

GOVERNOR'S MONTHLY LETTER

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

Monthly theme:

Peace Research and Conflict Prevention Month

As I am writing this monthly letter, the theme of the month is more relevant than I can remember or have ever experienced before. We can only hope that diplomatic negotiations will lead to a peaceful solution.

As of now, the pandemic has passed its peak and has been declining ever since. Restrictions have been lifted, enabling normal meetings and gatherings again. Please encourage other members to attend club meetings. Calling around to members would be a good idea to do now.

Rotary Convention, to be held 4th to 8th of June in Houston, Texas is the annual main event of the Rotary world. The event is open to all Rotarians and their families.

Member recruitment needs to be more active

For the last few years, there has been a decline in the number of Rotary members. This has been exacerbated by the pandemic. However, the situation is not hopeless. This is shown by the half-a-dozen clubs in Finland that have steadily increased their memberships. The number of members in Estonia is also growing.

This clearly comes down to each club's own actions and proactivity. The important thing is to take the right actions repeatedly and persistently.

We are about to start a membership strategy for the next 5 years. I believe that, after implementing this strategy for the few years to come, the number of members will remain the same or even slightly less than now but with a different age distribution. This will bring new vitality to the clubs.



SERVE TO CHANGE LIVES



Rotary dollar = 0,88 €



Please bear in mind that ad campaigns alone are not the answer to recruiting members. As an individual, you are the single most effective Rotary business card by sharing your story to your friends and relatives in an engaging way. The campaign just supports your work and your message to potential members.

The Membership Committee has sent a club-specific survey to all clubs. The results of this survey will form an important part and basis for our member recruitment campaign. I strongly recommend each club to form a separate member division focused on member recruitment under the supervision of the club's Board of Directors. March, April and May are the best months for member recruitment. People have a strong need for belonging to a group and gathering; this need has been building up due to gathering bans during the last two years. A good place to start would be for each club to define the persons in their area they want to recruit as members.

I have been presenting the best methods for member recruitment during my club visits. I will also be rewarding the clubs who perform best in this work during this spring.

Have a nice winter holiday

Raine Nikander