

## **Anchorage Lions Club & Zone III Membership Exercise Summary**

A joint Anchorage Lions Club and Zone III meeting was conducted on 9 January 2009 at the Westmark Hotel. Subject of the meeting was an interactive group exercise to address membership in Zone III Lions Clubs.

Zone III Chairman, Vern Watts presented attendees a brief overview of membership, organizations, and systems models as a foundation for group understanding and awareness.

Three groups were established with facilitators who recorded group discussions and responds to three questions related to membership in Lions Clubs.

Listed below is a summary of responses from three breakout groups who addressed the separate membership questions. Once reassembled, each group presented their responses to the group in a brief-back session.

### **QUESTION 1. What does Membership mean to you?**

Opportunity for fellowship	Doing for others, fun	Community action, common interest
Workers, fellowship	Forum to approach community, interface	Knowledge of community
Group is greater than one, strength	Outreach, follow-up	Belonging with those of the same values/beliefs

**QUESTION 2. What are the attractions to individuals for membership in organizations?**

Giving increased self value, friendship	Express ideas, attitudes through the group	Increases effectiveness through collaboration
Reputation (favorable)	Social interaction, keeping involved /young	We serve-with a method
Social	Service	Networking thru goals, resume, & prestige

**QUESTION 3. What actions can Zone III Lions Clubs take to increase club membership?**

Communicate what we do	Ask prospective to join thru social contacts, friends, & sales calls	Visibility in the community	Advertise how to join
Get everybody involved, have a delegation and invite guests	Set achievable objectives and measurements	Be visible with pins and vests, talk about the Club	Maintain interesting programs, have good communication techniques
Bring guests and follow up on speakers as members	Market Lions by talking up projects, i.e. eyeglasses	Attend Events	Develop Leo's

At the conclusion of the exercise and meeting, one member suggested that a follow-on session be scheduled to assess the ALC and Zone III's overall organizational posture using the SWAT assessment (Strengths, Weakness, Assets, and Threats). This suggestion is currently under consideration by the ALC and Zone III leadership.

Respectfully Submitted

Vern Watts  
 Zone III Chairman,  
 Alaska Lions District 49A

