



## 帶來喜悅

**我**總是面帶微笑走進我所屬的賓州麥克莫瑞 (McMurray) 扶輪社的例會。

幾年前，有個人遲到，我們非但沒有責備他，反而給予歡呼。從那時起，我們就形成一個傳統：每位社員抵達例會時都鼓掌相迎。這樣的問候讓人很難不微笑。

要吸引及留住社員，莫過於一個充滿活力、熱情歡迎、而且——是的——有趣的扶輪社。

回想一下當初吸引你加入扶輪的原因。很可能不僅僅是服務計畫或專業人脈，還有人的因素——友情、共享的笑聲，以及為共同目標努力的喜悅。這些就是讓我們一次次回來的原因。

如果您希望在例會中找到這種喜悅，不妨問問自己及其他社員一些不好回答的問題。如果你是潛在社員，你會想加入現在的扶輪社嗎？這是個發人深省的問題，但不要只問到這裡。

你們的社員是否有歸屬感？你們的例會是否有趣？如果答案是否定的，你們可以一起做些什麼改變？

在下一例會或活動中嘗試一些新做法，為大家帶來更多笑容。一些簡單的改變就能建立持久的連結，讓扶輪社變得魅力無敵。

以下是一個社朝正確方向改變的實例。例如，日本福島扶輪社自 2021 年起，便將環保責

任與社區樂趣結合。在日本，「撿垃圾」成為一項名為 SpoGomi 的運動。該社每年都舉辦一項撿垃圾比賽。今年，有超過 400 人參加，在改善社區的同時為彼此加油打氣。

這項活動是扶輪社如何結合享受樂趣、發揮影響力並提升對全球挑戰之關注的絕佳範例。而且，這種包容性及適合全家的活動方式讓各個年齡層的人都能參與。

當我們享受自己所做的事情時，那股能量會有感染力。這便是吸引新社員，讓社保持強大及活躍的因素。它讓人們產生歸屬感。

社員留存與社的文化息息相關。社的文化越健康，社員越可能留下來。《國際扶輪英文月刊》是如何提升社的文化及深化社員參與感的絕佳資源。我鼓勵大家深入閱讀這些故事和策略，從其他社的成功經驗汲取靈感，找出適合自己的方法。

攜手同心，我們可以創造一個更有參與感、更有趣、更包容的扶輪，讓每位社員都能以身為一分子為傲。我們重申承諾，重燃熱情，繼續實踐神奇扶輪。

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國際扶輪社長

有關吸引及增加社員的資源，請至 [rotary.org/membership](http://rotary.org/membership)



## Bring the joy

I always walk into meetings at my home club of McMurray, Pennsylvania, with a smile on my face.

A few years ago, someone arrived late. Instead of scolding the person, we cheered. Since then, we've made it a tradition to applaud all members when they arrive for meetings. It's tough not to smile with a greeting like that.

There's nothing more powerful for engaging and retaining members than a club that's vibrant, welcoming, and — yes — fun.

Think back to what drew you to Rotary. Chances are, it wasn't just the service projects or professional networking. It was the people — the friendships, the shared laughter, and the joy of working toward a common purpose. That's what keeps us coming back.

If you're looking for that sense of joy in your meetings, don't be afraid to ask yourself and your fellow members some tough questions. If you were a prospective member, would you join your current club? It's a powerful question but don't stop there.

Do members of your club feel that they belong? Are your meetings fun? If not, what can you do about it together?

At your next meeting or event, try something new to bring out a few extra smiles. It's the simple things that create lasting bonds and make clubs simply irresistible.

Here's one example of a club moving in the right direction. The Rotary Club of Fukushima, Japan, has been combining environmental responsibility with

community fun since 2021. In Japan, people have made picking up trash into a sport known as SpoGomi, and every year the club hosts a game. This year, more than 400 participants cheered each other on while they came together to improve their community.

This event is an excellent example of how Rotary clubs can have fun, make a difference, and raise awareness for broader global challenges all at the same time. And the inclusive, family-friendly format allows people of all ages to participate.

When we enjoy what we do, that energy becomes contagious. It's what attracts new members and keeps our clubs strong and engaged. It helps people feel that they belong.

Retention and culture go hand in hand. The healthier our club culture, the more likely members are to stay. *Rotary* magazine is an outstanding resource for inspiration on how to enhance our club culture and deepen member engagement. I encourage you to explore the stories and strategies in these pages, drawing from other clubs' successes to find ideas that work for you.

Together, we can create a more engaged, enjoyable, and inclusive Rotary that every member can feel proud to be part of. Let's continue with renewed commitment and enthusiasm, living *The Magic of Rotary*.

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For resources on engaging and growing membership, visit [rotary.org/membership](http://rotary.org/membership).

PHOTOGRAPH: CHRISTINE ARMBRUSTER