

## 訴說我們的故事

**自** 從我加入扶輪的每個月，我都期待閱讀這本刊物，尤其是開頭來自我們扶輪社長的文告。我承認雖然我十分瞭解數位版的好處，我仍十分享受坐下來翻閱雜誌光滑扉頁的觸感。這些頁面匯集了與我們偉大的組織——我們都瞭解與熱愛的組織——有關的珍貴照片及值得記憶的故事。這些年來，我對服務計畫及各位所改變的生命有許許多多的瞭解。

身為宣傳專業人士，我渴望讓我們的故事經常出現在主流媒體，我們的旗艦雜誌可以出現在醫師候診間、咖啡館、或任何人們坐下來、等待、瀏覽的地方。扶輪社員更加瞭解我們的作為很好——但如果更多人知道我們的故事豈非更好？

在我思考我們在來年如何在全球宣傳扶輪時，這一切是我最先想到的事。接下來 12 個月，我們將聚焦在服務計畫，向世界展示扶輪服務，我們將有策略地來進行。我和尼克會鎖定與我們焦點領域有關的一些最有影響力、永續、可測量的扶輪計畫，我們稱之為「想像影響力之旅」(Imagine Impact Tour)。

我們將邀請一流的記者、思想領袖，及有影響力的人士運用他們的管道來協助我們提高知名度，接觸那些想要服務卻還不知可以透過扶輪來做到的人。

可是還要考慮一個重要的問題——我們的碳足跡。我認真看待扶輪在環保議題的新興領導地位。我們社員在新冠疫情期間所樹立的模範是我們刻畫未來的基礎。

這表示我們要利用數位科技來述說我們的故事——我們會對任何會聆聽的人推文、發文、「直播」。我們必須考慮環境，其中一部分就意味著不要總是親自前往，而是像我們過去兩年來一樣繼續以有意義的方式保持連結。

當然，我們是愛社交的人，我們需要共聚一堂。我們只需要更加留意我們的決定，思考我們的聚會如何有一點點不同。舉例來說，如果我們親自前往參觀某項計畫，便可以把後續的行程規劃在鄰近區域。

因此，你的故事是什麼？誰會有助於述說這些故事？我希望你可以考慮推動自己的「想像影響力」行動——你的故事不妨是自己可以輕鬆在社群媒體上或是 Zoom 會議中宣傳的東西。思考如何在你的社及地區展示值得注目的計畫。

我們都感受到扶輪服務及價值觀對我們的影響力。現在就是我們與他人分享這種感覺的時刻。

**珍妮佛·瓊斯 JENNIFER JONES**

國際扶輪社長



「我們將聚焦在服務計畫，向世界展示扶輪服務，我們將有策略地來進行。」

## Telling our stories

**E**very month since I joined Rotary, I've looked forward to reading this magazine, especially the opening essay from our Rotary president. I'll admit that as much as I appreciate a digital copy, I still revel in the tactile sensation of sitting down and leafing through the magazine's glossy pages. They are a treasure trove of photos and memorable stories about our great organization — the one we all know and love. I have learned so much over the years about service projects and the lives that each of you have transformed.

As a communications professional, I have longed for the day our stories would be a regular part of mainstream media and our flagship magazine might populate doctor's offices, coffee shops, or anywhere else people sit, wait, and browse. It's great that Rotary members are better informed about all we do — and wouldn't it be that much better if more people knew our stories?

All this was top of mind as I thought about our plans for promoting Rotary worldwide during the upcoming year. Over the next 12 months, we are going to shine a light on projects that put Rotary service on display to the world, and we are going to do it strategically. Nick and I will focus on some of the most impactful, sustainable, and scalable Rotary projects from our areas of focus, in what we call the Imagine Impact Tour.

We are inviting top-tier journalists, thought leaders, and influencers to use their channels to help us raise awareness by reaching people who want to serve but have not yet realized they can do it through Rotary.

But there was another important issue to consider — our carbon footprint. I take seriously Rotary's emerging leadership position on environmental issues. The example set by our members during the COVID-19 pandemic is fundamental to how we carve out our future.

That means we will harness digital technology to tell our stories — we will be tweeting, posting, and “going live” to anyone who will listen. We must consider the environment, and part of that means not always traveling but continuing to connect in meaningful ways as we have for the past two years.

Of course, we are social people, and we still need to be together. We simply need to be more mindful of our decisions and think about how we gather just a little bit differently. For example, if we travel to visit a project, we will plan successive visits in neighboring areas.

So, what are your stories and who can help tell them? I hope you might consider your own Imagine Impact efforts — your story might be something you can promote just as easily on social media or during a Zoom call. Think about ways to showcase notable projects in your clubs and districts.

We all feel the impact that Rotary service and values have on us. Now it's our opportunity to share that feeling with others.

**JENNIFER JONES**

*President, Rotary International*



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