

## **Thought Force Topic: Public Outreach Ideas from GRs**

Background Info: We have an active Public Outreach Coordinator with a Work Group and many ideas. But perhaps you have some ideas about what would appeal to you – something you would like to work on. Or something you think may be worthwhile for our Area to work on.

Charge: Brainstorm ideas about Public Outreach. Remember you are an idea group, not a DOING group. Don't figure out how to get something done, just come up with ideas about something that MIGHT be done!

### **Five KBDM Questions**

- 1. What do we know about our membership's needs, wants and preferences that is relevant to this topic?**
  - Definitely need as much as we can get but cannot promote – attraction only
  - There are untapped abilities in our groups, e need to encourage courage to use these abilities
  - Reach out to colleges, law enforcement, ads on TV, Dr. Oz, doctors, psychologists, laundromats, bulletin boards, 28-Day rehabs, prisons
  - Social media, Twitter, FB.
  - Make small cards with the Website and leave these around
  - We need to get the message out about how to find resources
  - We need information that is easily accessible to all
  - Sometimes small volume targets reach more people, just indirectly
  - I want to reach the prospective newcomer
  - We recover by sharing recovery with other members and with newcomers
  - Many hands make light work – especially with Outreach
  - Public Outreach is needed to grow the fellowship, Membership Outreach should be focused on helping members. These are two separate things and both are important.
  - People want a shorter commitment time. Three years is too long.
  - Need a centralized database
  
- 2. What do we know about our resources (finances, member participation, etc) that is relevant to this topic?**
  - Do we bring Al-Anon into Continuing Ed programs in our communities?
  - What about YouTube since it's free?
  - Can we build bridges with AA networks (cooperation with AA is in our Traditions) and could save money
  - We need to keep the message positive. We are not “poor” and we are not a group that agencies need to feel sorry for and give us things for free. We are fully self-supporting and can contribute.
  - Our District is willing to do Public Outreach, we just need direction and guidance

- My district needs help finding ideas that are not just about throwing money at something
- 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?**
- We seem to be mostly older, mostly white, mostly female
  - How can we attract others if we are not *actually* those others?
  - We need workshops on our membership statistics so we can be better informed
  - We need to have some Good Orderly Direction
  - I like seeing us open up more and more to Spanish speaking people who need Al-Anon. The WSO is always doing things in English, Spanish and French.
  - How can we learn about cultures and yet not lose our primary purpose?
  - Technology can help but it also divides the membership, we need to be careful with this. We need more education about technology.
  - Think abundance rather than scarcity
  - Positive attitudes are contagious
- 4. What are the ethical implications of our choices – what are the pros and cons? Will our decision be consistent with our spiritual principles?**
- Reach out without loss of anonymity
  - Learn more about anonymity v. secrecy
  - Stay focused on the Legacies
  - Wise use of our funds, transparency of spending
  - Be sure we are in line with Tradition 5
  - Attraction not promotion must always be a foundation of PO
  - If we focus on our Legacies we will be fine
  - Choosing where to put our money is also choosing where not to put it
  - How can we measure the effectiveness of our Public Outreach efforts?
  - How can we get Sponsors to encourage Sponsees into service?
- 5. What do we wish we knew, but don't? (use the back if necessary)**
- What is the difference between Public Outreach and AISL?
  - How does the average member find Al-Anon?
  - Can we get data from prior PO projects?
  - What is the connection between Groups, Districts, Area and WSO on Public Outreach projects and coordination?
  - What is our growth rate? How can we measure this?

- What kinds of materials have appeal? How can we measure this?
- There is a difference between attraction and promotion – do people realize this? Do they know the difference when they reach out?
- How can we better join our resources?

**Ideas from the Thought Force for the Area Public Outreach Coordinator:**

- Can you create YouTube channel?
- Can we create our own podcasts?
- Can we work with Area AA to build bridges?
- What about outreach to Juvenile Detention Centers?
- Can we have an Area Website clearing house for information on possible PO projects?
- What about a workshop on how to share one – on – one?
- What about a workshop for Districts on Public Outreach? Can you travel to a District?
- Florida Area needs to address the reality of snowbirds.
- What about if we use our Area resources to create some skits and workshops and then share these with WSO?
- How can we participate in having a vision for Al-Anon in our Area and in the worldwide fellowship?
- Since WSO focuses a lot of resources on Al-Anon Faces Alcoholism, what about if our Area created a PO Project highlighting this? Then we would be reaching out AND we would be supporting WSO.
- I don't see any movement to work with Treatment Centers, but they often have family requirements. This seems like an untapped resource.
- I think Public Outreach needs to spend some time reaching out to members and finding out why they are not more enthusiastic about PO.
- Can the Area Public Outreach Coordinator work with the Area Alateen Coordinator to create something BY the teens and FOR the teens?