



NEWSLETTER

RI PRESIDENT GARY K.R. "RAVI" RAVINDRANS MONTHLY MESSAGE



There was once a strong young man who was offered a job as a woodcutter. He set about his task with energy: The first week, he turned 18 trees into firewood. The second week, he worked just as hard, but was surprised to find he had chopped only 11 trees. The third week, despite working nonstop from morning till night, the number was six, and he went despairingly to the foreman to offer his resignation. "I am losing my strength. I can no longer cut as many trees as I once could."

The foreman looked at the young man, who seemed to him in fine health. "Have you thought of sharpening your ax?" he asked.

"Sharpen my ax? Who has time to sharpen an ax?" the young man asked indignantly. "I have been too busy chopping wood!"

When we aren't making the kind of progress we feel we should be making, the natural response is to redouble our efforts. Sometimes, though, the better response is not to work harder, but to work smarter. Look at your tools. Analyze your processes. Are you directing your resources in the most effective ways? Or are you pouring all your strength into chopping wood with a dull ax?

For the last 20 years, we have relentlessly beaten the drum of membership in Rotary. We set goals and launch campaigns, all focused on bringing in more and more members. And yet, our overall numbers remain the same.

It is time to sharpen our tools. Instead of focusing on the question, "How can we bring more members into Rotary?" we should be asking ourselves, "How can we add more value to Rotary membership, so that more will join and fewer will leave?"

One way we are doing that is with the new Rotary Global Rewards program, which launched in July. This innovative program allows Rotarians to connect with, and receive discounts and concessions from, businesses and service providers around the world. Individual Rotarians may submit their own business to be included alongside those with which Rotary has already negotiated relationships; the most appropriate offers will be added to the listings. We have also created the option of allowing businesses to return a percentage of their profit on each transaction to our Rotary Foundation, and several companies have already been locked into this part of the scheme. Each month we will update the list with additional offers that we may receive. I urge all of you to try it out by signing up on My Rotary at Rotary.org now. The more Rotarians participate, the stronger, and more beneficial, the program will be.

Much more than another loyalty program, Rotary Global Rewards is a new way to benefit from being a Rotarian, and being part of the Rotary network. It is another way to combine business and service. And it is yet another way to add value to Rotary membership. We cannot forget that our potential members will be asking themselves, "What's in it for me?" We need to demonstrate the value of Rotary by showing that becoming a Rotarian will enrich their lives, as it has ours.



How can Rotarians Help the Immediate Humanitarian Crisis in the Middle East?

Many of you have contacted me to discuss how we can assist with the humanitarian refugee crisis in the Middle East. There is no doubt that the crisis is most acute in the Middle East where multiple wars are uprooting families. Refugees have scattered far and wide, and no country seems immune from the upheaval.

For Rotarians, Shelter Boxes have long been our line of first support in reaching people in a crisis. We ask all of you to consider making a donation to Shelter Box that can have an immediate impact on families in the Middle East that need our support.

[Please click here](http://shelterbox.kintera.org/faf/donorReg/donorPledge.asp?ievent=1079124&supid=426413329) or copy and paste the following in your browser for the donation page: <http://shelterbox.kintera.org/faf/donorReg/donorPledge.asp?ievent=1079124&supid=426413329>

As our Rotary International President Ravi Ravindran reminds us in every message...The time is now. It will not come again. Be a Gift to the World.

Thank you for your support.

Yours in Rotary,
Sandra McGonagle
District Governor, District 7870

Contents	Page
RI President's Monthly Message	1
District Calendar	2
How can Rotarians Help in the Middle East	2
A Proposal to Retain Rotarians in Your Club	3
District Activities	5
New Members	6
Deadline for Newsletter Input	6

District Calendar

October 3 Queen City-Manchester

32nd Annual Road Rally

St. George Greek Orthodox Cathedral

October 4 Goffstown

Rotary Community Breakfast

Odd Fellows Lodge

October 4 Newport

Off Road Duathlon & 5 Mile Trail Race

Newport High School

October 8

District Golf Tournament

Lake Morey Country Club Fairly VT

October 10 Ludlow

Annual Chili Cook-off

Downtown Ludlow

October 13 Nashua West

Spaghetti City & Paisano Cup Challenge

Nashua Senior Center

October 19 Brattleboro Sunrise

October Trivia Nights

American Legion

November 7 Charlestown

60th Annual Rotary Penny Sale

Middle School

November 10

NH District Foundation Dinner

Crowne Plaza, Nashua

November 12

VT District Foundation Dinner

American Legion, Ludlow

November 21 Raymond Area

25th Anniversary Celebration

Candia Woods Golf Course

April 29 - May 01, 2016

District Conference

Sheraton Portsmouth



A PROPOSAL TO RETAIN ROTARIANS IN YOUR CLUB

What would you do if your firm was performing really well in attracting new customers and increasing sales, but for some reason those gains eroded dramatically, even in the first year of the relationship? The answer would vary of course depending upon many factors. What is certain, however, is that the astute manager would seize control of the situation and do something!

During the three year period ending June 30, 2015 RI reports that clubs in District 7870 welcomed 718 new members. That's a good job; almost four new members on average for each club, each year. Unfortunately, during the same time period we lost 183 of those new members; 25% of them!

Challenging club leaders further is the fact that the clubs in total lost an additional 729 existing members for various reasons.

Looking at data over a five year period, ending June 30, 2015, the problem of member erosion comes into focus. Our clubs lost a total of 202 members during their first year of membership. Terminations during the first two years of membership continued at a similar rate. Big problem.

Now it is probable that some of these Rotarians had to resign because of a vocational job change or unanticipated personal or business responsibilities. Or, what is never identified as the real reason for a member termination, the new member was not engaged...and that's on us.

Excitement is high when we welcome new Rotarians. And the feeling is mutual. Each of them is eager to participate in the many opportunities Rotary offers for service. The Rotary structure is in place. We perform the basic functions of orientation. We define the classification they represent, present an identification tag and offer Rotary literature that details the scope of our international goals. They are asked to join a committee or two according to their interests or skill sets and attend meetings on a reasonably regular basis. If we do it right, a mentor is asked to guide the newcomer into our Rotary world.

And still...we lose over 200 members during their first year in Rotary!

It may be pragmatic to presume that at least 100 of them left because they were not engaged; their expectations were not realized, and we did not recognize that disappointment in time.

Current reports indicate that 45 of our 60 clubs have either lost members since the start of this term or have reported no net gain. If historical data patterns are repeated a large number of last year's new members will leave this year. We cannot let this happen.

We are professional and business managers. Membership is Rotary's top priority. But recruiting new members to attain the goal of net membership growth is increasing difficult when too many new members leave during their first years.

We can't affect or alter the demands of job changes that result in member terminations, but we can cut the attrition rate in half by increased club management attention to member engagement.

Consider this proposal:

Expand the responsibilities of your Pres.-Elect to include those of Manager of Member Engagement and modify your club By-Laws to assure its continuity.



PRESIDENT-ELECT PROPOSAL CONTINUED

What is the Pres.-Elect expected to do during the year leading up to taking office as president of the club? RI guides clubs to include in its By-Laws the Pres. -Elect "...shall prepare for their year in office and serve as a director." That's it. Clubs accept that simple broad stroke or embellish it with local practice that might include other duties, such as managing the speaker program. But basically, this Rotary -experienced individual is waiting in the wings to assume the tasks of club president. In many ways it is an anxious time and several people have left clubs with excessive apprehension.

Rationale:

The process of planning to be a club president is almost more difficult than being club president. PETS provides excellent training; almost overwhelming in its concentration, almost too much, too late. In-coming presidents often underestimate the need for detailed planning and the importance of establishing relationships which is key to assuring subsequent member cooperation.

The Membership Chair is charged with recruitment, orientation and retention. That focus is primarily on new members but it is imperative that all members must be engaged in order to maintain a vibrant club. It is not an easy assignment and the data proves we are falling short.

All our clubs are skewing with older demographics. Vermont is a state with one of the oldest populations. When we recruit new young leaders they are likely to cluster among other younger members forming an undesirable and unintentional chasm among the membership. They sit together and socialize together. We must make special efforts to integrate all members so we function as a stronger force for good, recognizing that our diversity of ages as well as life experiences strengthens Rotary. The president-elect can spread the glue that binds us together as we grow together.

Important signs the president-elect could watch for among first year members are unpaid dues, increasingly infrequent attendance or lack of participation on a committee or an announced community project.

During the year leading up to being president the president-elect should also be a member of the Membership Committee. If Membership is Rotary's top priority it should be the top priority of every club. Leadership and participation in that area will serve to build a larger club ready for bigger and more relevant tasks.

Is it the truth? What exactly is your president-elect doing this year to prepare to be the next president of your club? Is it enough? Consider this proposal. It will enhance member retention, encourage the development of personal relationships with all members and that will contribute to the success of the next administration. We all know "engaged Rotarians, stay Rotarians."

Richard S. Rohe

District Membership Chair

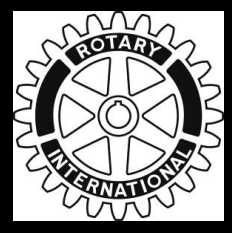
journal@sover.net



DISTRICT ACTIVITIES



2015 Rotary District 7870 Annual Golf Tournament To Benefit District Programs



Date: October 8, 2015 1:00 PM Shot Gun Start

Location: Lake Morey Golf Club, Fairlee VT.

Format: Scramble

Entry Fee: \$125.00 per player

Includes: Green Fee, Golf Cart, Box Lunch, Raffle, Prizes and Awards, and a light Dinner

Player 1

Player 2

Golfer's Name _____

Golfer's Name _____

e-mail _____

e-mail _____

Rotary Club _____

Rotary Club _____

Phone (H) _____ (W) _____

Phone (H) _____ (W) _____

Player 3

Player 4

Golfer's Name _____

Golfer's Name _____

e-mail _____

e-mail _____

Rotary Club _____

Rotary Club _____

Phone (H) _____ (W) _____

Phone (H) _____ (W) _____

Please complete and return with your check payable to Rotary District 7870 to:

**John Fraser
PO Box 1364
Concord, NH 03302**

If you have questions, please e-mail John at john@fraserinsuranceservices.com



WELCOME TO NEW MEMBERS:

Verzino,	Jim	Brattleboro Sunrise	Flewelling,	Gwen	Rutland
Fogg,	Katherine	Chester	Amelang,	Robert	
McAweeney,	John J.		Conroy,	Philip	Souhegan
Baker,	Kate	Concord			Valley
Garside-Conway,	Colette		Hillhouse,	Courtney	Windsor
Morris,	Lucy		Bishop,	Jay E	Woodstock
Trahan,	Laurel				
Woodland,	Dave				
Garafalo,	Cordelia	Deerfield Valley			
Therrien,	Nick	Derry			
Fulchino,	Al	Hollis-Brookline			
Holroyd,	Susan				
Rosalez,	Rudy	Jaffrey-Rindge			
Hamblet,	Christopher	Keene-Elm City			
Ball,	Jim	Lakes Region Laconia			
Harris,	Donna				
Strader,	Fred	Meredith			
Touhey,	Ed				
Artemik,	William	Milford			
Leo,	Todd				
Donlan,	Christine	Nashua			
Hanson,	Carl	New London			
MacStay,	Nicole	Peterborough			
Chamberlain,	Richard				
Dugan,	Christopher	Queen City-Manchester			
Desoye,	Brian				
Stanwood,	Vera	Raymond Area			

HAVE SOMETHING YOU'D LIKE TO SHARE WITH THE ENTIRE DISTRICT?

Updates and short (1-2 pages) articles, along with images may be submitted to the Newsletter Editor, Dennis McMann, at dennis@mcmann.net to be included in our Monthly Newsletter. The District Newsletter is a means of communicating to other clubs in our district; items of interest, upcoming events, fundraisers or opportunities for service.

Deadline for next Newsletter Submissions: October 23rd.
