

ROTARY INTERNATIONAL

HELEN REISLER

GOVERNOR DISTRICT 7230

2005-2006

Bermuda, Bronx, Manhattan, Staten Island, Westchester

August, 2005

Dear Club President,

August is *Membership & Extension Month*. According to the Manual of Procedure, Rotarians have an obligation to “help extend Rotary through proposing qualified persons for membership.”

This year, while we follow our International theme of “*Service Above Self*,” I am also encouraging each club to “*Blow Your Own Horn*.” Why would anyone seek us out if they don’t know who we are, where we are, and what we do?

My club visits on “Governor’s Day” have been fascinating to me. Whether large or small, each club that I have visited is doing some wonderful things, but being much too humble about these accomplishments. Active public relations are vital to the success of Rotary, and crucial to our individual clubs, in order to attract and retain members. Even Paul Harris stated “in the promotion of understanding, it is important to reach large numbers – non Rotarians as well as Rotarians – and you cannot reach large numbers privately.”

I understand that many clubs, although enthusiastic, don’t know where or how to begin. This is why I have appointed a great communications and membership team, but in order to help you reach your goals... *you have to help us*.

Even before we “announce ourselves to the community,” we must get to know each other, and be familiar with the projects and activities of clubs in our district. Our first hardcopy District Newsletter is set to address this, but it can only happen if every club cooperates. The deadline is August 15th. Please send a few words, describing one of your club projects, a photo related to the project (or of your club members or President), and a photo of your club logo (located on your “visitor banner”). Drop these 3 things in an envelope and send to:

Hedy Marin-Manzke

District 7230 Newsletter

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E-Mail: hmmmhedy@earthlink.net

We are planning a Membership & Foundation Seminar on October 8th, at Pace University in Pleasantville. Mike Fix (Eastchester Club) and Eric Storberg (South Shore Club) are Membership Chairs and are always available to you for help and direction.

Looking forward to publicizing our good works,

Sincerely,

Helen