

GOVERNOR'S MONTHLY LETTER

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

Monthly theme:

Water and sanitation maintenance

Ukraine

As I'm writing this monthly newsletter, the theme of the month is extremely topical now that the war in Ukraine has been ongoing for 10 days. That is a disaster where all humanitarian aid available will be needed.

Ukraine is now the second theme of the monthly newsletter, while the other one is member recruitment – if there are no rotaries, there will be no Rotary activities, either.

Many Rotary members have contacted me and asked how Rotary is participating in the aid operations, and we have in fact looked into options both at the level of RI and the various districts.

Now that the District Council has met on 7 March, we can offer recommendations of the options available. You can find our recommendations and options on the next page.

At this point, I wish to express special thanks to the Estonian clubs in our district who have gotten things underway quickly and have already acquired and delivered six equipped ambulances to Ukraine. This is an incredible achievement! Our thanks to them.

Member recruitment

Rotary membership has been in decline for several years. Now the pandemic has made things even worse. However, the situation is not hopeless: this is proven by the half a dozen clubs in Finland that are steadily increasing their membership. Similarly, membership is also growing in Estonia.

Clearly, these matters depend on the actions and activity of each club. The right things need to be done repeatedly and with a long-term focus.

We are about to begin implementing our member strategy for five years. I believe that the number of members will remain approximately the same, or perhaps be even lower, after these upcoming



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Rotary dollar = 0,89 €



five years, but the age structure will have changed. This development will provide new vitality for the clubs.

Please keep in mind that marketing campaigns alone are not a solution to our challenges with member recruitment. You, as an individual, are the most valuable and effective calling card for Rotary when you share your own inspiring story with people close to you. The campaign will only support your work and message to future members.

The Membership Committee has sent a club-specific survey to all clubs. The results of this survey will be *a key element and foundation for our member recruitment campaign*.

I would strongly recommend that each club form a separate department specialised solely in member recruitment under the supervision of the club's board. *March, April and May* are usually the best months for recruiting members. People have a great need of *grouping and gathering together*, which has been pent up during the last two years due to the restrictions brought on by the pandemic.

Right now, it would be worthwhile for each club to *define the persons in their area whom they wish to have as their members*.

During my visits to the clubs, I have introduced *the best practices for member recruitment*. I would also recommend that you interview the member candidates in the coming months.

I will also personally reward all clubs that succeed in this work this spring. I wish you all a happy and sunny spring!

Raine Nikander

District Conference and District Assembly 28 May 2022
Rotary convention 4–8 June 2022