關的程度及有效的程度如何？

How relevant and effective are your club service projects to the community?

你的扶輪社是否尊重社員的時間並按議程準時舉行及結束會議？

Does your club respect its members' time and keep to its meeting schedule?

你的扶輪社是否有人親自與缺席例會的社員聯絡？

Does your club personally contact members who miss meetings?

你的社區是否知道你的扶輪社及它的成就？

Is your community aware of your club and its accomplishments?

你的社員與扶輪社及社員彼此之間關連的程度如何？

How connected are your members to the club and to one another?

你的社員是否有足夠的機會彼此互相認識？

Do your members have adequate opportunities to get to know one another?

你的社員是否知道他們對扶輪社及國際扶輪應負的責任？

Are your members aware of their responsibilities to the club and to Rotary International?

你的社員在服務計劃、委員會及扶輪運作方面是否積極？

How active are your members on service projects, committees, and club operations?

你的社員對於扶輪在社區、地區及國際三種層級的工作瞭解的程度如何？

How informed are your members of Rotary's work at the community, district, and international levels?

你與你的扶輪社員有效及經常溝通的程度如何？

How effectively and frequently do you communicate to your club members?

你是否知道社員為何漸漸離開你的扶輪社？

Are you aware of why members are leaving your club?

你的社員是否努力使新社員參與所有的活

Do your members make efforts to include new members in all activities?

動？

你的扶輪社是否有持續辦理的新社員講訓及持續教育計劃？

Does your club have ongoing new-member orientation and continuing education programs?

推薦新社員的考慮事項

Considerations for Proposing New Members

你的社區中的各種事業及專業在你的扶輪社有足夠的社員代表？

Are the business and professional interests of your community adequately represented in your club?

你是否每年辦理職業分類調查？

Do you conduct a classification survey annually?

你社區是否知道貴社與其成就？

Is your community aware of your club and its accomplishments?

你的社員是否體會到社員對於支持扶輪基金會目標的重要性？

Do your members appreciate the importance of membership for supporting the goals of The Rotary Foundation?

你社區是否知可透過國際扶輪及扶輪基金會計劃獲得的全球友誼及服務機會？

Is your community aware of opportunities for global friendships and service through RI and Foundation programs?

你的社員是否與他們的朋友及事業上往來相識的人士溝通你的扶輪社所服做的努力？

Are your members communicating the efforts of your club to their friends and business associates?

你的社員對於攜帶賓客出席扶輪社例會感到自在？

Do your members feel comfortable about bringing guests to club meetings?

你的扶輪社每週例會否在一個舒適及吸引人的地點舉行？

Are your weekly club meetings held in a comfortable and attractive venue?

你的社友是否樂於引進新社員？

Are your members open to bringing in new members?

你的扶輪社是否有一個持續辦理且有效的新社員入社計劃及儀式？

Does your club have an ongoing and effective new-member induction program and ceremony?

你與準社員溝通你的扶輪社計劃，效果如何？

How effectively do you communicate your club's programs and projects to prospective members?

你分發給準社員的資料及工具，其吸引力及效果如何？

How attractive and effective are the materials and tools you distribute to prospective members?

如果你是準社員，你是否有興趣加入你的扶輪社？

If you were a prospective member, would you be interested in joining your club?

你的扶輪社是足夠代表你的社區中各種不同的人口？

Does your club adequately represent the diversity of the population?

組織新社的考慮事項

於尚未代表扶輪的社區裡是否能支持一個扶輪社？

社區中是否有足夠的扶輪社代表全部的人口？

社區中是否含有各種不同例會時間的扶輪社？

對於一個新社，你是否有強大的支持及足夠的創社社員？

對於一個新社，你是否有一強大的輔導社？

對於一個新社，在財務上及行政管理上是否有充足的支持？

創社社員是否會有能力及服具有效運作一個新社？

注意：進行組織新社是地區總監唯一的責任。適合的手冊、表格及組織資料可透過國際扶輪世界總部及國際扶輪網站([www. Rotary. org](http://www.Rotary.org))取得。

以上只是在檢查及規劃本年度你的扶輪社或地區的社員成長及發展時應考慮的幾項建議及構想。請參考多種可從國際扶輪世界總部、目錄 (Catalog) 及國際扶輪網站 (www.rotary.org)取得的資料及工具。

Considerations for Organizing New Clubs

Is there a community that could support a Rotary club that is not represented by Rotary?

Are there enough clubs in the community to represent the total population?

Are there clubs in a community to accommodate varying schedules?

Do you have strong support for a new club and enough charter members?

Do you have a strong sponsoring club for a new club?

Is there adequate financial and administrative support for a new club?

Will the charter members have the ability and capacity to effectively operate a new club?

The process of organizing new clubs is the sole responsibility of the district governor.

Appropriate guides, forms, and organizing materials can be obtained through RI World Headquarters and the Web site (www.rotary.org).

These are just a few suggestions and ideas to consider in reviewing and planning for your club or district membership growth and development program during the year. Please access the many materials and tools that are listed in the *Catalog* and available to you through RI World Headquarters and the Web site (www.rotary.org).

2003-04 年度社員發展表彰計劃

社員是扶輪不可或缺的資源。為求達成與擴大對社區及對全世界的人道服務成果，對扶輪社重要的是在持續尋覓合格的新社員的同時也要防止現有社員流失。因此，有幾種表彰計劃適於支持那些構成社員成長與發展的基礎之功能：防止現有社員流失、吸收新社員及組織新社。

國際扶輪社員發展及擴展獎計劃

鑑於扶輪的社員人數持續成長及持續使社員保持活力對於扶輪組織而言不可或缺，國際扶輪理事會於 1997 年 6 月設立了一個每年辦理、標準訂定的獎勵社員發展及擴展表彰計劃，名稱為國際扶輪社員發展及擴展獎(Rotary International Membership Development and Extension Award)，並在 1998 年 7 月 1 日開始辦理。

此一獎勵計劃表彰扶輪社努力於增加社員人數的 3 個基本方面：防止現有社員流失、吸收新社員及組織新社。地區達成或超過自訂社員人數目標者亦會獲得表彰。

國際扶輪社員發展及擴展獎是地區層級的獎勵計劃，主要著重於社員發展。扶輪社與自己地區內的扶輪社競爭此獎。競爭很公平，因為地區內的所有扶輪有同樣影響社員人數的經濟及社會的條件。

社員發展及擴展獎計劃使總監得以選出以下四類的優勝扶輪社：

- 社員人數成長百分比最高者；
- 引進新社員人數最多者；

2003-04 Membership Development Recognition Programs

Members are Rotary's essential resource. To maximize Rotary's humanitarian efforts throughout the world, it is important for clubs to retain current members while continuing to identify qualified new members. Thus, there are several recognition programs geared toward supporting the underlying functions of membership growth and development: retention, recruitment, and the organization of new clubs.

Rotary International Membership Development & Extension Award Program

Realizing that the continued growth and revitalization of Rotary's membership is essential to the future of the organization, in June 1997 the RI Board of Directors established an annual, standardized program of recognition for membership development and extension. The program is titled the Rotary International Membership Development and Extension Award. It was initiated on 1 July 1998.

The award program recognizes clubs for three fundamental aspects of membership: membership growth in existing clubs, retention of current club members, and the organization of new clubs. Districts that meet or exceed their membership goal also receive recognition.

The Rotary International Membership Development and Extension Award is a district-level award program that focuses on the primary aspects of membership development. Clubs compete with clubs in their own district for the award. Competition is equalized in that all clubs share the same economic and social conditions affecting membership.

The Rotary International Membership Development and Extension Award allows governors to identify a winning club in the following categories.

- Highest growth rate
- Inducting the most new members

- 防止社員流失百分比最高者；
- 輔導成立一個新社者。

此外，國際扶輪亦表彰達成自訂增加社員人數目標的地區。

此一計劃的期限是 2003 年 7 月 1 日-2004 年 5 月 15 日。獎狀由國際扶輪社長簽名並頒予優勝的扶輪社及地區。

社員發展運動表彰計劃

扶輪社要保持活力及與時並進，則必須隨時注重且持續努力及著手加強各種支持增加社員人數的要素。為增加及維持社員人數，及確保本組織的長久健全，急需種種新的構想、辦法、計劃、與工具。為培養及鼓勵創造的精神，將從每一地區內研擬及實施對自己區域的社員人數有正面影響的創新計劃、策略、或工具的扶輪社中選出一個社予以表彰。

此一創新辦法應著重在增加社員人數的 3 個基礎之一：防止社員流失、吸收合格新社員及組織新社。

每一地區的扶輪社都受邀在 2004 年 4 月 1 日前寄交一份創新辦法參賽書(最長 2 頁)給地區總監。地區總監應在 2004 年 4 月 15 日前從地區內選出一種創新辦法寄交給國際扶輪。獎狀將頒予優勝扶輪社，並在 2004 年大阪國際年會上及扶輪各種通訊工具獲得表揚。

防止社員流失計劃

防止社員流失對國際扶輪增加社員人數的努力而言至關重要。為鼓勵、促進、及改善防止社員流失，一個為期兩年的表彰獎勵計劃業已

- Highest retention rate
- Sponsoring a new Rotary club

A district is also recognized for achieving its established membership goal.

The time frame for this program is 1 July 2003–15 May 2004. Recognition certificates are signed by the RI president and awarded to clubs and districts.

Recognition of Membership Development Initiatives

To remain viable and relevant it is essential that clubs remain focused and continually work toward and address the various elements supporting membership. New ideas and approaches, programs, and tools are imperative for building and maintaining membership, and for securing the long-term health of the association. To foster and encourage a spirit of creativity, one club from each district will be recognized for the development and implementation of an innovative program, strategy, or tool that has a positive impact on membership in their area.

The innovative approach will focus on one of the three primary foundations of membership: retention, recruitment of qualified new members, or organizing new Rotary clubs.

Clubs in each district are invited to submit their entry (a maximum of two pages in length) to their district governor no later than 1 April 2004. Governors will submit one innovative approach from their district to RI by 15 April 2004. Certificates will be awarded to the club and clubs will be highlighted at the 2004 Rotary International Convention in Osaka as well as in Rotary's various communication tools.

Retention Recognition Program

Retention is a critical factor in RI's membership efforts. To encourage, enhance, and improve retention, a two-year recognition award was initiated in 2002-03. Recipients will

在 2002-03 年度開辦。受獎者應符合已訂定跨越連續兩個年度：2002-03 年度-2003-04 年度的標準。5 個優勝地區及每一優勝地區各一個優勝扶輪社，將會受到表彰並收到 1000 美元，用以完成一項社區服務或國際服務計劃。指定的標準可從「防止社員流失表彰計劃」小冊子中得知。

此一計劃的期限是 2002 年 7 月 1 日-2004 年 4 月 1 日。

社長獎

2003-04 年社長獎支持社員成長、防止社員流失、及組織一個新社。所建議的標準包括：達成 3% 的淨成長、研擬一搏防止社員流失計劃使社員流失比率減緩到少於 3%、吸收不同社內有更多元背景的社員；舉辦一個扶輪社層級的社員講習會、依據扶輪社社員人數多寡在四大服務每一項服務中各辦理數項計劃、及增加當地媒體採訪及增進公關方面的努力。各社亦受鼓勵辦理支持「扶輪家庭」觀念的活動。此一觀念可加強防止社員流失並鼓勵各社持續一所有扶輪社員的家庭寶眷聯絡及使他們參與各項計劃與活動。

總監必須在 2004 年 4 月 15 日前把扶輪社在 4 月 1 日前達成社長獎標準填報的社長獎證明表簽妥姓名並寄達國際扶輪。

註：如欲瞭解與這些計劃有關的標準及細節，請參考個別的小冊子(請參閱本小冊子中的資源名單)。

meet established criteria spanning two consecutive years: 2002-03 and 2003-04. Five winning districts, as well as one club within each winning district, will be recognized with a monetary award of US\$1,000 to be used toward completion of a community or international service project. Specific criteria can be obtained from the retention recognition program brochure.

The time frame for this program is 1 July 2002– 1 April 2004.

Presidential Citation

The Presidential Citation for 2003-04 supports membership growth, retention, and the organization of new clubs. Suggested criteria include: achieving 3 percent net growth; developing a retention plan to slow attrition to less than 3 percent; fostering diversity; conducting a membership seminar at the club level; conducting projects within each of the four Avenues of Service according to the size of the club; and increasing local media coverage and public relations efforts. Activities supporting the Family of Rotary concept are encouraged. This concept promotes retention and encourages clubs to continually communicate with and involve all Rotarian family members in programs and projects.

Criteria must be completed by 1 April and forms submitted to RI by 15 April 2004.

NOTE: For specific criteria and details related to each of these programs, please consult the individual brochures (see the resource list at the end of this booklet).

國際扶輪增加社員協調人

國際扶輪增加社員協調人計劃之目的是要提供一個實際可行、長期、策略性的方法來促進社員發展，以建立一個由受到良好訓練—熟知社員發展策略及技巧—的扶輪社員所組成的網絡，支持地區及扶輪社達成增加社員人數。扶輪政策法典 (Rotary Code of Policies) 26.060.1 條

一般任務說明

在此一網絡內有兩種層級的義工：

國際扶輪增加社員協調人(簡稱 RIMCs)及國際扶輪增加社員地帶協調人(簡稱 RIMZCs)

這些熱心奉獻的義工熟知社員發展策略及技巧及與社員成長和發展有關的特定國際扶輪計劃。國際扶輪增加社員協調人及地帶協調人是扶輪地區及扶輪社遇到社員發展問題時可以求助的重要義工資源。各種不同職位的地區及扶輪社領導人均可請他們協助。

角色及責任

- 規劃、宣傳、及辦理一年一次的地帶級社員發展與防止流失講習會。
- 協助扶輪地區及扶輪社領導人為相關的地理區域找出及研擬社員成長及發展的計劃、目標、及策略。
- 協助地區總監找出可能組織新社的區域、機會及策略。
- 找出適合用以協助社員發展努力的地域性工具。
- 教育扶輪地區及扶輪社認識國際扶輪的社員成長及發展計劃。
- 如果有人要求，在以下會議擔任演講貴賓、

Rotary International Membership Coordinators

The purpose of the Rotary International Membership Coordinator program is to provide a viable, long-term, strategic approach to promoting membership development by establishing a network of well trained Rotarians — knowledgeable about membership development strategies and techniques — to support districts and clubs in achieving membership growth. Section 26.060.1, Rotary Code of Policies

General Description of Duties

There are two levels of volunteers within the network:

Rotary International Membership Coordinators (RIMCs) and Rotary International Membership Zone Coordinators (RIMZCs).

These dedicated volunteers are knowledgeable about membership development strategies and techniques as well as specific RI programs related to membership growth and development. RIMCs and RIMZCs serve as key volunteer resources on membership development issues for Rotary districts and clubs. They are available to assist district and club leadership in a variety of capacities.

Roles and Responsibilities

- Plan, market, and conduct annual zone-level membership development and retention seminars
- Assist district and club leadership in identifying and developing membership growth and development plans, goals, and strategies for respective geographic areas
- Assist the district governor in identifying potential areas, opportunities, and strategies for organizing new clubs
- Identify appropriate regional tools to be used in membership development efforts
- Educate districts and clubs about RI's membership growth and development programs
- When requested, appear as guest

報告人、或訓練師：

1. 社長當選人訓練會(PETS)
2. 總監當選人訓練會(GETO)
3. 國際研習會
4. 地區講習會
5. 地區年會
6. 地區社員發展講習會
7. 扶輪社例會

speakers, presenters, or trainers at:

1. Presidents-elect Training Seminar (PETS)
2. Governors-elect Training Seminar (GETS)
3. International Institute
4. District assembly
5. District conference
6. District membership development seminar
7. Club meetings

如何與你的區域的國際扶輪增加社員協調人及地帶協調人聯絡

你可以請教你的地區社員發展委員會主委、或上網至國際扶輪網站的社員發展區、或參閱公式名錄，查詢如何與你的區域的國際扶輪增加社員協調人及地帶協調人聯絡。

How to Locate Your Area's RIMC or RIMZC

You may locate your membership or zone coordinator from your district membership chair, on the Membership Development section of RI's Web site, or in the Official Directory.

為何加入你當地的扶輪社？

Why Join Your Local Rotary Club?

服務的機會

扶輪社員在當地社區及國際社區兩種層級提供服務。所辦理的服務計劃解決許多問題，保健醫療需求、飢餓與貧窮、文盲、災害救濟、及環境清潔只是其中幾例。扶輪社員從回饋社區當中體驗滿足感。

The Opportunity to Serve

Rotarians provide service at both the community and international levels. Service programs address health-care needs, hunger and poverty, illiteracy, disaster relief, and environmental cleanups, to name a few. Members experience the fulfillment that comes from giving back to the community.

專業關係網絡

一個扶輪的創立原則為專業的和商業的領導人提供一種論壇。社員是商業、工業、專業、藝術、政府、運動、軍事的和宗教的領導人。這個。他們會作出決定和有影響的策略。扶輪在世界中是古老、最有聲望的服務社團組織。

Professional Networking

A founding principle of Rotary was to provide a forum for professional and business leaders. Members are leaders in business, industry, the professions, the arts, government, sports, the military, and religion. They make decisions and influence policy. Rotary is the oldest, most prestigious service-club organization in the world.

個人成長發展

加入扶輪成為社員者保證能繼續個人及專業的發展。領導技能、對眾人演講與溝通、組織與規劃、建立團隊、募款、及教導只是透過扶輪能夠練習與提升的各種技巧的其中幾個範例。

Personal Growth and Development

Membership in Rotary ensures continuing personal and professional development. Leadership, public speaking and communication, organization and planning, team-building, fundraising, and teaching are just a sampling of the skills that can be exercised and enhanced through Rotary.

友誼

聯誼是扶輪之所以創立於 1905 年的主要理由之一，而且仍然是扶輪吸引人的重要因素之一。今日，因為 30000 多個扶輪社遍佈在 160 餘個國家，扶輪社員去到任何地方都有朋友。扶輪協助建立四海一家的社區及持久的友誼。

Friendship

Fellowship was a primary reason Rotary was started in 1905, and it remains a major attraction. Today, with more than 30,000 Rotary clubs in over 160 countries, Rotarians have friends wherever they go. Rotary helps to build community as well as enduring friendships.

瞭解不同的文化

國際扶輪是由許多國家中的當地扶輪社所成的一個協會。扶輪社開放給每一種族群、政治理念、語言、及宗教信仰的成員加入。扶輪社有全世界所有各種不同背景的領導人。他們都

Cultural Diversity

Rotary International is an association of local clubs in many countries. Clubs are open to members of every ethnic group, political persuasion, language, and religious belief. Rotary clubs contain a cross-section of the

實踐及推廣寬容的精神。

world's leaders. They practice and promote tolerance.

成為良好的公民

Good Citizenship

加入扶輪可以使人成為更優秀公民。扶輪社每週都有例會節目，使社員瞭解社區、國家、及全世界正在發生的事情。扶輪龐大的扶輪網絡及計劃提供許多服務及互相交流的機會。

Membership in Rotary makes one a better citizen. Weekly Rotary club programs keep members informed about what is taking place in the community, nation, and world. Rotary's expansive network of clubs and programs provides extensive opportunities for service and interchange.

世界瞭解

World Understanding

扶輪社員透過國際扶輪及扶輪基金會的國際服務計劃及交換計劃，得以瞭解人類的問題，並能夠對這些問題發揮影響力。促進和平是扶輪的最高目標之一。

Rotary members gain an understanding of humanitarian issues and have a significant impact on them through international service projects and exchange programs of RI and its Foundation. The promotion of peace is one of Rotary's highest objectives.

娛樂

Entertainment

每一個扶輪社及地區都舉辦一些宴會及活動，使人在事業忙之餘，身心能有所調劑。地區年會、國際年會、講習會及社交活動除了提供扶輪知識、教育及服務之外，也有娛樂節目。

Every Rotary club and district hosts parties and activities that offer diversion from one's personal and business life. Conferences, conventions, assemblies, and social events provide entertainment as well as Rotary information, education, and service.

全家的扶輪基金會

Family Foundations

扶輪提供全世界最大的青少年交換、教育性交換、及獎學金計劃。扶輪社為未來的領導人提供新穎的訓練機會及輔導。這些計劃可使家庭成員參與範圍廣泛的社交及服務活動。

Rotary sponsors some of the world's largest youth exchange and educational exchange and scholarship programs. Rotary clubs provide innovative training opportunities and mentoring for future leaders. They involve family members in a wide range of social and service activities.

有崇高道德的環境

Ethical Environment

扶輪社員奉行衡量社員言行是否真實、公平、促進親善、兼顧彼此利益的四大考驗。鼓勵在個人的專業遵守崇高的道德標準及尊重各種有意義的職業一直是扶輪自最初迄今的招牌。

Rotarians practice a 4-Way Test that measures words and actions by their truthfulness, fairness, goodwill, and benefit to all. Encouraging high ethical standards in one's profession and respect for all worthy vocations has been a hallmark of Rotary from its earliest days.



投資你的社區然後看著報酬成長

Invest in your community and watch the dividends grow



國際扶輪

Rotary International

一個由社區義工組成的全球網絡

A global network of community volunteers

www.rotary.org

想要在你的附近擔任義工或了解更多資訊，請與你當地的扶輪社聯絡。

To volunteer in your area or for more information contact your local club.

公眾對扶輪的認識可支持及加強社員成長與發展。此一公益廣告 (Public Service Announcement) 只是可在扶輪社及地區層級上用以促進公眾認識扶輪的工具中的其中一個範例。

Public awareness of Rotary supports and enhances membership growth and development. This public service announcement is just one example of a tool that can be used at the club and district level to promote public awareness of Rotary.

如何使用公益廣告

像此一可自光碟中取得的印刷版公益廣告 (PSAs) 可用於新聞報紙及其他印刷媒體中。可向國際扶輪的出版品訂購服務組 (Publications Order Services aSection, 電子郵件: pbos@rotaryintl.orh; 電話: 847-866-4600; 傳真: 847-866-3276) 或國際扶輪的各個國際辦事處索購。

How to Use this Public Service Announcement

Print public service announcements (PSAs) like this one are available on compact disc for use in newspapers and other print media. These materials can be ordered through the Online Publications Catalog (www.rotary.org); from the Publications Order Services Section by e-mail: pbos@rotaryintl.org, telephone: (847) 866-4600, or fax: (847) 866-3276; or from RI international offices.

每一種公益廣告均備有彩色及黑白, 縱向及橫向的版本。此一工具讓使用者能創作各種尺寸大小的宣傳品, 並且與麥金塔及 IBM 兩種電腦都相容。每一種公益廣告均可依當地扶輪社及地區的資訊量身裁製。

Each PSA is provided in both color and black-and-white versions, in vertical and horizontal orientations. This tool enables the user to create publicity pieces in any size and is compatible with both Macintosh and IBM computers. Each PSA can be personalized with local club or district information.

數種建議的使用地方

- 雜誌/報紙
- 社區名錄
- 計劃小冊子
- 地區通訊函/地區名錄
- 公展示/省報/旗幟
- 網站
- 告示版
- 機場/鐵路車站
- 國際扶輪印刷版公益廣告。345-EN 有 3 種強調宣傳扶輪增加社員人數的公共服務宣言(英、葡、西 3 種語文)
- 扶輪基金會印刷版公益廣告。335-EN 有 6 種強調扶輪基金會各種活動的公共服務宣言(有英、法、日韓、葡、西 6 種語文)

A few suggested uses are:

- Magazines/newspapers
- Community directories
- Program booklets
- District newsletters/directories
- Public displays/posters/banners
- Web sites
- Billboards
- Air/rail terminals
- Rotary International Print Public Service Announcements. 345-EN Three PSAs that focus on promoting membership in Rotary. (EN, PO, SP)
- The Rotary Foundation Print Public Service Announcements. 335-EN Six PSAs that highlight various activities of The Rotary Foundation. (EN, FR, JA, KO, PO, SP)

線上公共關係資源

國際扶輪網站提供多種電子版本的公共關係工具。在該網站的有效公共關係區 (www.rotary.org/membership/prtools)，你會找到協助扶輪社及地區如何宣傳扶輪活動、計劃的指示。此一網站亦提供撰寫新聞稿、刊登廣告及公共服務宣言、及發展有效媒體公關方面的指導。你可登錄你的電子郵件地址以便收到每兩個月以電子郵件寄來的公關秘訣 (PR Tips) 通訊刊物，其中充滿可宣傳貴社計劃的各種構想與機會。如欲登錄，請在國際扶輪網站有效公共關係區的公關秘訣 (PR Tips) 欄旁的登錄欄按下滑鼠。

請參閱公關工具箱 (PR Toolbox) 中所含的新聞稿樣本及其他可供下載的有用項目。

Online Public Relations Resources

The RI Web site offers electronic versions of all public relations tools. In the Effective Public Relations section of the Web site (www.rotary.org/membership/prtools), you will find "how-to" instructions to assist clubs and districts in their promotion of Rotary activities, projects, and programs. The site also offers guidance on writing press releases, placing advertisements and PSAs, and developing effective media relations. You can also register your e-mail address to receive PR Tips, a twice-monthly e-mail newsletter filled with ideas and opportunities to publicize your club projects. To register, click on Register near the Tip! box in the Effective Public Relations section of the RI Web site.

Please see the PR Toolbox, which contains sample news releases and many other helpful items for download.

2003-04 年度國際扶輪社員發展出版品資源名單

2003-04 RI Membership Development Publications Resource List

下表所列者為國際扶輪多種指導社員發展的出版品及錄影帶。打星號者為每一年度寄給地區增加社員委員會主委的地區社員發展資料袋中的部份出版品。除社員教育策略 (Strategies for Member Education) 外，其餘皆可向國際扶輪位於美國的出版品訂購服務組 (Publications Order Services Section，電子郵件：pbos@rotaryintl.org；電話：847-866-4600；傳真：847-866-3276) 或國際扶輪的各個國際辦事處索購。

Many RI publications and videos directed toward membership development are listed below. Those with an asterisk are sent to district membership chairs each year as a part of the district membership development kit. With the exception of Strategies for Member Education, all items may be ordered through the Online Publications Catalog (www.rotary.org); from the Publications Order Services Section [e-mail: pbos@rotaryintl.org; telephone: (847) 866-4600; fax: (847) 866-3276]; or from RI international offices.

註：2003 年即將出版成為另一種極有價的資源：一種以新社員講訓為重點的新出版品。

Note: Coming in 2003 will be another valuable resource: a new publication focusing on new-member orientation.

名稱 TITLE	說明 DESCRIPTION	目錄編號 CATALOG AVAILABLE NUMBER	可從網站取得 ON THE WEB
扶輪入門 ABCs of Rotary. The	是一本內容札實的指南，書中的扶輪歷史、慣例、及傳統採自原先由 1992-93 年度國際扶輪社長 Cliff Dochterman 編寫的短文集。 A compact guide through Rotary's history, customs, and traditions originating from a compilation of short articles first written by RI President Cliff Dochterman (1992-93).	363	不能 No
扶輪初階 Getting Started in Rotary	是一本教育輔導新社員者認識其責任的指南，書中也為新社員提供簡要資訊。 Guide to sponsor's responsibilities and brief information for new Rotarians.	333	可以 Yes
扶輪史 History of Rotary	一卷片長 7 分鐘的新錄影帶，簡介扶輪 97 年的歷史。 A new seven-minute video that summarizes the last 97 years of Rotary history.	921	不能 No
如何推薦新社員	一本內容為選舉新社員基本程	254	可以

How to Propose anew Member	序的小冊子。(內含一份推薦社員表)。 Brochure includes the basic procedure for election of a new member. (Includes one copy of the Membership Proposal Form)		Yes
2003-04 年度社員發展 Membership Development	小冊子，內含各種社員發展構想、工具與建議的資訊供扶輪社利用。 A booklet featuring information on a variety of membership development ideas, tools, and suggestions for use by clubs.	916-03	部份可以 Yes, partly
組織新社指南 Organizing New Clubs Guide	此一出版品簡介組織新社的程序，內含必須填報的表格及各項這議，可確保新社有效能且維持長久。 This publication outlines the procedures for the organization of a new club. Includes required forms and suggestions for ensuring the effectiveness and longevity of the new club.	808	可以 Yes
社員證 Membership Identification Card	由扶輪社秘書供給每一位社員證明社員資格用。社員員證販售商的聯絡資訊可自國際扶輪網站的社員區取得。 Provided to the Rotarian by the club secretary to verify membership. Vendor contact information available on the Membership section of the RI Web site.	尚無 N/A	不能 No
2003-04 年度社長獎小冊子 Presidential Citation Brochure 2003-04	簡介 2003-04 年度社長獎計劃的摺頁。 Leaflet that outlines the 2003-04 Presidential Citation program.	9001A-03	可以 Yes
2003-04 年度社長獎證明表 Presidential Citation Certification Form 2003-04		9001B-03	可以 Yes
防止社員流失表彰	簡介跨越 2002-04 兩個年度防	773	可以

<p>計劃 Retention Recognition Program</p>	<p>止社員流失的表彰計劃細節。 A brochure outlining this recognition program for clubs and districts during 2002-04.</p>		<p>Yes</p>
<p>目錄 Catalog</p>	<p>一個編列國際扶輪各種出版品、視聽工具、書籍與期刊、表格的名單。網站版本凸從 www.rotary.org 下載取得；2003 年印刷版本於 2003 年 6 月出刊。 A list of RI publications, audiovisual tools, books and periodicals, forms, and supplies. Web version available at www.rotary.org. Printed 2003 edition available in June 2003.</p>	<p>019</p>	<p>可以 Yes</p>
<p>國際扶輪社員發展及擴展獎 RI Membership Development and Extension Award*</p>	<p>簡介此一每年表彰扶輪社及地區社員發展及擴展的獎勵計劃的小冊子。 Brochure outlining this annual certificate award program for clubs and districts.</p>	<p>901</p>	<p>可以 Yes</p>
<p>扶輪基礎 Rotary Basics</p>	<p>此一縱觀扶輪的出版品首見於 2002 年 8 月號的英文扶輪月刊 THE ROTARIAN 的插頁，是瞭解國際扶輪及扶輪基金會資訊的絕佳講訓工具及參考途徑。 This overview first appeared as an insert in the August issue of THE ROTARIAN. It is an excellent orientation tool as well as a refresher course on Rotary International and Rotary Foundation information.</p>	<p>595</p>	<p>不能 No</p>
<p>扶輪實況資料袋 Rotary Fact Pack</p>	<p>資料袋內含報告扶輪各方面的實況單，每季更新一次。亦備有地域實況資料袋可供索取。 A package of fact sheets on various aspects of Rotary, updated quarterly. Regional fact packs are also available upon request.</p>	<p>269</p>	<p>可以 Yes</p>
<p>2001-02 年度扶輪基金會年報 Rotary Foundation</p>	<p>內有圖形，說明扶基金會各項計劃，及經稽核過的財務報表 The illustrated report on the</p>	<p>187B</p>	<p>可以 Yes</p>

Annual Report 2001-02	Foundation's programs and audited finances.		
2001-02 年度國際扶輪年報 Rotary International Annual Rreport, 2001-02,	內有圖形，說明扶輪年度內重要事項，及經稽核過的財務報表。 Illustrated highlights of the Rotary year, plus audited finances.	187A	可以 Yes
扶輪一小時 Rotary in an Hour	一捲長達 60 分鐘的錄音帶，由專業旁白人士敘述的扶輪知識。在為新社員講訓、使新社員融入扶輪社、及激勵新社員時很有處。可供在家中、辦公室、及車上播放。 A 60-minute audiotape of Rotary information presented by professional narrators. Useful in orientation, assimilation, and motivation of new members. Designed for playback at home, in the office, or in the car.	512	不能 No
扶輪在你的社區 Rotary in Community	一捲長達 30 分鐘的錄影帶，提供各種角度讓人們全面認識扶輪社服務活動及社員，是預先備周全，供地方上有線電視播放的絕佳節目。 A 30-minute video providing a comprehensive overview of Rotary club service and members. Excellent for use as prepackaged programming for local cable access stations.	332	不能 No
全球扶輪社活動報導 Rotary News Basket	每週出刊一次，長達四頁，是報導扶輪消息及簡短特寫的週報。(訂閱以一年為一期計算) A weekly four-page report of Rotary news and short features (yearly subscription).	546	可以 Yes
扶輪世界 Rotary World	每份八頁，畫報大小，一年出刊五次的報紙。(訂閱以一年為一期計算)可向國際扶輪世界總部發每部 (Circulation	050	可以 Yes

	<p>Department 電話 : 847-866-3171 ; 電子郵件 : data@rotaryintl.org訂閱。</p> <p>Eight-page, tabloid-size newspaper published five times a year (yearly subscription). Available via the Circulation Department at RI World Headquarters: telephone: (847) 866-3171; e-mail: data@rotaryintl.org.</p>		
<p>扶輪：你為改變所做的選擇 Rotary : Your Choice for Change</p>	<p>此一新的錄影帶，專為北美人士而設計，以年齡範圍在 35-45 歲以內者為對象，內容的重點是充滿幹勁活力的扶輪社及其社區服務計劃。</p> <p>Designed specifically for North Americans, this video targets prospective Rotarians within the 35-to 45-year age range by highlighting dynamic clubs and their community service projects.</p>	919	不能 No
<p>社員教育策略 Strategies for Membership Education</p>	<p>簡要的建議性準則，為準社員、新社員、現有社員提供適點的扶輪資訊。</p> <p>Concise recommended guidelines for providing appropriate information about Rotary to prospective, new, and current members.</p>	尚無	僅可從網站取得 Yes; Download only item
<p>扶輪一瞥 Take a Look at Rotary</p>	<p>專為北美準社員而設計的錄影帶，介紹有關社員資格各方面的資訊。</p> <p>Designed specifically for prospective Rotarians in North America, the video provides an informative introduction to the many aspects of club membership.</p>	867	不能 No
<p>這是扶輪 This Is Rotary</p>	<p>一捲提供各種角度讓人們全面認識扶輪的錄影帶，並且介紹扶輪的目標、服務計劃、四大服務及扶輪社與扶輪基金會辦理的各種不同服務計劃。(編號 449V 的 DVD 僅有英語版)</p> <p>A video that provides a</p>	449, 449V	不能，不能 No, No

	comprehensive overview of Rotary, its goals and service programs, the four Avenues of Service, and the diverse service projects sponsored by Rotary clubs and The Rotary Foundation. (DVD - 449V - English only)		
這是扶輪 This Is Rotary	一本向準社員及大眾提供各種角度裨全面認識扶輪小冊子。 Brochure providing an overview of Rotary for prospective Rotarians and the public.	001	可以 Yes
何謂扶輪 What's Rotary	皮夾大小，便於攜帶的摺卡，用來回各有關扶輪組織及輪廓的常見問題，是很受歡迎用來送給非扶輪社員的小禮物。 Handy, wallet-size card answering frequently asked questions about the organization and scope of Rotary. Popular as a handout to non-Rotarians.	419	不能 No

請上網至扶輪網站(www.rotary.org)的社員(Membership)區之下查詢供準社員及新社員及組織新社瞭解的資訊、以及最新全球社員人數統計數字，全世界許多扶輪社及地區提出的成功增加社員人數的構想、及許多其他供扶輪社及地區利用的成功增加社員人數構想與資源。

Look under Membership on RI's Web site (www.rotary.org) for information for prospective and new members and organizing new clubs, plus current global membership statistics, membership success ideas submitted by clubs and districts worldwide, and a wealth of other membership ideas and resources for clubs and districts.





Rotary International

One Rotary Center

1560 Sherman Avenue

Evanston, IL 60201-3698 USA

www.rotary.org

