



DISTRICT GOVERNOR'S MONTHLY MESSAGE AUGUST 2020

Dear Rotarians, Rotaractors and Interactors in District 2482 – Bulgaria,

With all my hope for normalcy, I address myself to you, still in the conditions of the emergency epidemic situation. However, let us show wise patience and mobilization to achieve efficiency while respecting the limitations! Now the communities we care about, and the members of our clubs themselves, need more Rotary experience and a willingness to support!



More and more diverse topics face their challenges before us. Let me not list them in order of importance, but today I will discuss a real main topic in Rotary: **membership.**

In fact, we have always considered the topic of membership a priority. And how much more clearly this priority is expressed right now! How much more effort is needed today to strengthen our most cherished resource: our friends – the members of our clubs! Increasing membership remains a key strategic goal for Rotary. The observations and conclusions we make in this regard are of particular importance to all of us.

Of course, the quality of our members – what combines the inherent, and especially the already built high expertise with an inner desire for selfless service to the community, is of utmost importance. Here I emphasize our complete agreement with RI President Holger! However, the importance of the number of club members cannot be ignored – especially where it is below its minimum subsistence level of 20 active members in a club.

Here is the situation in our district:

We started the year with 1,947 active members in 89 Rotary clubs, 336 members in 30 Rotaract clubs and 47 Interact clubs.

The largest Rotary club has over 40 members, 13 clubs have over 30 members, but 46 clubs have 20 or fewer members.

The largest Rotaract club has 22 members, but 13 Rotaractor clubs have 10 or fewer members.

Yes, it would be a pleasure to form new clubs – even at the moment there are proposals in this direction that will be supported and developed!

But the most valuable thing we should strive for is **to increase the number of members in each of our smaller clubs**. Not as an end in itself, but as a result of careful, responsible action – the hasty inclusion of new members would be second, already unjustified mistake of ours. We need quality new friends for life!

NB: Effective selfless service, high public image achieved in the community, the attractiveness of true friendship in the club – these are the main incentives for joining the quality new club friends we want!

We Rotary members know and need to make it clear to others: **Rotary opens up opportunities!**



Arch. Iliyan Nikolov
District Governor 2020-21

