



Wilton Rotary Drummer
Wilton, Connecticut
www.wiltonrotaryclub.org

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Editor: Andy Mais

Seventeen Rotarians from various clubs gathered for fellowship and a pre-Labor Day shindig with wine, dancing, and a hula hoop competition at Rolling Hills.

Announcements:

- Carnival is Sept. 14-16. There still are lots of spots for volunteers. Children, parents, spouses, ex-spouses – sign them up, we can use them all. [Send Pat a note](#).
- Pat's still working on an insurance issue but found the time to get two food vendors and an inflatable for Carnival. Bring your own scotch.
- We are looking to improve the club's marketing and communications. Reach out if you can help. Christene is looking at vendors.
- Dues are way, way overdue. Please pay now if you haven't.
- Bud couldn't make it, so we all left with extra cash.

Program: What the District is doing

Membership is a concern, but retention may be at least as big. The district is taking various steps to address the issue.

Ron from Westport Sunrise is serving as the Engagement and Retention Chair in our district. He told us his goal is to keep members engaged in the first couple years.

ADG Tony introduced DG Larry, the proud new grandfather of a healthy boy. He repeated that membership was a critical topic for Rotary. Worldwide membership 20 years ago was 1.2 million, and today is 1.2 million. That flat number reflects membership growth in emerging economies and losses in North America.

"We have to change to attract and retain people of like mind," DG Larry said. He noted there was no acquisition issue, but a retention one, with the vast majority of new Rotarians leaving in the first two years. The team is trying to identify and implement best practices. DG Larry discussed the journey from "club member" to "Rotarian" and the mind-shift that entails. He urged the club to engage its new members.

NEXT MEETING: Friday, September 7 at Rolling Hills (drinks are on Chris, possibly)