



Vittoria, 01 luglio 2018

*My dear friends in Rotary,*

I hope you are enjoying a well deserved rest. Although for Rotary the summer period is generally a quiet time, August is the month dedicated to membership which is a sore point especially for our District which sees a significant drop in membership. At the moment we have 3647 members registering a further drop since 1st July, 2017, of 113 members.

Members are a Rotary club's only true asset. This deserves particular attention and care both regards to maintenance and development.

In order to keep members, we must involve them in the club activities. It is so obvious a concept that it seems unnecessary to repeat. Yet, quite often members are not properly involved. Erroneously, we continue to consider club committees as a list of inert notables, a mere list of names without a real duty, without an objective, without a responsibility. Whilst, members who are involved in the Club's objectives feel needed and do not give up. Those clubs in which a majority of members, if not all, give of their time, of their professionalism, of their competence within service are those clubs that are most active, most enthusiastic. They are the clubs which see the lowest number of resignations. Members who are seriously involved have no time for petty quarrels and disagreements which are, often, the cause for resignations. Service is the element that unites and strengthens a Club.

We have spoken of Rotary to Rotarians, we must start to introduce Rotary to non-Rotarians. We need to attract the generation of people between the age of 30 and 45 taking the opportunity for renewal removing the stagnation in clubs which continue to function along the same old ways in order not to shake the waters. When new members join the club they must immediately be made to feel welcome. They must be listened to and not placed on the back burner. If they question our manner of functioning, we ought to listen as they may come up with interesting suggestions bringing new ideas and making important contributions.

In order to again be desirable and attract new members we must make ourselves and our activities known. The media, be they TV, newspapers, Social Media, must mention us. We must make our activities known giving evidence to our activities and not to our convivial meals, our delicious celebratory cakes and our excursions. These are all things we must continue to do because they stimulate friendship. We must take photos of these activities but it is preferable that we keep them to ourselves and not upload them on the Social Media, otherwise they offer a distorted image of what Rotary really is. We must give evidence to our projects, hold less talks which are often useless and boring, and dedicate more time to giving service.

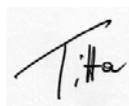
Knowing how to do things is not sufficient, it is necessary to know how to inform outsiders (at times also some Rotarians) about what we do, what Rotary is, what the Rotary Foundation is and what they do.

I wish to thank the clubs that I have so far visited. I received a warm welcome (forgive the pun seen that these visits took place during the very warm month of July). Everywhere I have met enthusiasm and the will to work. I extend particular thanks to those clubs which have made a donation, in addition to the club expectations, to the Programms Fund of Rotary Foundation.

I bring this letter to an end wishing you all a serene Summer to recharge the energies of you all and your dear ones. I wish to remind you to punctually inform Piero Maenza regarding your club activities so that he may, with his wise professionalism, cover your activities in our Magazine.

My warm regards and do remember to BE THE INSPIRATION,

Yours,

A handwritten signature in black ink, appearing to read 'T. Maenza', is centered on the page. The signature is written in a cursive style with a prominent initial 'T'.