

# GOVERNOR'S MONTHLY LETTER

D1420 2021-2022, DG Raine Nikander, Southern Finland and Estonia

Monthly theme:

## Professional service



SERVE TO CHANGE LIVES



Rotary dollar = 0,88 €



### Important date

The Rotaryforum in Turku on 4.-6.2.2022 has been CANCELED

### New to watch on our YouTube channel

You can find our district YouTube channel by opening YouTube in your browser and searching for "Rotarypiiri 1420" ("Rotary District 1420") or directly from this link [Rotarypiiri 1420 - YouTube](#).

You can find many interesting videos about our End Polio project, our Foundation and our coaching events.

The latest addition to our channel is a video presentation of our district presented by IPDG Sakari at the last district conference. It can well be used, for example, to recruit or orient new members. You can also check out a video about Rotary activities in Estonia.

### Activity in member acquisition

Rotary membership has been declining for several years. Now, the pandemic is exacerbating the situation. However, the situation is not hopeless. Evidence of this is the half-dozen clubs in Finland, which are steadily increasing their number of members. The number of members is also growing in Estonia.

This is clearly up to each club's own actions and activity. The right measures must be taken repeatedly and for a long-term.

We are now embarking on a 5-year member strategy. Once the strategy is implemented for these years to come, I believe the number of members will be approximately the same, or maybe a little lower than it is now, but the age structure will have changed. It brings new vitality to clubs.

The third wave of the covid pandemic in the form of the omicron variant is underway in Finland, Estonia and elsewhere in Europe. To the situation, I can only recommend the instructions of the authorities and behaving responsibly, as the Rotarians have done so far.

As writing this, the peak of the pandemic is timed to the turn of January-February, after which the trend is downward. I recommend holding club meetings as hybrid meetings.

### Rotary Convention in June

Rotary Convention 4.-8. June in Houston, Texas, is the main annual event of the Rotary world. The event is open to all Rotarians and their families. It is worth monitoring the pandemic situation. I very much hope that the event can be organized.

Raine Nikander

P.S. Remember to enter future functionaries in the member information system!

# ROTARYDISTRICT 1420

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### Good interim information concerning our district's social media campaign

We have had encouraging results from part 1 of our social media campaign. Our Rotary stories reached 60,000 people, and the stories were read nearly 2,600 times!

The second part of the campaign will start at the very end of January and presents for example, our work for the Baltic Sea, narrated by our member Lotta Ruokanen.

An advertising campaign on social media, mainly in Facebook and Instagram, has been planned by the communications committee. Its purpose is to make our work known and expand the image of Rotarians. In addition, we want to attract new people to our wonderful activities.

Please remember **that advertising campaigns alone are not the answer to our member acquisition.** As an individual, you are the most important and effective business card for Rotarians when you tell your own story inspiringly to someone in your immediate circle. Thus, the campaign supports your work and your message to potential members.

You can read the stories on our district's website at <https://rotary.fi/d1420/mina-rotarina/>.

### Survey and virtual exchange

A club-specific survey for all clubs is being prepared by the membership committee. The results of this survey are an important part and the foundation of our member acquisition campaign. The survey is conducted under the leadership of Jari Paulamäki, Chairman of the Membership Committee.

The Youth Exchange Committee has begun planning a so-called virtual exchange for the 2023 summer camp. All of these measures support member acquisition.

### Applying for district grants for the period 2022-2023

Clubs in the district 1420 can apply for grants from the district primarily for Rotary humanitarian work, youth work, or environmental protection projects.

Applications must be sent by **31.3.2022** to the District Rotary Foundation Committee, either by email to [erkki.ilus@gmail.com](mailto:erkki.ilus@gmail.com) or by post to Erkki Ilus, Harakkamyllyntie 17, 00920 Helsinki.

To receive a district grant, the club must have made a donation to the TRF Annual Fund within the past three years and a club representative must have attended the District Rotary Foundation Seminar in November or the Zoom Seminar held in January 2022.

Instructions and a grant application form can also be found on the district website

<https://rotary.fi/d1420/> at For members > District materials > Projects (Foundation Committee) > Project guidelines > Applying for and reporting district grants.

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## District Management Training Seminar

11-12.2.2022 Tallinn AGs and District Committee Chairs

Upcoming Governor  
Education Committee

## Pre-PETS

15.2.2022 Zoom 5 pm-7pm

22.2.2022 Zoom (new)

Upcoming Club President and Secretaries  
In an online meeting we will review together with the Estonian Presidents the district's organization, education program, etc.

Upcoming Governor  
Organizing club  
Education Committee

24.2.2022 Zoom

Learning the roles of president and secretary in theory, getting to know RI and the district strategy and sites in question, and obtaining tips on good practices from previous presidents.

01.3.2022 On-line, Estonia

18-19.3.2022 *Põlva*, Estonia

Upcoming Estonian Presidents and Secretaries Trainer from Estonia

## PETS

26.3.2021

Getting to know the objectives and focus set by RI and the organization.

Discussing the planning of club objectives and refreshing the club activities in groups, as well as seek examples of good practices adopted by other clubs. Agreeing on forms of cooperation with the Deputy Governors.

Due to the corona situation **PETS** and **District Negotiation** date may be postponed to May. More information on the District 1420 website <https://rotary.fi/d1420/>.

## Education for trainers

Topic: Trainer remote tool training

Time: 26.1.2022 at 6 pm

Join the meeting:

<https://us02web.zoom.us/j/85905709967>

Meeting ID: 859 0570 9967

Join Skype for Business

<https://us02web.zoom.us/skype/85905709967>

