



史蒂芬妮·歐琦珂（右側後方）聆聽所屬的賓州麥克莫瑞（McMurray）扶輪社的一名社友在例會中發言。

從挑戰到機會

如果我們真要用神奇扶輪改變世界，那就需要我們所有人在社內培養歸屬感。不過，每個扶輪社應該走自己的路，而行動計畫可以幫助各位找到方向。那會是什麼樣子呢？

以比利時的貝佛倫 - 瓦茲 (Beveren-Waas) 扶輪社為例。該扶輪社成立於 1974 年，但隨著時代的演變，它也在進步，制定了策略計畫和社員計畫。為了找到新社員，該社分析所在城市的職業以幫助鎖定搜尋目標，並迅速為所有新社員分配任務和角色。

該扶輪社還混搭不同的例會時間，輪流在晚上和下午舉行，讓所有社員都方便參與。

有時，環境迫使社做出改變。但作為採取行動的人，我們知道每個障礙的背後都是一個機會。

麻薩諸塞州霍爾尤克 (Holyoke) 扶輪社因新冠疫情後成本上升被迫離開了原來的例會場地，但社員們將這次挫敗轉化為優勢。該社開始在一間圖書館的社區活動室舉行例會，該活動室是免費的，並從附近的熟食店訂購午餐。午餐每人收費 10 美元，但這是自由選擇的，所以沒有人必須花錢才能參加例會。這是一個向「對各方公平」邁進的好方法。

自從做出此一改變之後，霍爾尤克扶輪社增加了 13 名社員。我猜想社員增長的部分原因是該社的包容性——這是邁向歸屬感的第一步。

如果你問社員他們對社體驗的期望，你可能會發現貴社並不符期待。把這點當作重新塑造貴社的機會，因為替代扶輪社模式正產生正面的影響。

舉例來說，一個名為「全球扶輪啤酒愛好者」（簡稱 BREW）的扶輪聯誼會，過去八年來一直與水資源及用水衛生扶輪行動小組密切合作，協助乾淨水源計畫。在此期間，BREW 將其會費的 25% 用於這些計畫。

BREW 是許多社員追求歸屬感以改善世界的例子之一。

再怎麼強調歸屬感的重要性都不為過。當所有社員都覺得自己適才適所時，社就會魅力無敵。對我來說，歸屬感就是點燃神奇扶輪的火花。

在從社員及服務的社區獲得回饋之際，我敦促各位去追求這種火花。行動計畫可以幫助你找到成功的道路，如果你以歸屬感為指引的明燈，那條道路將為你的社、你的社區、甚至全世界帶來光明的未來。

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瞭解扶輪行動計畫請至
rotary.org/actionplan。



Stephanie Urchick (rear right) listens as a member of her club in McMurray, Pennsylvania, speaks at their weekly meeting.

From challenge to opportunity

If we are to truly change the world with *The Magic of Rotary*, it's up to all of us to foster a sense of belonging in our clubs. But every club should take its own path to get there, and the Action Plan can help you find your way. What does that look like?

Take for instance the Rotary Club of Beveren-Waas in Belgium. It was chartered in 1974 but has evolved with the times, developing both a strategic plan and a membership plan. To find new members, the club analyzes the city's professions to help focus its search, and all new members are quickly assigned tasks and roles.

The club also mixes up meeting times, alternating between evening and afternoon sessions, making them accessible for all members.

Sometimes, circumstances force clubs to make changes. But as people of action, we know that behind every obstacle is an opportunity.

The Rotary Club of Holyoke in Massachusetts was forced from its meeting place because of rising costs after the COVID-19 pandemic, but members took this setback and turned it into a strength. The club started meeting in a library community room that was available for no charge and catering lunch from a nearby deli. Lunch costs \$10 per person but it's optional, so no one has to spend money to attend a meeting. What a great way to work toward being "fair to all concerned."

Since making this change, the Holyoke club has gained 13 members. I suspect part of its membership

growth is due to the club's sense of inclusivity — the first step toward belonging.

If you ask members what they expect from the club experience, you might find that your club doesn't meet expectations. Think of this as an opportunity to reshape your club in exciting ways, as alternative club models are making a positive impact.

For example, a Rotary Fellowship called Beers Rotarians Enjoy Worldwide, or BREW, has worked closely with the Water, Sanitation, and Hygiene Rotary Action Group for the past eight years to assist with clean water projects. In that time, BREW has funneled 25 percent of its dues to those initiatives.

BREW is one of many examples of members pursuing belonging to improve the world.

I can't stress enough the importance of belonging. Clubs become simply irresistible when all members feel that they are exactly where they need to be. To me, belonging is the spark that ignites *The Magic of Rotary*.

As you receive feedback from club members and the community you serve, I urge you to pursue that spark. The Action Plan can help you find the path to success, and if you light your way with the spirit of belonging, that path will lead to a bright future for your club, your community, and the world.

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Learn about Rotary's Action Plan at [rotary.org/actionplan](https://www.rotary.org/actionplan).