社員更多，影響更深

我們內在的改變，正是我們尋求在世界上發揮影響力的第一步。

我依然記得自己與扶輪的第一次相遇。當時我在電視上看到一位扶輪社員。那時的我還是個心有旁騖的青少年，卻頓時全神貫注在眼前這個人身上。當時的我並不知曉，那一刻將會徹底改變我的一生。

這正是影響力的奇妙之處。我們常常將它想成是創造出來的事物——存在於我們造訪的社區，或是我們資助的計畫之中。然而，影響力同樣也會透過我們內在的轉變促成。

擴大我們的影響力是扶輪行動計畫的第一個優先事項，它要求我們不僅要行善，更要做能夠可延續且可衡量的善事。這意味著在選擇計畫時，要優先挑選具備永續性、符合實質需求的計畫，而非挑選做起來得心應手的事；並捫心自問：即使 5 年後沒有我們在場，這項計畫是否仍在造福人群？

當我說我們必須「*創造持恆的影響*」時，我指的並不是剪綵結束或水井挖好後便隨之消逝的影響。我指的是那種既確實改變了受助者，也同樣改變參與服務者的深遠影響。扶輪改變我們每一個人。它改變了一位看著電視的青少年。自 1905 年以來，它改變了數百萬名扶輪社員及扶青社員。只要我們現在努力確保這份力量得以延續，它將超越這個扶輪年度，在未來的長遠歲月裡，持續不斷地改變更多人。

而這項工作就從社員發展開始。影響力是隨著人數增加而擴展的。我們每多增加一雙手，就代表多了一雙可以鑿井、教孩子讀書、運送疫苗、或僅僅在鄰里有難時挺身相助的手。隨著我們邁向 2030 年扶輪成立 125 週年，我們的目標是在全球達到 125 萬名扶輪社員及 12.5 萬名扶青社員。這絕不是印在布條上的一個口號數字。它衡量著我們攜手合作能多成就多少善事，以及扶輪仍有機會去改變包括我們在內的多少生命。



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我常常勉勵大家，好還要更好。拓展社員這項挑戰是最為迫切的。不妨邀請那位一直詢問扶輪在做什麼的同事；熱情歡迎漸行漸遠的舊社員歸隊；與同一條街的扶青社攜手合作。每一次這樣的對話，都是一個能帶來持恆影響的微小行動。

我們走過 125 年的輝煌歷程，但前方仍有許多工作等待我們去完成。讓我們共同建立起一個能夠像當年改變我一樣、持續不斷改變人們生命的扶輪，一次一名社員、一次一項計畫、一次一個服務行動。攜手同心，讓我們*創造持恆的影響*。

英卡 YINKA
國際扶輪社長

More members, more impact

Change within ourselves is the first step toward the impact we seek to make in the world.

I remember my first encounter with Rotary. I saw a Rotarian on television. I was a teenager with my thoughts elsewhere, when suddenly my full attention was on this man. I did not know it then, but that moment would change my life.

That is the thing about impact. We often imagine it as something we create out there, in a community we visit or in a project we fund. But that impact is brought about through the change within us as well.



Increasing our impact is the first priority of Rotary's Action Plan, and it asks us not only to do good but to do good that lasts and can be measured. It means choosing sustainable, needs-based projects over comfortable ones and asking honestly whether a project will still be serving people five years from now without us in the room.

When I say we must *Create Lasting Impact*, I do not mean impact that fades once the ribbon is cut or the well is dug. I mean the kind of impact that changes the person doing the work as surely as it changes the person benefiting from it. Rotary changes all of us. It changed a teenager watching a television broadcast. It has changed millions of Rotarians and Rotaractors since 1905. And it will keep changing people, long after this Rotary year, if we do the work now to make sure it can.

That work starts with membership. Impact scales with people. Every hand we add is another hand that can dig a well, teach a child to read, deliver a vaccine, or simply show up for a neighbor in need. As we approach our 125th anniversary in 2030, our goal is to reach 1.25 million Rotarians and 125,000 Rotaractors worldwide. That is not a number for a banner. It is a measure of how much more good we can do together, and how many more lives, including our own, Rotary still has the chance to change.

I have often challenged you to do better than your best. Growing our membership is where that challenge lives most urgently. Invite the colleague who keeps asking what Rotary is about. Welcome back the member who drifted away. Partner with the Rotaract club down the street. Every one of those conversations is a small act with lasting consequences.

We have 125 years behind us and a great deal of work still ahead. Let us build the kind of Rotary that keeps changing people the way it changed me, one member, one project, one act of service at a time. Together, let us *Create Lasting Impact*.

YINKA
President, Rotary International

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