



用心也用腦

為了適應，正如扶輪行動計畫中所述，我們偶爾必須走出舒適圈，嘗試新事物。以下是兩個扶輪社適應轉型的範例，一個用心，另一個則是透過批判性思維及策略。

印度昌迪加中城 (Chandigarh Mid Town) 扶輪社今年稍早以真心為引導。為了讓社員更投入並增加社員，該社社長尼丁·卡普爾 (Nitin Kapur) 親自致電每位前社員，邀請他們參加以前社友團聚為名號的聚會。

8 名前社員參加此次活動，效果顯著。參加者有機會再次建立連結，不僅與現任社員重新建立聯繫，還重新找回社員身分所帶來的友誼及歸屬感。當晚結束時，該社歡迎其中 6 位前社友重新加入扶輪大家庭。

卡普爾社長聯繫前社員時展現了勇氣。他不僅做了調整，嘗試新方法，也有勇氣向該社前社員展現他們對扶輪家庭仍然十分重要。他的勇氣獲得回報。

人們渴望被需要、被珍惜。人們也渴望歸屬感。如果我們缺乏向他們表達關懷的勇氣，他們可能永遠無法感受到這些。

同時，韓國首爾 Hansoo 扶輪社則嘗試了不同的扶輪社模式，成效卓著。過去 4 年來，首爾 Hansoo 扶輪社成立並維持 4 個衛星社——一個服務導向社、一個針對音樂愛好者的興趣導向

社、一個輔導專業人士的目標導向社，以及一個鎖定大學生的社。

這些衛星社是首爾 Hansoo 扶輪社一項為期 5 年的計畫的一部分，目的是透過創新來增加社員人數。

成立並維持眾多衛星社的秘訣是什麼？首爾 Hansoo 扶輪社與其衛星社之間的社員關係是流動且相互促進的。許多衛星社成員參加輔導扶輪社的例會，而輔導扶輪社有許多社員也積極參與衛星社的活動。

此外，每個衛星社的重點領域皆非偶然選擇。每個都訴諸於輔導扶輪社及社區內不同群體的興趣，以吸引現有及潛在的社員。這是一個極佳的策略，不僅能夠留住社員，也能夠吸引新社員，因為它提供了靈活彈性。如果有人有興趣加入但無法參加輔導扶輪社的例會，他們還有很多其他選擇。

這只是我們如何用心與腦袋來調適的兩個例子。每個扶輪社各不相同，因此我鼓勵大家去接觸社內及周圍社區的成員。詢問他們的扶輪經驗，以及你可以做些什麼來改進。

多與人交談，你或許會找到一些能夠調適並點燃神奇扶輪的方法。

史蒂芬妮·歐琦珂 STEPHANIE A. URCHICK
國際扶輪社長

如需關於增加社員參與及人數的資源，請至 rotary.org/membership。



With heart and mind

To adapt, as laid out in Rotary's Action Plan, we must occasionally step out of our comfort zone and try something new. Here are two examples of clubs that adapted — one with heart and one through critical thinking and strategy.

The Rotary Club of Chandigarh Mid Town, India, led with heart earlier this year. To engage members and grow membership, Club President Nitin Kapur personally called every former member of the club and invited them to a gathering billed as an alumni meetup.

Eight former members attended, and the results were stupendous. The visitors had a chance to connect once more — not only with current members but with the sense of camaraderie and belonging that membership gave them. By the end of the evening, the club welcomed six of the former members back into the Rotary family.

Club President Kapur showed courage when he reached out to the alumni. Not only did he adapt and try something new but he had the strength of character to show the club's alumni how much they still meant to the family of Rotary. That bravery paid off.

People want to feel needed and appreciated. People want to feel that they belong. And they might never feel that way if we don't have the courage to tell them.

Meanwhile, the Rotary Club of Seoul-Hansoo, Korea, has been experimenting with different club models to great effect. Over the past four years, Seoul-Hansoo has created and maintained four satellite clubs — a service club, an interest-based club

for musicians, a cause-based club that mentors professionals, and a club for college students.

These satellite clubs are part of a five-year plan the Seoul-Hansoo club implemented to increase membership through innovation.

What's the secret to founding and maintaining so many satellite clubs? Membership between Seoul-Hansoo and its satellite clubs is fluid and synergistic. Many members of the satellite clubs attend the sponsor club's meetings. And many of the sponsor club's members participate in the satellite clubs.

Additionally, the focus of each satellite club is no accident. Each one appeals to different interests of people in the sponsor club and in the community, attracting existing and potential members. This is an excellent strategy to both retain and attract members because it offers flexibility. If someone is interested in joining but they can't make it to the sponsor club's meetings, they have plenty of options to choose from.

These are just two examples of how we can adapt with our hearts and minds. Every club is different, so I encourage you to reach out to members of your club and of the community around you. Ask them about the club experience and what you can do to improve.

Talk to enough people and you might find ways that you can adapt and spark *The Magic of Rotary* in your club.

STEPHANIE A. URCHICK
President, Rotary International

For resources on engaging and growing membership, visit rotary.org/membership.