Thought Force Topic: Membership Support

Background Info: We have an active Public Outreach segment of our Area. But we may lack some cohesive way to reach out to our membership. Our Area service structure is designed to help Districts, Groups and Individuals. But we may need to look at new ways to do this.

Charge: Brainstorm ideas about how you think the Area may be more helpful to you as a member of Al-Anon. What kinds of things would you like to see from the Area? What kinds of help do you find you need in your Group? Your District? You don't have to worry about HOW to get things done, or creating specifics – just focus on what you need or want or would like to see. You are an IDEA group. And we need YOUR ideas.

Five KBDM Questions

1. **What do we know about our membership's needs, wants and preferences that is relevant to this topic?**
● concerned about keeping Newcomers
● Concerned about reaching, attracting and keeping younger people
● Would like to understand the role of Area more clearly
● Difficulties with Technology keep some people feeling like outsiders
● Anonymity
● More meetings in rural places
● We want to reach different age groups, different races, different demographics
● We need more education on attraction v. promotion and on anonymity

2. What do we know about our resources (finances, member participation, etc) that is relevant to this topic?
● How can we better use the WSO PSA's?
● What other kinds of media can we use and how do we go about doing that?
● Perhaps more technology would attract younger people, but how do we do that without alienating older people?
● YouTube tutorials are something many people use who are also a little technically challenged.
● Use Public Service Announcements (PSAs)
● Utilize Past Delegates more
● Have Round Table discussions at convention

3. **What do we know about the current realities (membership, culture, etc) and our fellowship's environment (technology, geography, demographic, etc) that is relevant to this topic?**
● Technology is important to young people, and we need to figure out a way to use it
● Al-Anon lags behind the rest of the world in technology
● Do we need face to face meetings four times a year?

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- How could we re-organize our meetings to serve both techno people and non-techno people?
- How do we keep enthusiasm levels high?
- We need more workshops on the basics of our program.
- Panel members need to mingle more, less cliques
- Coordinators need to be more open and available

4. **What are the ethical implications of our choices – what are the pros and cons? Will our decision be consistent with our spiritual principles?**
- We should not confuse Public Outreach with membership support. Caring for our members is important.
- Members should feel like they have a voice
- How can people get involved in Service beyond their Group?
- What do we do if a strong personality takes over our District?
- Who do we turn to if there are people in our District who are not following the Traditions but are considered "leaders"?
- If we had more workshops on the Legacies then we would all know more about our Spiritual Principles.
- Public Outreach should target Professional Communities
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5. **What do we wish we knew, but don't? (use the back if necessary)**
- What is the point of talking about this when what we really need to do is Public Outreach?
- How do groups delegate authority according to the Concepts?
- How can we let people know that there are lots of ways to be of service besides being a GR?
- What kinds of things really motivate people?
- How can we find out what people want and need?
- How do we attract people different from us? Is it possible?
- Can the Area create a PowerPoint about AlAnon that would help Districts and Groups be more clear about who we are?
- Does Newcomer welcoming work to keep people coming back?
- What specific things should we Google to get information on Al-Anon in Florida?
- How can we get more Area-wide support for Public Outreach?
- We wish we knew more about Health Fair opportunities all over the Area, not just in one particular District.
- Where do we go to get information on how we can serve at the Area level?

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- We do not understand how the Service Structure works, most people are afraid of doing double-headed management or being controlling.