



# 吸收國際扶輪和扶輪基金會前受獎人 成為將來的扶輪社員之報告—實施概要

## Report on the Recruitment of RI and TRF Alumni as Prospective Rotarians - Executive Summary

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國際扶輪和扶輪基金會每年投注很可觀的時間及金錢於其青少年計劃。因為他們以前與扶輪的經驗和他們對扶輪價值的奉獻，似乎計劃的前受獎人應該大量成為扶輪社員。要徹底探查吸收國際扶輪及扶輪基金會計劃的前受獎人成為將來的扶輪社員，社員擴展部門著手一項包含勘查研究、統計分析及趣聞資訊編輯的研究計劃。

### 結果

#### 關於吸收前受獎人之現況：

- 大約有 2.9% 的現有扶輪社員是計劃的前受獎人
  - 58% 的扶輪社承認他們沒有吸收計劃的前受獎人為社員
  - 僅有 22% 的扶輪社宣稱他們吸收前受獎人，實際使前受獎人成為他們的社員
  - 80% 已成為扶輪社員之前受獎人反應，他們是被他們的扶輪社所吸收，至於 20% 的前受獎人必須要到當地的扶輪社去尋找資訊。
  - 那些被吸收的前受獎人，68% 的人說特別因為他們是計劃的前受獎人，32% 人說他們的扶輪社吸收他們時，並不知道他們是計劃的前受獎人。
  - 成為扶輪社員的前受獎人常常表示藉由他們的計劃而能展現於扶輪，這對於他們對加入扶輪之意願有很重大的影響。所有成為扶輪社員的計劃前受獎人，通常對他們的計劃有非常建設性的經驗。前受獎人在他們的計劃期間之內或之後曾參加扶輪社例會的有 90%，大部份的對例會都持肯定的印象。
- 84% 目前計劃的參與者及 66% 計劃的前受獎人是有興趣加入扶輪。此外，在距離該計劃時間越久，愈來愈少的前受獎人仍有意願加入扶輪社。

時間越久對加入扶輪的意願降低的原因可歸諸於一旦他們的計劃結束之後，事實上和扶輪聯繫會大量的減少之故。此外，

Every year Rotary International and The Rotary Foundation invest significant amounts of time and money in their youth programs. Because of their previous experience with Rotary and their dedication to Rotary's values, it seems that **program alumni should make great Rotarians**. To explore the recruitment of RI and TRF program alumni as prospective members, the Membership Development Division initiated a research project including survey research, statistical analysis, and the compilation of anecdotal information.

### Results

#### Regarding the current status of alumni recruitment:

- Approximately 2.9% of current Rotarians are program alumni.
- 58% of clubs admit that they don't recruit program alumni for membership.
- Only 22% of clubs both claim to recruit alumni and actually have alumni in them.
- 80% of Rotarian alumni respondents said they were recruited by their club, while 20% had to seek out information on local clubs.
- Of those that were recruited, 68% said they were recruited specifically because they were a program alum, while 32% said their club recruited them without knowing they were a program alum.
- Rotarian alumni frequently indicate that their exposure to Rotary through their program had a significant impact on their desire to join.

Program alumni who have not become Rotarians generally had very positive experiences in their program. 90% of alumni have been to a Rotary club meeting either during or after their program, and most had positive impressions of the meeting.

84% of current program participants and 66% of program alumni are interested in joining Rotary. Additionally, as more years pass after leaving the program, fewer and fewer alumni remain interested in joining a Rotary club.

This decline in interest over time could be due to the fact that contact with Rotary significantly drops off once participants are finished with their program. Additionally,

在他們完成計劃後，較常與扶輪聯絡的前受獎人要比較少聯絡的前受獎人有較高的意願想加入扶輪。

**前受獎人表明沒興趣加入扶輪的前五大原因如下：**

1. 太多其他的承諾／沒有足夠時間給扶輪
2. 無法出席每週的例會
3. 扶輪社員費用太高
4. 自己與現有社員間年齡的差異
5. 扶輪社全部(或大部份)是男性

**前受獎人表明要參加扶輪的前五大原因如下：**

1. 社區服務
2. 與不同階層的人認識
3. 改變／創造一個更好的世界
4. 幫助他有同樣體驗的人
5. 扶輪是值得參與的一個很好的機構

**然而許多有興趣加入扶輪社的前受獎人同時對於加入扶輪社表示關心及異議的事，包含以下：**

1. 需要很多時間之承諾
2. 社員費用太高
3. 每週例會的要求
4. 例會時間不方便
5. 自己與現有社員間年齡的差異

另外一項問題是許多前受獎人根本沒被邀請入社。在這些前受獎人中有許多有興趣加入而且目前擁有專業的、私人的、行政主管或經理級的職位：

- 58%的團體研究交換團員一直都沒被徵詢過加入社員
- 67%的扶輪青年服務團前受獎人沒被徵詢過加入社員
- 82%大使獎學生前受獎人沒被徵詢過加入社員

**當問他們為何許多前受獎人沒有加入扶輪，許多扶輪社員表示如下：**

- 許多扶輪社沒有參加國際扶輪及扶輪基金的計劃
- 許多扶輪社沒有建立一種他們與其計劃參與者間的關係。
- 因為有許多前受獎人剛離開其計劃時，仍未具加入扶輪的資格，因此扶輪社員很難將他們視為未來的扶輪社員。
- 許多扶輪社及地區記錄的保留不好及缺乏有關前獎人的組織。

alumni with more frequent Rotary contact after their program correspond to a higher rate of interest in joining Rotary than those alumni with less frequent Rotary contact.

**The top five reasons alumni identified for not being interested in joining Rotary are:**

1. Too many other commitments / Not enough time for Rotary
2. Cannot make attendance at weekly meeting
3. Membership is too expensive
4. Age difference between self and current members
5. Clubs are all (or mostly) men

**The top five reasons alumni identified for wanting to join Rotary are:**

1. Community service
2. Meet a variety of people
3. Make a difference / Create a better world
4. Help others have the same experience
5. Rotary is a good organization to be involved in

**However many of the alumni who are interested in joining also expressed concerns and reservations about joining, including the following:**

1. Large time commitment required
2. High cost of membership
3. Weekly attendance requirement
4. Inconvenient meeting times
5. Age difference between self and current members

Another issue seems to be that many alumni simply aren't asked to join. Of those alumni who are both interested in joining and currently hold a professional, proprietary, executive, or managerial position:

- 58% of GSE alumni have not been pursued for membership.
- 67% of Rotaract alumni have not been pursued for membership.
- 82% of Scholarship alumni have not been pursued for membership.

**When asked why more alumni aren't joining Rotary, many Rotarians indicated the following:**

- Many clubs don't participate in RI and TRF programs.
- **Many clubs don't develop a relationship between themselves and their program participants.**
- Because many alumni are not yet qualified for Rotary when they leave their program, Rotarians have difficulty seeing them as future Rotarians.
- Many clubs and districts have poor record-keeping and lack organization regarding alumni.

- 很多扶輪社及地區很難去維持更新前受獎人聯絡的資訊。
- 許多社區缺少扶輪青年服務團，難於留住年青的前受獎人參與扶輪，因此要等到前受獎人夠格入社時才聯絡。
- 許多扶輪社並沒有要求前受獎人參加扶輪社，或者如果第一次要求被婉拒時，就沒有再作第二次的邀請。
- 許多前受獎人覺得他們與現有社員的年齡差距大而有疏離感。
- Many clubs and districts have difficulty maintaining up-to-date contact information for alumni.
- Many communities lack Rotaract clubs, which makes it difficult to keep younger alumni involved in Rotary until they are qualified to join.
- Many clubs don't ask alumni to join, or don't extend a second invitation if the first was declined.
- Many alumni feel alienated by the large age difference between themselves and current Rotarians.

### 建議事項

有許多策略可供扶輪社及地區來執行以充分運用前受獎人成為未來扶輪社員的來源，包含：

- 與目前計劃的參與者建立堅強的關係。
- 建立一套行動計劃以使前受獎人參與扶輪的活動並讓他們變成為扶輪社員。
- 推廣前受獎人使其他扶輪社員瞭解他們的重要性。
- 要求前受獎人入社—甚至於如果第一次的邀請被婉拒時，要持續邀請他們入社。
- 幫忙前受獎人尋找適合他們需求的扶輪社。
- 運用前受獎人來創新的扶輪社。
- 保持與年青的前受獎人不斷地聯繫直到他們有資格成為社員為止。
- 讓前受獎人參與其他活動計劃。
- 讓前受獎人參與扶輪社及地區之活動

### 成長的潛力

在 2004-05 年度，扶輪的計劃產生了超過 100,000 位前受獎人。他們大多對其計劃有很豐富的經驗並對扶輪活動感到興奮。他們是扶輪家庭的成員同時對扶輪所提供的活動有很重要展現的機會。有些早已具有加入扶輪資格。其他目前縱然仍未具有加入扶輪的資格，但來日將會有。

如果扶輪社及地區認為這些前受獎人是未來社區之領導人，他們更有可能發現到他們將成未來扶輪的領導人，因此要更有興趣地不斷與前受獎人保持聯繫同時追蹤他們成為將來的社員。

### Recommendations

There are many strategies that clubs and districts can implement to better utilize alumni as a source of potential members, including:

- Build strong relationships with current program participants.
- Develop an action plan for keeping alumni involved in Rotary activities and transitioning them into Rotarians.
- Promote alumni so that other Rotarians understand their importance.
- Ask alumni to join – and continue asking even if an initial invitation is declined.
- Help alumni find clubs that meet their needs.
- Use alumni to start new clubs.
- Maintain contact with younger alumni until they are qualified for membership.
- Involve alumni in other programs.
- Involve alumni in club and district activities.

### Potential for Growth

In 2004-05, Rotary programs produced over 100,000 alumni. Most of them have had great experiences in their programs and are excited about Rotary. They are members of the Rotary family and have had significant exposure to all that Rotary has to offer. Some are already qualified to join Rotary. Others aren't qualified yet, but someday will be.

If clubs and districts think about these alumni as future community leaders, they may be more likely to see them as future Rotary leaders, and therefore be more interested in continuing their relationship with the alumni and eventually pursuing them as prospective members.



## 吸收國際扶輪和扶輪基金會前受獎人

### 成為將來的扶輪社員

