

強壯扶輪社的重要關鍵就在於社員

Membership the key to a strong Rotary

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國際扶輪社長李東健向下屆地區總監說明，扶輪的未來依賴社員人數的成長。

扶輪形象 Alyce Henson 攝影

RI President Dong Kurn Lee tells incoming district governors that the future of Rotary depends on increasing membership. *Photos by Alyce Henson/Rotary Images*

國際扶輪社長李東健星期一在美國加州聖地牙哥舉辦的國際講習會中，向下屆地區總監說，扶輪的未來，需依賴新增的及原有的社員。

李社長強調，扶輪社員成長的速度遠遠不及全球對服務需求的增加速度。事實上，世界人口持續增加中，社員人數卻仍舊不變。

李社長刻畫出國際扶輪社長當選人約翰肯尼的 2009-10 年度的社員目標。當天稍早，肯尼曾說他將請新的地區總監記得年度終了時的社員人數必須比年度開始時多，並且培育那些新社員。

李社長由此訊息延伸說，社長當選人激勵下屆地區總監，努力讓最少每個扶輪社增加一名社員、並要維持 80% 的防止社員流失率、以及每地區至少增加一個新的扶輪社。

李社長表示多樣性是增加社員人數的關鍵。

「我們必須接觸與自己及我們社員不同的人，」李社長說，「因為成為強而有力扶輪社的方法，就是要有更多的聯繫及更好的潛力。」

李社長也請扶輪社員增加女性及 50 歲以下專業人士的比例，吸收至少一位國際扶輪或扶輪基金計劃的前受獎人，並增加所有扶輪社社員的多樣性。

李社長強調，如同今天稍早肯尼談到的，防止社員流失與招

The future of Rotary depends on increasing and retaining members, RI President Dong Kurn Lee told incoming district governors on Monday at the International Assembly in San Diego, California, USA.

Lee noted that while the world's need for service is growing, Rotary membership is not keeping pace. In fact, while the world's population is growing, membership is remaining stable.

Lee made his remarks as he outlined RI President-elect John Kenny's membership goals for 2009-10. Earlier in the day, Kenny said he would ask the new district governors to see to it that there are more members at the end of the year than at the beginning and to mentor those new members.

Lee built on that message, saying the president-elect challenges the incoming district governors to work on a minimum net membership increase of one member per club, to maintain a retention rate of 80 percent, and to add at least one new club per district.

Lee noted that diversity is the key to membership growth.

"We must reach out to people who are different from us and from the members in our club," Lee said, "because this is the way to a stronger club, with more connections and better potential."

Lee also asked Rotarians to increase the percentage of qualified women and professionals under the age of 50, to bring in at least one alumnus or alumna of Rotary International or Rotary Foundation programs, and to work to increase the diversity of membership in all clubs.

Lee stressed, as Kenny had earlier in the day, that retention

募社員同樣的重要。「新社員不會對扶輪有助益，除非他們留下來。」

「我知道有你們的幫助，我們可以增加扶輪的社員人數，」李社長說。「有你們的幫助，我們可以在今天和明天，讓夢想成真。扶輪的未來在你的手中。」

總監當選人 Ken Oakes，5510 地區(美國亞利桑那州)，非常期待讓扶輪社員有意願留下參與其扶輪社的挑戰。Oakes 說他擔任總監年度的重點會放在防止社員流失上，他補充說，讓人願意留下來的方法在於活動的規劃，例如遊行及社區活動，會讓扶輪有趣好玩。

is as important as recruitment. "New members do not benefit Rotary unless they stay," he said.

"I know that with your help, we can increase Rotary's membership," Lee said. "With your help, we can *Make Dreams Real* today and tomorrow. *The Future of Rotary Is in Your Hands.*"

Governor-elect Ken Oakes from District 5510 (Arizona, USA) was looking forward to the challenge of keeping Rotarians interested in staying involved with their club. Oakes said member retention would be the focus of his year as governor, adding that the key to making people want to stay is planning activities, like parades and social events, that keep Rotary fun.

