

# District A-15 SWOT Analysis

## Participants Observations

The following are all of the points raised from the analysis in an attempted order of priority. The number one priorities were contained in the summary sheet.

### **Strengths**

- Large Impactful service projects from many clubs
- Many joint ventures within Zones
- We are people who like to give (volunteer)
- Many young professionals—Waterloo
- Strong history of Leadership
- Committed club members
- Engaged Leadership
- Strong Economy
- Good financial resources at club level
- Good Leadership
- Committed to our communities
- Good financial resources
- Long Service members engage with District Leadership Club members have good/great ideas
- Favourable climate
- Lots of strong clubs in the area, flexible thinking
- Honesty with each other
- Use of Zoom for meetings
- Leadership have a varied background
- High club membership given rural location
- Good rapport at District events
- Respect for others
- Close proximity of District/clubs
- PDGs help District when asked
- On line meetings enables members to participate in Club meetings
- PostCovid 19 may hybridize club meeting physical plus on line at same time for greater participation
- District has a multi-year plan and is working as a team
- We listen
- We act
- Well organized when planning events

## **Strengths continued**

- Everyone attends to ensure event is successful
- Aware of everyone's strengths
- Family members of Lions always come to help
- Fun
- We learn and share about each other.
- Wide range of talents in club members
- All clubs within a 2 hour drive...small district

## **Weaknesses**

- People not standing up for Leadership positions (succession planning)
- District leadership assumes that clubs care about District concerns
- Lack of training for ZC,RC, Presidents
- Younger generation showing less interest
- Older members more resistant to change
- Computer skills ..use of LCI website and navigation
- Afraid to ask
- Clubs seem to be territorial
- White collar work demographics
- Lethargy towards all service clubs
- Membership costs ( meal costs, service project personal costs)
- No leadership program
- District Cabinet training is lacking in even the basics
- Members do not attend all meetings nor events or help
- Some care, listen, act. Membership is getting older
- Fellowship is a priority over service in many clubs
- Wrong people in the wrong job
- Elderly members physically unable and frustrated at being unable to participate
- Hesitant to change
- Technology barriers
- Some members have had the same position for years
- Financial people on fixed incomes paying of dues etc
- Lost confidence in Lions
- Older members leaving
- Difficulty in attracting Younger and Female new members (Old Boys Clubs)
- GAT is still a new concept and is not well received.
- Municipalities are changing rules about renting Lions dens

- Not all members respect other opinions, speak up, or organized
- Some have a limited concern over their community

### **Weaknesses continued**

- Some only come for the social aspect
- Long boring meetings
- Few members are very opinionated and tend to dominate meetings
- Fixed meeting times need to be flexible
- Not making use of member talents

### **Opportunities**

- Colleges/Universities that may bring in young Leos
- Better utilize the new normal and new technologies to gather and engage new members
- New Technology tools available
- Learning opportunities available on line
- To be open to change how we plan for the future
- Who do you know?
- Commuter towns/cities: Opportunity for family clubs
- Taylor club meetings and service involvement for young families with children.
- Total population underserved by service clubs
- Middle class population
- Lots of universities (Waterloo Guelph, Laurier)
- Do small things in your area
- See other people and find out what they need and how can we help
- Use SMART Goals
- Use social media
- Young Professionals in Waterloo/Kitchener. Potential for new clubs
- Use of videoconferencing to reduce meeting times. Focus on core business spend more time doing!
- Stretch our imaginations for new ideas and safe ways of getting it done
- Young people have adapted to change, we need to follow. Younger people can help train older members with technology
- Involve a larger number of women
- Less regimented meeting structure
- Areas with no clubs
- Hybrid/Speciality clubs that operate within District yet have a wider appeal outside the area

- If service was a job, we might be able to engage younger members

### **Opportunities continued**

- New club development
- Make meetings more dynamic
- Works with Women's Shelters, food banks, Non-profit ministries
- Market Lions in communities
- Translate local Youth/School Community Service into Lions Members
- Need to Reinvent Clubs scope of projects and operations
- Post Covid-19 shows good>great prospects for New Type & small local projects
- Use social media to inform local and wider communities
- Stay positive

### **Threats**

- Increasing Legislation for Community Events causing increased Risks and Liabilities, associated costs, time and reduction in profits to comply
- How to maintain our clubs
- Average age of members is growing at a pace just short of advancing years.
- Clubs not in touch with community needs
- Health and Safety of Food Trucks
- Older members more adverse to change
- Some newer members may have limited time available, but this can frustrate older members
- We miss opportunities to increase membership
- Busy young families with dual incomes
- LCI, MDA and A15 Project requirements taking increasingly stretched financial resources away from local projects/operations. Need to address a Local/non local balance
- Not using supportive Technology sufficiently or effectively
- General lethargy to volunteering
- Urban centres underserved by service clubs
- Work/school schedules conflict with service and meeting times
- Virtual fundraising
- Increased Insurance costs
- Less involvement from community members
- Community regulations and restrictions
- Amalgamate clubs for survival
- Other service clubs
- Lack of involvement

## **Threats continued**

- Time, money, reduction in meetings
- Alcohol and Gaming rules
- Licencing and insurance
- Loss of relevance in our communities both in smaller clubs and larger communities