



宣傳推廣

Promotion and Publicity

宣、傳、推、廣

去年九月接任部長一職，誠惶誠恐，幸得前輩提攜提點，才把事務辦妥；倏忽一載，獲益良多，感受甚深：

宣揚助學精神

某一天，幾位熱血之士創立「苗圃行動」，本著熱情和幹勁，把助學精神延續了十六年。他

們讓我有機會加入這個助人的大家庭，有機會多認識慈善團體的角色及能力，這是我歷年來從書本上學不到的實踐知識、感受不到的真情誠意。告訴你們，這份助學精神你們不單宣揚到我身上來，我更會把它宣揚到其他人身上去！

傳播苗圃訊息

這一天，不少人對「苗圃行動」仍然感到陌生，但憑著苗圃人的堅毅意志，我相信苗圃的訊息是可以廣泛傳播開去的。我深感苗圃不僅需要知名度，我們還需要大眾的認同和理解。助學善款與行政經費分開籌措是苗圃一貫的方針，有時卻是我們的頭痛處。要讓大家理解本會的資源有限不難，繼而鼓動大眾捐獻行政費則難。無論如何，傳揚愛心、助人助己的任務是不能放棄的，期望各界的贊助商、捐資者多多支持「苗圃行動」。

Promotion and Publicity for Sowers Action

Since I assumed the position of Director to the Promotion and Publicity Department in September 2007, I have been worried sick about the responsibility I have taken on. Fortunately, with the guidance and advice from my predecessors, I have managed to fulfill my duties more or less as required. One year has elapsed, I must admit that I have learned much within the period and would like to share my feelings with you:

Promoting the spirit of education assistance

One day, several compassionate individuals had decided to establish Sowers Action. With passion and enthusiasm, their spirit of education assistance has lasted for 16 years. Having the good fortune to join this big family whose goal is to help other people, facing the opportunity of learning more about the role and ability of a charity organization, the practical knowledge I have acquired and profound sincerity I have experienced through working for Sowers Action could never be obtained by reading and studying alone. Affected with the spirit of education assistance, I shall, in my turn, propagate Sowers Action's belief and strive to affect others with the same spirit.

Propagating the belief of Sowers Action

To this date, many people remain unfamiliar with Sowers Action. With the persistence of a volunteer keen on living out Sowers Action's conviction, I am certain that the belief of education assistance can be widely propagated. I deeply sense that not only does Sowers Action need to promote its reputation, it also needs to gain public recognition and obtain public understanding. It is the policy of Sowers Action to separately raise funds for education assistance and for administrative use. But many a times, this policy is also our problem. It is no difficult task to make the public understand that Sowers Action has only limited resources, yet having the public to donate for Sowers Action's administrative expenses requires one monumental achievement. Despite this, we must not give up on our task in propagating love and compassion, so that the under-privileged could learn to become self-reliant. I hope that sponsors and donors of Sowers Action would continue to lend us their relentless support.



宣傳推廣

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推動學界薪火

「有一天，學界的種子會長成大樹，傳承苗圃助學的薪火！」這是「苗圃行動」推動學界活動的理念。苗圃需要新的力量去傳承使命；苗圃需要集合學界的力量來做既集中又廣泛的宣傳及教育；「苗圃青年大使計劃」兩年前就這樣誕生了。熱情不減、火種不滅，我相信未來的棟樑會為苗圃揭開更精彩的一頁！

廣集各界人才

每一天，苗圃也面對著義工流失的危機，但「義工主導」其實也是我們的優勢。門戶大開的義工隊伍隨時歡迎有心人士加入，藉著機構高透明度、義工互相包容、專才彼此學習，才能成就多年來的各項大型活動。工程界的、法律界的、會計界的、醫療界的、教育界的……因為苗圃助學的理念、基於苗圃開明的特色走在一起，大家貢獻專業及時間，實在可貴。

助學道路漫長，「宣」、「傳」、「推」、「廣」的任務也漫長，願大家一起繼續努力，為中國教育出一分力。

宣傳推廣部長
陳思茵

Passing on the flame of education assistance

“One day, seedlings in the education circle will grow into big trees, passing on Sowers Action’s passion in education assistance.” (ie. as students receiving assistance from Sowers Action grow up, they will inherit and continue Sowers Action’s work of helping the less fortunate.) This is what maintains Sowers Action’s belief in promoting assistance in the education circle. Sowers Action needs new energy to pass on its mission, it needs to concentrate its strength in the education circle to extensively propagate the importance of passing on the flame of education assistance. For this reason, Sowers Action had created the Youth Ambassador Program in 2006. Nourished by undiminished passion, I have faith in the next generation, I am certain that our young volunteers will pass on Sowers Action’s eternal flame of education assistance and lead Sowers Action into an extraordinary new era.

Seeking out the talents of every profession

Everyday, Sowers Action is faced with risks of losing volunteers. However, the advantage of Sowers Action resides in the fact that it is an organization “led by volunteers.” As such, Sowers Action’s doors are always kept open to welcome anyone willing to join its big family. Owing to its high degree of transparency, the tolerant attitude of its volunteers, the ability of its volunteers to learn from each other, Sowers Action has successfully pulled off many large-scale activities over the years. Sowers Action, with its clear concept of education assistance and enlightened attributes, has attracted the talents of every profession. This is a place where engineers, lawyers, accountants, medical doctors, educators and etc. converge, contributing their time and professional know-how in pursuit of Sowers Action’s goal.

The road of education assistance remains long and tedious. If Sowers Action wants to successfully promote the spirit of and belief in education assistance, pass its mission on to the next generation and seek out the talents of every profession, your continuous support for our work is crucial, as it is the only way to tackle the problem of education in China.

Stella Chan

Director of Promotion and Publicity Department