

## **Key issues of Rotary by Gordon McNally,**



**RIPN Gordon McNally 2023-24**

### **Leadership**

- The global pandemic has provided us with many lessons and opportunities. How will you harness these lessons in your leadership of Rotary International?

We have learned much from the past 18 months, particularly from a technology viewpoint, but it is very important that, in future, we blend our current practices with the best of our past practices and that we build forward better.

The opportunity for Rotary's most senior leaders to communicate directly to individual Clubs and Districts via online platforms has been one of the great legacies of this pandemic and I would want to see this continue.

However, face to face meetings remain important as they encourage greater interaction, although these might be on a less frequent basis than previously with the attendant savings on cost, time and effect on our environment.

We have learned there is a willingness within communities to care for one another and we must ensure we encourage people who have recently embraced the concept of volunteering to join us to allow them continue giving service.

## **Membership**

- Membership is Rotary's number one operational priority, what do you believe is the most important aspect of Growing Rotary?

The most important aspect of Growing Rotary is Engagement. There must be Engagement with governments, corporations and other organizations to develop meaningful partnerships.

There must be Engagement between Rotary International, Regional Coordinators, District Teams and clubs to provide a high level of club support.

There must be Engagement between clubs and their communities, and the world community, through meaningful service activities.

There must be Engagement at every level with potential members, to encourage recruitment and new club formation using the flexibility now available, all the time recognizing our need for diversity, equity and inclusion.

There must be Engagement through Communication via social media, in addition to all other forms of media, to reinforce our brand and the opportunities it brings.

If we engage in the manners described above, I believe we will grow Rotary both by way of membership and in our ability to provide more meaningful service.

## **Rotaract**

- How can we expand our reach and increase participant engagement across the family of Rotary, including Rotaract?

Clubs should be encouraged to carry out service projects that build awareness of Rotary, thus attracting people, particularly members' families and associates, who may join Rotary themselves in due course.

We should be stressing the opportunities for personal development to the younger members of the family of Rotary. I owe Rotary a great debt as far as my personal development is concerned and I take every opportunity to tell people that.

The maintenance and improvement of contact with our Alumni should be a priority as many of this group are keen to remain part of the family of Rotary but are sadly not given that opportunity.

Having had my first contact with Rotary through Rotaract, I am keen to see further integration of Rotaract and Rotary. We should be seeking out best practice in transitioning of Rotaractors into Rotary as this has been successful in many regions of the world.

## **Strategic Plan**

- How will you ensure that the strategic plan is implemented at the club level?

Providing proper support to clubs in the implementation of the strategic plan is key. I would make certain that an appropriate mechanism is in place to allow District Governors, Regional Coordinators

and others to provide that support, and that they are adequately prepared for, and monitored in, their roles.

I would encourage District Governors and their teams to ensure member engagement at clubs through worthwhile, focused projects that will increase our impact and visibility. Along with them, I would want to inspire clubs to encourage more diverse leadership and to review their governance in order to increase our openness and appeal thus ensuring we continue to strengthen our diversity, equity and inclusion.

I would also seek to foster a culture of innovation to ensure clubs remain relevant in today's changing world and I would encourage them to think about "why" we serve in Rotary and not just "how" we serve.

### **Public Relations/External Relations**

- What steps can Rotary take to elevate its global profile, enhance its public image, and in turn increase its impact?

The eradication of polio remains our most important goal, and successful completion of this initiative is essential to our global profile and public image. We must continue to give it the highest priority.

When polio is eradicated, we must ensure we are adequately recognized through a robust communications campaign.

Thereafter, we must make our expertise available globally to help address similar possible issues, such as future pandemics. The addition of "Supporting the Environment" as an Area of Focus comes at an excellent time. Promotion of our work in this area will elevate our profile at a time when the world is particularly aware of environmental issues.

Our brand is extremely valuable and must be consistent throughout the world. We must continue to connect with global agencies at the highest level and our leaders must, in addition to being good administrators, be good communicators, capable of "selling" Rotary at every opportunity.

Source: Rotary International