

**Families Anonymous
Minutes of the Meeting of the Board of Directors
October 16, 2021**

INTRODUCTION

1. **Call to Order:** 12:02 EDT, by Maria S, Chair
2. **Roll Call:** by Maria

<u>Name</u>	<u>WSB Role</u>	<u>Attendance</u>	<u>Monthly Report</u>
Maria S	Chair	P	W
Marcia C	Vice Chair	P	L
Cindy C	Treasurer	P	W
TBD	Secretary	NA	NA
Barbara S	BMAL	P	W
Ann P	BMAL	P	W
Bob S	BMAL	P	W
Chris Y	BMAL	P	W
Chris Z	BMAL	A	N
Clive W	BMAL	P	W
Greg C	BMAL	P	N
Helen L	BMAL	P	E
Jeff S	BMAL	E	W
Mike B	BMAL	P	L
Sara L	BMAL	P	L

Attendance Key: P=Present, A=Absent, E=Excused, LOA=Leave of Absence

Monthly Report Key: W= Submitted by deadline, L=Submitted after deadline, N=No report submitted, E=Excused for extenuating circumstances, LOA = Leave of Absence

3. Acceptance of Published Agenda:

- Barbara moved to accept the Agenda, Greg seconded, voted on and accepted.

4. Tradition One:

- Read by Clive *“Our common welfare should come first; personal progress for the greatest number depends on unity.”*

5. Approval of September 2021 WSB Minutes:

- Greg moved to accept the September WSB Minutes, Barbara seconded, voted on and approved. Maria to distribute.

6. Chair's Report:

- There were no comments or questions concerning the Chair's Report.

7. Treasurer's Report:

- Cindy provided the September monthly financial reports, as part of her monthly report.
- We are close to budget for the month and doing better than budget year to date. However, we are budgeted to be at a \$25K loss for the year. We have used \$9K of our cash for the year; we expect to use another \$16K in cash before year end.
- We need to push getting the word out and growing the fellowship.
- We need to encourage group secretaries to donate to the WSO.
- Ann suggested that we include the amount that groups donate in the Serenity Messenger. We used to do that, but it was changed to just listing the groups. It may encourage groups to donate more. Bob suggested we list groups under categories of amount donated. The Board agreed to do that.
- Chris felt that we need to let the groups know about our financial situation. Bob and Cindy agreed to collaborate on an article for the Serenity Messenger that provides the fellowship with the facts (including graphs) regarding our financial situation. Mike suggested we also include information about what their money provides in addition to the WSO (i.e., educational workshops, etc.). Clive suggested that the facts and graphs will highlight that we are in a continuing trend that's going in the wrong direction; it may be partially due to the pandemic, but we want to get back to a healthy position.
- Marcia suggested that we make the donations page more visible on our website. She will take a look and come back with some suggestions.
- Mike mentioned that one of his sponsees is a significant fundraiser for a large university; he will follow up with that person to see if they have suggestions for us.
- Clive mentioned that in the UK, February is gratitude month. They remind the Group Secretaries via bulletin in January. A separate box is passed at meetings, and those donations are sent to the UK WSO. Barbara suggested gratitude month could be in July which is the 7th month; the 7th tradition relates to groups being self supporting. Mike offered an alternative suggestion: we could do this in May

(i.e., between tax time and summer holidays). Mike will follow up with the fundraising person he knows and seek her advice on this. Mike will arrange for a call with Cindy, the fund-raising person, and himself.

- Barbara suggested we also occasionally list those who provide recurring donations in the Serenity Messenger. Cindy will provide a list. We could also do a thank you in the Serenity Messenger to those who make recurring donations.
- Chris Y suggested we be clear in terms of what we would like Group Secretaries to do vs individual donors (i.e., group secretaries donating to the WSO, individuals making recurring donations, etc.)
- Cindy emphasized that what we need to do is grow membership by increasing awareness of FA. Donations will then follow.
- Chris Y mentioned that in Canada he sees other 12 step programs more actively engaging with social media, etc.
- Barbara suggested that the Education Committee hold a workshop to help secretaries in their role, emphasizing the importance in ensuring strong, healthy groups. Marcia and Maria will bring this back to the Education Committee. Bob suggested that Cindy could also speak at the workshop and share the financial perspective of FA.
- There were no other comments or questions concerning the Treasurer's Report.

STANDING COMMITTEE REPORTS

Committee

SC-1 Public Information

SC-2 WSO

SC-3 Literature

SC-4 Serenity Messenger Newsletter

SC-5 Bylaws, Parliamentary

SC-6 International Groups

SC-7 Budget Committee

SC-8 Sponsorship

SC-9 Group Outreach

SC-10 Financial Oversight

SC-11 Technology

Chair

Jeff S

Maria S

Ann P

Robert S

Barbara S

Helen L

Cindy C

Helen L

Marcia C

Greg C

Chris Y

- Other than the information provided in the monthly Board Reports, there were no additional updates from the Committee Chairs.

AD-HOC COMMITTEE REPORTS

Committee

Chair

AH-1 Convention Liaison	Barbara S
AH-2 Intergroup Support & Development	TBD
AH-3 Document Review	Ann P
AH-4 Long Range Planning	Mike B
AH-5 Revenue Growth Task Force	Cindy C
AH-6 Virtual Meeting Format	Maria S
AH-7 Education	Marcia C

• **AH-7 Education**

- Donna had suggested that we offer a “free gift” to encourage the fellowship to sign up for recurring donations. The “free gift” could be a piece of literature from an upcoming literature topic meeting. The EC proposed making this announcement at the next literature topic meeting (October 23).
 - ▶ Marcia suggested that we look into making recurring donations easier, using methods other than PayPal. Cindy mentioned Zelle is also an option, and Zelle facilitates making recurring donations once you are in their app. Maria will organize a meeting to discuss this off-line and report back to the Board. Chris Y volunteered to help from a technology perspective.
 - ▶ Cindy suggested we offer a literature piece that has a high inventory, and low sales. The board agreed that the EC should move forward with this suggestion.
 - ▶ The EC intended to offer the free literature piece for a short period of time to see if it is an enticement. If so, we could consider offering it more broadly, for a longer period of time.
- For future literature topic meeting announcements, it was suggested we use the wording “purchase encouraged”, rather than “purchase optional” or “not required”.

- Other than the information provided in the monthly Board Reports, there were no additional updates from the Ad-Hoc Committee Chairs.

UNFINISHED BUSINESS: None

NEW BUSINESS:

1. **MOTION: PPG-09 Telephone Policy, October 2021 (Maria S)**

- **Motion:** Move that the WSB approve PPG-09 *Telephone Policy* which was updated to reflect new review dates.
- **Rationale:** This policy was due for review and update.
- **Feasibility:** Upon review, no substantive changes were needed; just an update of the review dates (current and future).
- **Implementation:**
 - Copies were sent to the WSB for their review.
 - If approved by the WSB, a Golden Master will be provided to the WSO for filing, and a PDF will be provided for posting on our website.
- **Cost:** There are no costs associated with this.
- **Motion made by Barbara, seconded by Mike, voted on and approved.**

2. **MOTION: PPG-12 Volunteer Policy, October 2021 (Maria S)**

- **Motion:** Move that the WSB approve PPG-12 *Volunteer Policy* which was updated to reflect new review dates.
- **Rationale:** This policy was due for review and update.
- **Feasibility:** Upon review, no substantive changes were needed; just an update of the review dates (current and future).
- **Implementation:**
 - Copies were sent to the WSB for their review.
 - If approved by the WSB, a Golden Master will be provided to the WSO for filing, and a PDF will be provided for posting on our website.
- **Cost:** There are no costs associated with this.
- **Motion made by Bob, seconded by Marcia, voted on and approved.**

3. **MOTION LC-1 (October 2021)**

- **Motion:** The Literature Committee moves that the WSB approve changing the name of #8001 from *New Group Pack* to *Full Literature Pack* for the purpose of making #8001 available for purchase without any restriction on frequency of purchase.
- **Rationale:**
 - Under the current name and definition of #8001:
 - only a new group is eligible to purchase #8001, and
 - a group may purchase #8001 only once in its lifetime.
 - Changing this policy and allowing any group, regardless of its age, to purchase #8001 would do the following:
 - help us achieve our goal of making all our literature as widely known and available as possible
 - afford all groups an opportunity to review all our latest literature (except for e-books, audio books, and medallions, which are not printed items)

- give members an opportunity to examine the full range of FA literature so they can make knowledgeable decisions about which items to purchase in the future
 - Full Literature Pack is an accurate description of the newly defined #8001.
- **Feasibility**: The proposed changes in name and availability are internal changes that entail no cost to the fellowship.
- **Implementation**: Upon WSB approval of this motion, the Literature Committee will:
 - update the literature catalog to reflect the new name of #8001
 - inform the WSO and the website manager of the new name
- **Motion made by Ann, seconded by Barbara, voted on and approved.**

4. **MOTION LC-2 (October 2021)**

- **Motion**: The Literature Committee moves that the WSB approve modifying the form in which the contents of the #8003 *Starter Kit* are provided, so that some items are offered as free downloads while others continue to be printed and shipped.
- **Rationale**:
 - I. With the *Starter Kit* historically consisting of printed copies of its contents—which are assembled at the WSO and shipped, per request, to a new group—the WSB recently expressed a desire to reduce the cost of shipping the *Starter Kit*, regardless of whether shipping charges are paid by the WSO or by a new group.
 - II. To accommodate this, the LC suggests the following: that when shipping the Starter Kit, we enclose only three printed items, one of which is a letter explaining that the rest of the Starter Kit items are available on our website as free downloads, as detailed in A. and B. below:
 - A. The three items to be shipped in printed form will be:
 1. WSOF-19 Contents List, in cover-letter form as shown in the attached “Attachment to Motion LC-2” (See Appendix A)
 2. #1004 *The Twelve Steps of Families Anonymous*
 3. #7001 *Meeting Announcement Poster*
 - B. The remaining items, offered as free downloads, will be:
 1. Items already available on the FA website for free download:

#5003	<i>Suggested Meeting Format with Basic Readings</i>
#5003V	<i>Suggested Meeting Format with Basic Readings for Virtual Meetings</i>
#5011	<i>Growing Your FA Group: A Tip List for New and Established Groups</i>
#6001	<i>Letter to the Newcomer</i>
#8004	<i>Starting a New FA Group</i>

- WSOF-04 *Literature Catalog*
- WSOF-05 *Literature Order Form*
- WSOF-05I *Literature Order Form Instructions*
- WSOF-14 *Group Secretary's Handbook*
- WSOF-18 *Secretary's & Treasurer's Meeting Record*
- WSOF-23 *New Group Registration Form*
- WSOF-23I *New Group Registration Instructions*

2. Items to be added as free downloads:

- #5008 *Anonymity* (table tent)
- #5009 *Crosstalk* (table tent)
- WSOF-02 Contents List for #8001 *Full Literature Pack* (formerly *New Group Pack*)

3. To facilitate easy downloading, all the downloadable Starter Kit items will be listed together on the website under a new “#8003 Starter Kit” heading on the “Starting a New Group” page.

III. The changes proposed in this motion will have a favorable financial impact on groups, members and the fellowship by:

1. decreasing printing costs
2. decreasing administrative WSO costs required to assemble the Starter Kit components
3. decreasing shipping costs, an especially significant concern for locations outside the U.S.

• **Feasibility:**

I. Regarding items to be shipped in printed form:

- A. #1004 *The Twelve Steps of Families Anonymous* (see II.A.2. above, under Rationale) accounted for 5% of our sales = \$1660 in the 12 months ended 8/31/2021. For this reason, it would not be advisable to offer #1004 as a free download.
- B. #7001 *Meeting Announcement Poster* (see II.A.3. above, under Rationale) has an ample inventory at the WSO. As of 8/31/2021, 214 copies remained on hand; 13 copies were sold in the prior 12 months. We propose enclosing at least one copy (or preferably several copies, depending on a package's shipping weight) and might eventually want to also make this available for free download.

II. Regarding items to be offered as free downloads:

- A. Adding #5008 *Anonymity* and #5009 *Crosstalk* to our free downloads (see II.B.2. above, under Rationale) will save in-house printing costs while not negatively impacting income. (Sales in the 12 months ended 8/31/2021 were 2 copies and 14 copies, respectively, totaling \$12.)
- B. The remaining items (see II.B.1. above, under Rationale) are already offered as free downloads.

- **Implementation:**
 - Upon WSB approval of this motion, the Literature Committee will inform the WSO of this change in policy and provide it with an updated WSOF-19 Contents List.
- Marcia asked if the downloadable items are in a good format for printing. Ann confirmed they are.
- Marcia asked whether we should also offer to ship all of the pieces if they are willing to pay for the shipping. Ann agreed to follow up and make that an option.
- **Motion made by Ann, seconded by Barbara, voted on and approved.**

5. **MOTION LC-3 (October 2021)**

- **Motion:** The Literature Committee moves that the WSB approve the attached revision of WSOF-26 *Sponsorship Guidelines*.
- **Rationale:**
 - Portugal has requested permission to translate WSOF-26.
 - Upon reviewing WSOF-26 prior to authorizing Portugal to translate it, the Literature Committee determined that revision of this piece was necessary.
- **Feasibility:**
 - The WSB has already had an opportunity to review and make comments on the revised piece.
 - Any comments offered by board members were considered prior to creating the attached revision.
 - The final PDF is attached to this motion.
- **Implementation:** Upon WSB approval of this motion, the Literature Committee will:
 - email the final PDF to the website manager for uploading to the website in place of the version that is currently there
 - authorize (on behalf of the IGC) Portugal to translate this piece, and send them the PDF and Word files
- **Motion made by Ann, seconded by Bob, voted on and approved.**

6. **MOTION:** Permanently make the ABM a virtual format to be held in May or June as required by our By-Laws (Barbara S).
- We have gotten good feedback on the virtual ABMs. There was more participation from the fellowship; people from other countries can more easily attend.
 - Those wishing to host a convention wouldn't be restricted to the May / June timeframe.
 - We could hold a special meeting at the convention, if needed.
 - Marcia suggested revising the wording of the motion, to allow for virtual or in person. This would give us the greatest flexibility.

- **Barbara made the following motion: The ABM will be held virtually and/or in person, in May or June. Motion was seconded by Marcia, voted on and approved.**
7. **MOTION:** Change both the *Convention Policies* and the *Convention Guidelines* to have no restriction on time of year for the conventions (Barbara S).
- **Motion made by Barbara, seconded by Ann, voted on and approved.**
8. **Future of FA Matrix: Effort Required vs. Positive Impact (Mike B):**
- Mike B reviewed the following materials (see Appendix B).
 - Effort Required vs. Positive Impact grid
 - The details of the long range planning objectives.
 - The board then discussed this. The following points were made:
 - Regarding non-English literature...the countries do their own translations and publishing, with effort on our part to facilitate the process and do a high level review of the translated material. There is no financial return for us; the exception is Spanish literature which we sell on our website.
 - Clive mentioned that the UK runs a help line in addition to their office line. It is manned by volunteers, primarily to direct people to a meeting close to them. It is not a help line per se; they follow the traditions and do not give advice. They do lend a friendly ear, empathize, and may suggest literature to those calling, often at their wit's end. There is a fairly limited cost; calls to the office number are diverted to the volunteers' phones.
 - We currently don't have one in the US, except during office hours, manned by Angel. The board had discussed adding volunteers to support calls during our outreach to recovery-related contacts. There is a *Telephone Policy* in place in the event we decide to do this.
 - Chris Y asked whether there were any foundations, sponsorships, fellowships, or corporate volunteers that could provide some expertise / assistance as we begin to work on these objectives. Help is especially needed in the technology area.
 - Mike asked the Board members to review the detailed information again and forward any questions not covered during the discussion to him.
 - For the next meeting, Mike will work on proposing tactics / actions associated with a couple of the items of low effort and high impact (i.e., the bottom right portion of the grid).
 - Mike asked that board members inform him of suggestions they have on how to lower the effort required on high impact items.
 - The Board acknowledged the great work that Mike and his committee have done and thanked him for it.

TABLED ITEMS: None

CLOSING

1. Announcements and Other Items: None.

2. Adjournment

- Motion to adjourn was made by Barbara, seconded by Marcia, voted on and passed (1:42 pm EDT).

3. Closed with the Serenity Prayer

Appendix A

Attachment to Motion LC-2 (October 2021)

WSOF-19: Contents List for **#8003 Starter Kit**

Welcome to Families Anonymous™! Thank you for requesting FA's *Starter Kit* (#8003), which contains the basic materials needed to start a new FA™ group.

Along with this letter, we are enclosing two of the 17 *Starter Kit* items. They are:

#1004 *The Twelve Steps of FA*

#7001 *Meeting Announcement Poster*

In an effort to reduce shipping costs for both you and the fellowship, we have made the remaining 15 *Starter Kit* items available for you to download for free from the FA website (www.familiesanonymous.org).

Simply place your cursor over the "Meetings" drop-down menu, click on "Starting a New Group," and download the following:

WSOF-02 Contents List for #8001 *Full Literature Pack* (formerly *New Group Pack*) WSOF-04 *Literature Catalog*

WSOF-05 *Literature Order Form*

WSOF-05I *Literature Order Form Instructions*

WSOF-14 *Group Secretary's Handbook*

WSOF-18 *Secretary's & Treasurer's Meeting Record*

WSOF-23 *New Group Registration Form*

WSOF-23I *New Group Registration Instructions*

#5003 *Suggested Meeting Format with Basic Readings*

#5003V *Suggested Meeting Format with Basic Readings for Virtual Meetings*

#5008 *Anonymity* (table tent)

#5009 *Crosstalk* (table tent)

#5011 *Growing Your FA Group: A Tip List for New and Established Groups*

#6001 *Letter to the Newcomer*

#8004 *Starting a New FA Group*

Please let us know if you have any questions or if we can help in any way. We look forward to hearing from you.

Yours in service,

The World Service Board of Families Anonymous

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WSOF-19 Contents List for #8003 Starter Kit

Revised 10/16/2021

Appendix B

		POSITIVE IMPACT	
		Low	High
EFFORT REQUIRED	High	<ul style="list-style-type: none"> •Multi-Language Literature (1) 	<ul style="list-style-type: none"> •FA App (5) •Phone Support (6) •Public Outreach (7) •New Print Titles (8) •E-Lit (Subscription) (9) •Web/Podcast (10)
	Low	<ul style="list-style-type: none"> •Discounted Literature Sale (2) •Office Space Reduction (3) •Announce Accomplishments (4) 	<ul style="list-style-type: none"> •Workshops (11) •Outreach (Professionals) (12) •Solicit New Ideas (13) •Newcomer Kit (14) •Awareness/Promotion (15) •Social Media Contribution (16) •Encourage Virtual Meetings (17)

Page 1

Task: *Multi-Language Literature*

Description: Have FA Literature in multiple languages as FA is an international organization.

Effort Required: Heavy. It requires proper translation without the promise of adoption by the local organization. Currently, great demand has not been expressed.

Anticipated Benefit: Low. a) Without great demand, we cannot believe that we are serving a need. b) the risk of cost without significant revenue is projected to be High.

Page 2

Task: *Discounted Literature Sale*

Description: Sell slow moving Stock at a discount; take advantage of the propensity to consume sale items. We are not earning on these items and paying to store them.

Effort Required: Low/Moderate. Set sale price for items, update cost to members, sell. Sale price set by Treasurer with consideration to original cost and cost to store inventory.

Anticipated Benefit: Moderate. We go from \$0 revenue on these items to a positive revenue stream.

Page 3

Task: *Office Space Reduction (Dependent on Literature sell-off)*

Description: Once slow moving stock is sold off, attempt to reduce office space required.

Effort Required: Moderate. Sale may require multiple stages and level of inventory will need monitoring to see impact.

Anticipated Benefit: Low to Moderate. If we do not need space, costs continue to reduce. There will always be a minimum amount of space required. (Note: Consideration to the New Print Titles objective must be taken into account here).

Page 4

Task: *Announce Accomplishments (Serenity Messenger, Social Media, Podcast)*

Description: As we begin to add features, accomplish objectives we want to spread the good word to the membership (fellowship?) for them to benefit.

Effort Required: Moderate. An uniform announcement should be developed. Perhaps not time consuming, perhaps so.

Anticipated Benefit: Low. We hope to be more visible in the future with our Social Media-oriented generation.

Page 5

Task: *FA App*

Description: The world consumes information and purchases via Mobile devices. By the use of a mobile app, they fast track to where things are, how they can be accessed and acquired. It's no longer possible to consider it a fad - it is now a method and tool.

Effort Required: High. Creative design (how it will look), Technical architecture (what functions are provided and built) and App Administration (resolution of volume issues, problems, etc.) all need to be considered. These all can be mitigated by existing similar apps by other Anonymous Organizations. There will be a significant cost to implement (unestimated at this time). It is suggested we ask partner groups what cost they experienced.

Anticipated Benefit: High. This will create a wide landscape of visibility of the organization. It can be used to 'market' our literature, services and local groups in a very effective manner.

Page 6

Task: *Phone Support*

Description: In the Support 'business' many still need/benefit from 1-1 contact. Today's world offers that through text, chat or phone support.

Effort Required: High. The tools (Call center agents, Chat agents) do not exist in our structure and bring a significant cost (very possibly prohibitive). Subscription costs to an infrastructure are unlikely to be exceeded by revenue to afford the investment.

Anticipated Benefit: High. Despite the cost barriers, the qualitative benefits to the membership would be expected to be high from a "support when needed" perspective. If - a big if - our office staff could possibly channel idle time into some of these roles. The concern would be an overload of demand versus their availability.

Page 7

Task: *Public Outreach*

Description: This effort is very closely aligned with ***Awareness/Promotion***. Perhaps best described as ways/channels to connect to FA for meetings and services, this addresses ways to reach out and find those in need rather than wait for them to find FA. It is an active approach to our current, predominantly based passive approach.

Effort Required: High. It may require some tools we don't currently have; more so, it will require people's effort to fulfill roles of "The Disciples of FA". In that role, they search out fertile areas of membership and need.

Anticipated Benefit: High. This is one of the keys to increased Group Health. We must find methods to increase membership. There is demand out there that we have not made ourselves visible to. With increased visibility comes increased membership, increased literature sales, increased strength and vitality.

Page 8

Task: *New Print Titles*

Description: Generate new FA titles and Topical Literature. Other Anonymous partners have found revenue in rejuvenating their literature lineup with fresh products.

Effort Required: High. Authorship will most likely be a challenge. Will need to be considered. Risk of non-guaranteed purchasing of the products will exist. Up-front investments of inventory.

Anticipated Benefit: High. Even traditional, long tenured members eventually yearn for new information/new literature. This will bring the stronger allure of membership and stronger health with fresh revenue flow. An additional benefit will be requiring us to be a breathing, living organization looking for changing landscape of addiction.

Page 9

Task: *E-Literature (Subscription/Unit Cost)*

Description: Have FA Literature available in multiple channels (print, audible books, e books) for multiple audiences.

Effort Required: High. This is another area where we don't have tools, services or manpower to generate. A significant investment is once again required.

Anticipated Benefit: High. Multiple channels is how information is contemporarily consumed. The demand is there, the benefit will be if we can judge the channel our information would best exist in.

Page 10

Task: *Web/Podcast Channel*

Description: Members or potential members, at times, to consume information in a lecture type format. Perhaps this lecture may include the opportunity for Q&A - this would require the cast to be live. It can, then, be recorded and rebroadcast at choice in a library type approach. Family members are looking for approaches better than what they have used prior to FA. We have much to offer in this area.

Effort Required: High. This is another area where we don't currently have tools, services or manpower to generate. A significant investment is once again required. We should not claim that we don't have the manpower that could possibly contribute.

Anticipated Benefit: High. We have many resources to share - whether this is viewed as learning, teaching, exhibiting, offering. We need to incrementally pursue benefit through many means.

Page 11

Task: *Workshops*

Description: Centrally, we experienced great attendance and literature sale success with our 12 Step Workshop. Topical areas in great demand would mimic this success.

Effort Required: Moderate. This is an area that has shown to work/succeed. It requires the commitment of a workshop leader(s). The registration process, I believe, is currently limited and manual.

Anticipated Benefit: High. Information provided in this manner is highly desired and well received.

Page 12

Task: Outreach (Professionals)

Description: Have a 'connection' with local professionals (counselors, therapists, et al) so that the visibility and availability is enhanced.

Effort Required: Moderate. With WSB members leading the way in major regional areas, we can begin to build some momentum and then point out the benefits to all other Group Secretaries.

Anticipated Benefit: High. The Professional world suffers from short supply for great Family demand. They *do* recommend support groups to their clients now. We want to be on the list they recommend.

Page 13

Task: Solicit New Ideas

Description: Poll the membership and Listen. What is desired? What is needed? What can we consider that will benefit the membership ?

Effort Required: High. Most likely a requirement of manual effort to solicit, review, grade and prioritize feedback will be needed. When efforts to solicit information fail, new methods need to be investigated and pursued.

Anticipated Benefit: High. Effective, growing groups are responsive to the membership and provide what is being desired. Not a carte blanche but not an ivory tower approach - more of a ground level approach. Groups that are served spread the word organically.

Page 14

Task: Newcomer Kit

Description: This is literature that is provided at a very low cost (\$5) that gives the backbone of information and purpose of FA. It foundationally helps to set a members' expectations of the group they are joining

Effort Required: Moderate. It would require the office staff to collate individual pieces into a packet.

Anticipated Benefit: High. A low cost, hit the ground running set of information about FA.

Page 15

Task: Awareness/Promotion

Description: This is an area of struggle as we try to stay within our traditions. We have been following, for the most part, a passive model providing information for our members and prospective members to **find**. We find ourselves necessarily moving toward the need to **push** information out so that our visibility and viability increases.

Effort Required: Moderate. Recent efforts have created some tools in Social Media to push information on channels our members will be able to find easier. We will benefit greatly by creating more authors to help our publishers.

Anticipated Benefit: High. Meeting locators, easy ways to order literature, information about workshops, etc. will reach more members or prospective members.

Page 16

Task: Social Media Contribution

Description: This is a mindset/orientation change. Rather than, "what could go wrong if we use Social Media?" ; we change to "what benefit can we gain if we use Social Media for this ?" The occasional problem that occurs for everyone will be offset by much more benefit. Thus, this becomes a Board wide mindset shift and responsibility to find ways to contribute. Simple announcements of new Literature titles will be huge.

Effort Required: Moderate. Meeting locators, easy ways to order literature. The work is already being done. The additional work consists of considering how to announce/provide on Social Media.

Anticipated Benefit: High. Consider the benefit of additional exposure or "free advertising".

Task: *Encourage Virtual Meetings*

Description: Virtual meetings are here to stay. The convenience, casual wear, comfortable seating...and on and on has become attractive to many. Additionally, the availability of an on-line meeting when no physical meeting occurs in your area is fantastic. We responded with instructions as to how to do them, we also created a locator to find those meetings - we need to now recommend them. Not necessarily instead of physical meetings, yet also not as a lesser alternative.

Effort Required: Low to Moderate. We can regularly 'advertise' the possibility of joining virtual meetings, we can regularly provide a link to our virtual meeting locator - all through the Social Media presence we have established.

Anticipated Benefit: High. This all will support the main theme of increasing our membership.
