



Federation Focus

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President's Message

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A Pressing Debate - continued

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Send us your comments

A message from the President

By: Sieglinde Ivo

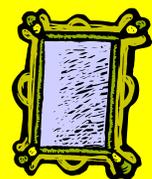
All delegates at the Interfederal Meeting were already informed that we intend to open in September a new INF-FNI office near Linz, Austria. A detailed report containing the presentation of the new employees, phone and fax numbers, the exact address, etc., we will announce in the next Federation Focus.

Three of the INF events for the European federations have been a resounding success. The Interfederal Meeting in Laborde had many good and interesting calls. New Youth-(Sebastian Heuft) and sports agents (Roger Viola) were elected and are responsible for the next 4 years in their area for the events in Europe. For the administrative work for the European federations, Ismael Rodrigo was elected.

Young people from 8 Federations spent 4 days enjoying sports, workshops, field trips and, of course, disco in LeBetulle. The 100 participants enjoyed Italian flair and the ability to exchange ideas.

The traditional Alpe Adria meeting has once again seen a increase in subscriber numbers. Solaris has certainly done its part to contribute to this. Solaris will organize the next meeting.

A Pressing Debate: If we profess that nudism is but one of our freedoms, can we still go on looking at ourselves in the German mirror!



This article is continued from the June Federation Focus and was written by Ismael Rodrigo.

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There are groups of people in Spain who promote nudity in city streets. Our Federation and its associations do **not** promote these kinds of demonstrations, but only those taking place in natural surroundings, as the INF/FNI accepted definition of Naturism spells: "in harmony with nature." (Art.2) However, when we are asked by the media, we feel an affinity with these people and align ourselves on the side of freedom, as there is nothing unhealthy and evil in the naked human body. We would never call them names, such as psychopaths, and in the eventuality of any legal predicament they might find themselves in, the Federation and its associations stand by them. To downgrade them and demand punishment there are other groups, the radical religious, ignorant and intolerant and self righteous groups.

On the occasion of the 2006 World Congress in Spain I addressed those present with a speech entitled "**The Naturist Revolution: The Right to be Nude. A Debate**" (www.naturismo.org/adn/ediciones/25y/1e.html). In view of the public statements by the DFK president and the SNU/UNS, I conclude that this debate has not been held yet and **cannot be delayed any longer**. Does the Naturist movement, under the INF/FNI umbrella, have the mandate to go against the freedom of those people even if we know that showing the naked body is far from being a crime? Or, alternatively, should it stand by those who, like us, freely exercise our freedom by deciding not to dress? What would Mr. Fischer think of the possible case of a black man who would give up his legal rights so as not to upset some whites? Social habits change much more slowly than the law. It is far from obvious that it had to be us who hamper any advancement from inside our Naturist movement or even worse, that we may foster a U-turn of the present laws. With friends like these, there is no need for enemies.

All the above leads us to believe that some of our federations do not question the repression of nudity, but only beg for exceptional circumstances to practice it. They follow on the same tracks insofar as repression as the rest of society! The time has come to unveil the true face of those leaders within our associations who try to tell us where and when we can and we cannot practise Nudism and what is and what is not Naturism; in other words, "the retainers of the absolute truth."

Mr. Fischer points out that "*the freedom of a person ends where the others' freedom is affected.*" He forgets that freedom should entail reciprocity, as nobody can make us dress, for the simple reason we do not make anybody take off their clothes. Only through edifying campaigns nudity can cease to be thought a crime. And I firmly believe these campaigns are the main responsibility of our federations and their associations.

I would like all the Federations in the INF-workgroup forum to state their positions concerning this debate. The DFK could either confirm the above mentioned statements to the press or refute them, since they could have been just its present president's personal opinion. I would also be delighted to see the SNU/UNS do the same.

EUNatCom:

(European Naturalist
Commission)

Ismael Rodrigo, coordinator

Roger Viola, sports

Sebastian Heuft, youth

Please accept our apology!

In the last issue of the Focus, we referred to Glenne Findon, author of the very interesting article on Vitamin D as "Mr.". We have been corrected and advise our readers that "Ms" Findon is indeed a female. Since our only correspondence was by email, we mistakenly made the assumption that Glenne was a man. Sorry about that!

What's in a number?

More than you may think!!

Membership facts and figures and analysing their real meaning.

Like most membership associations, at the end of the year you look at the numbers. If the numbers are up, you regard this as a good year. If the numbers are down, you call for a meeting.

According to some recent studies, we may be making a big mistake if we do not call for that meeting **even when the numbers are up**.

What you need to do first is to analyze those numbers. **ALL** the numbers.

First, you should measure the **retention** rate of your members.

(The number of members at the end of a set period minus the number of members who joined over that same period.) Or,

HOW MANY MEMBERS DO YOU RETAIN EACH YEAR?

Second, you should measure the **growth rate**:

(The number of members at the end of a set period minus the number of members at the start of a period.) Or,

HOW MANY NEW MEMBERS ARE THERE?

Now, take a look at the **loss rate**.

(The percentage of members not retained.) Or,

HOW MANY MEMBERS DID YOU LOSE THIS YEAR?

And, you must consider the **tenure** of the members. That is the amount of time they remain members. This is more important than you think. More about this in a future issue.

Once you know the **tenure** of the members, you can calculate the **lifetime value** of a member. Knowing the lifetime value of a member allows you to decide how much you should spend to sign up a new member.

- ✓ If it just cost you 50% of the annual membership to get that new member, and now

you know your tenure rate is only two years, might you be better off if he never signed up?

Sounds simple enough, right? Well, many associations have been doing only half their homework. They signed up "x" number of new members, the figures show they have more members than last year, so everything must be ok. Right?

Wrong!

Without understanding the figures, it is **impossible to implement a good marketing plan** to grow and retain your membership numbers.

And, I left the most serious calculation for last. If you are losing members, even if it is slowly, and not signing up new members, you can actually figure out when you can close your doors. This is called the **Turnover** period. It is the time in which your entire membership will disappear.

This is why **analyzing your numbers** and getting the right marketing program on board is so important.

....look in the next issue of the Focus for more details on "Analyzing your numbers".

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Please remember we will always save a space for you.....send us your articles or comments.....