



社長文告



親愛的扶輪社友，

在我過去這一年的旅行中，我參觀過許多改變社區的強健、活躍的扶輪社及地區。參加他們的例會時，我可以感受到能量。當我與他們的社員見面時，我可以看到他們是採取行動的人。當我看著他們的社區時，我可以看出他們服務所發揮的影響。

我也拜訪過一些社區的扶輪社與聯誼性社團無異。不應如此。所幸，有一個簡單的方法我相信可以幫助活化任何扶輪社。

我要每個扶輪社想出至少一個高影響力的服務計畫。每個扶輪社都有潛力、資源來做到這件事。它有力量可以改變人們的生活——徹底地。

這不必花幾百萬美元。我參與過最具有改變力量的計畫是提供一輛吉普車給海地一群助產士。我們事先詢問過這些助產士我們能為他們做什麼，他們表示需要方法來接觸到該國偏遠區域的待產母親。我們提供一輛吉普車，烤漆成粉紅色，並印上扶輪徽章。3年後我們回去察看運作情形。他們對成果興奮不已：他們說該區域的母親及嬰兒的死亡率降低了 50%。

那就是我所謂的改變型服務。

可是吉普車並不能永久使用，在上路 8 年後，那輛車瀕臨汰換。因此我們買了一輛粉紅色的豐田 Land Cruiser 越野車。它目前仍然在使用，讓助產士可以提供產前照護給該偏遠區域的女性。

什麼因素讓計畫可以成為改變型計畫？並不一定要涉及大筆資金，可是它必須接觸到人，並在社區發揮重大影響力。那才是關鍵，那是細心規劃與徹底研究可以發揮作用之處。因此，要做調查，發揮資源的最大效能，尋找可以增加影響力的合作關係。然後再採取行動。

當然，服務只是強健扶輪社必要條件的一部份而已。它還要有優秀的演講者，提供培養領導才能的機會，讓扶輪青年服務團及扶輪少年服務團參與，賦予社員價值及參與扶輪活動的理由。

如果你的扶輪社有改變能力並有組織，那其他一切便水到渠成。社員會熱心投入，新社員會渴望加入。募款會更容易：人們看到他們的捐款在改善世界，當他們知道受款的組織財務透明健全，便會樂於捐獻。你的扶輪社將會活躍、重要，並朝氣蓬勃——它會成為扶輪同儕以及所服務社區的勵志領導者。

BARRY RASSIN 巴利·拉辛

國際扶輪社長



PRESIDENT'S MESSAGE



Dear fellow Rotarians,

In my travels over the past year, I've visited many strong, vibrant clubs and districts that are transforming their communities. When I attend their meetings, I can feel the energy. When I meet their members, I can see they are people of action. And when I look at their communities, I can recognize the impact of their work.

I've also visited communities with Rotary clubs that were hardly more than social clubs. It shouldn't ever be that way. Fortunately, there's a simple approach that I believe can help revitalize any club.

I'd like to challenge every Rotary club to come up with at least one high-impact service project. Each club already has the potential, the resources, to make it happen. It has the power to change people's lives — completely.

It doesn't take millions of dollars. One of the most transformational projects I've been a part of involved providing a Jeep to a group of midwives in Haiti. We had asked the midwives what we could do for them, and they told us they needed a way to reach expectant mothers in a remote part of the country. We supplied a Jeep, painted it pink, and put the Rotary logo on it. Three years later, we went back to see how they were doing. They were excited by the outcomes: They told us that the mortality rate for mothers and infants in that region had dropped by 50 percent.

That's what I call transformational service.

But Jeeps don't last forever, and after eight years on the road, that vehicle was on its last legs. So we bought a pink Land Cruiser. It's still on the road, allowing the midwives to provide prenatal care to women in that remote region.

What makes a project transformational? It doesn't have to involve a lot of money, but it has to reach people and have a major impact in the community. That is the key, and that is where careful planning and thorough research come in. So do your research. Leverage your resources. Seek partnerships that can increase your impact. And then take action.

Of course, service is only part of what a strong club must offer. It must also have good speakers, provide leadership development, involve Rotaract and Interact, and bring value to its members and reasons to participate in Rotary events.

If your club is transformational and well-organized, everything else will follow. Members will be engaged, and new members will be eager to join you. Fundraising will be easier: People love to give when they see how their money is making a difference and when they know the organization is accountable. Your club will be vibrant, relevant, and alive — and it will *Be the Inspiration* to those within its ranks as well as to the community it serves.

BARRY RASSIN

President, Rotary International