



Growing the Fellowship and Your Group

Finding those in need, rather than waiting for them to find us.

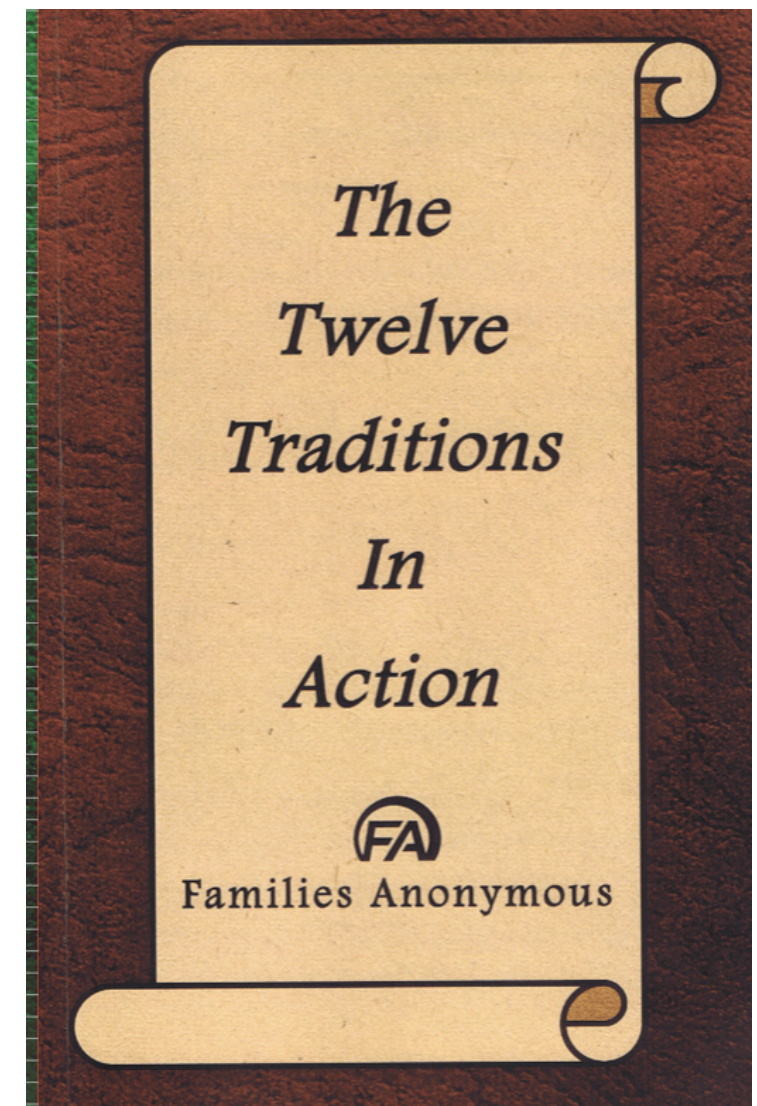
Families Anonymous Education Committee Presentation — October 29, 2022

Keeping Our Traditions In Mind

Tradition 11

*“Our public relations policy is based on **attraction rather than promotion**; we need always maintain personal anonymity at the level of press, radio, films, and TV. We need guard with special care the anonymity of our members as well as those of other recovery programs.”*

What’s the difference between attraction vs. promotion?



Attraction vs. Promotion

Some Analogies

Attraction

- *being* the light on the hill
- characterized by quiet humility
- sharing the answer one has found for oneself
- fosters interest without obligation
- we tell

Promotion

- *claiming* to be the light on the hill
- characterized by vocal persuasion or paid advertising
- trying to convince others that the answer we have found for ourselves is also the answer for them
- implies false assurances of unquestionable success
- we sell

We avoid the appearance of being a commercial enterprise or an organization designed to promote causes or raise funds.

Anonymity

Some considerations

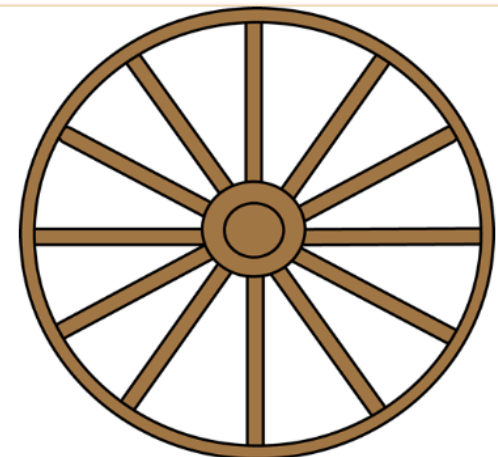
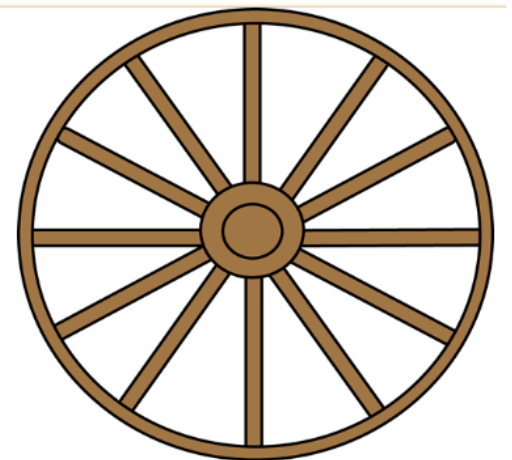
- We are asked to make the fellowship's existence known while, at the same time, protecting our own anonymity, and those of others in 12-Step Recovery programs.
- Tradition 11 stresses the importance of ANONYMITY within our groups, especially out of respect for those of us who need to feel the protection of being "unknown."
- We are directed to MAINTAIN PERSONAL ANONYMITY in public settings.
- Although we are not free to divulge the identity of others, we are free to waive our own anonymity provided that we do not jeopardize others who have not waived their right.
- It cautions us against disclosing private information about ourselves or our addicted loved ones. Any such disclosures can have significant ramifications and need careful and deliberate forethought.

Public Information (PI) Committee

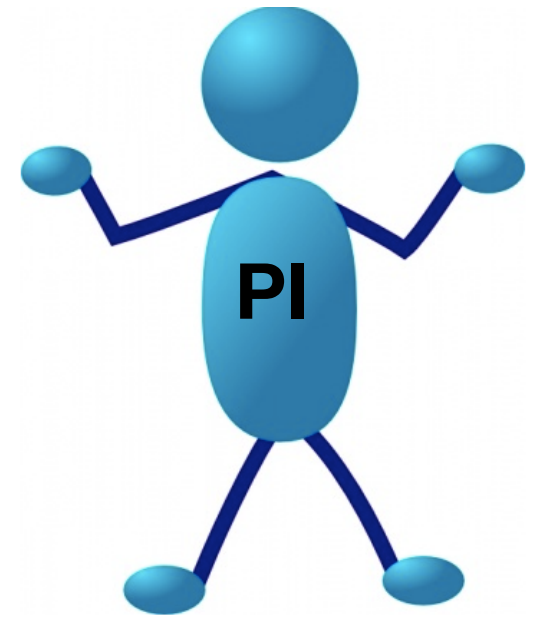
They're here to help!

The World Service Board's (WSB) **Public Information (PI) Committee** is available for guidance and information to groups; their email address is pi@familiesanonymous.org.

Take advantage of this resource to save your group from “reinventing the wheel,” and personally correspond about your PI plans well in advance.



Each FA Member Can Help!



- Each FA member is a living, breathing “information package” for the fellowship.
- All of us are sources of PI when we share FA’s lessons and wisdom that have become part of our lives.
- All of us have our personal experiences with the disease of addiction and know about the journey to recovery. All of us have something to offer.

Group Recommendation #1

Be proactive!

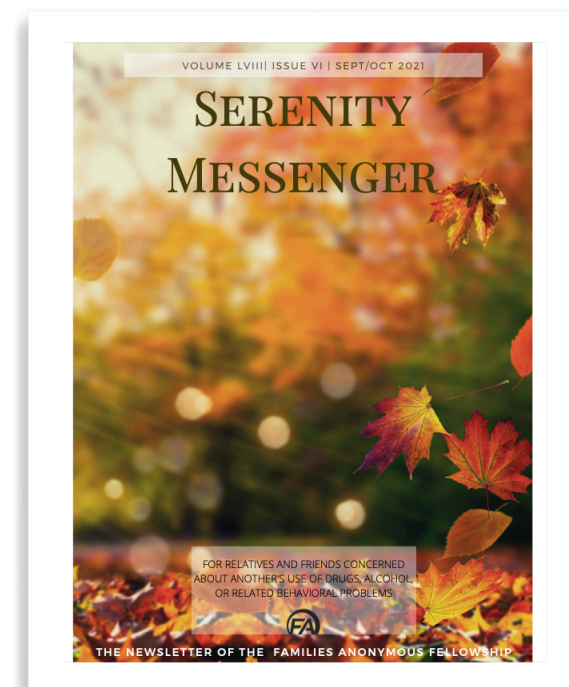


- Have group members serve as **Public Information (PI) ambassadors**.
 - Reach out to people in your personal life, as well as treatment centers, police, probation officers, lawyers, judges, health care providers, educators, clergy, community leaders, and other potential sources of referrals.
 - Provide them with free public-information brochures and other materials from the FA website. Ask to leave brochures in common areas.
 - Introducing yourself in person can make a positive, longer lasting impression than sending literature by mail, and this often encourages the recipient of FA literature to keep it on hand.
- Ensure **group meeting information is accurate** on the FA website: day, time, location, and whom to contact for virtual connections (if applicable). For changes, notify dmc@familiesanonymous.org
- Ask a **volunteer to serve as a PI lead** to coordinate and track group efforts.

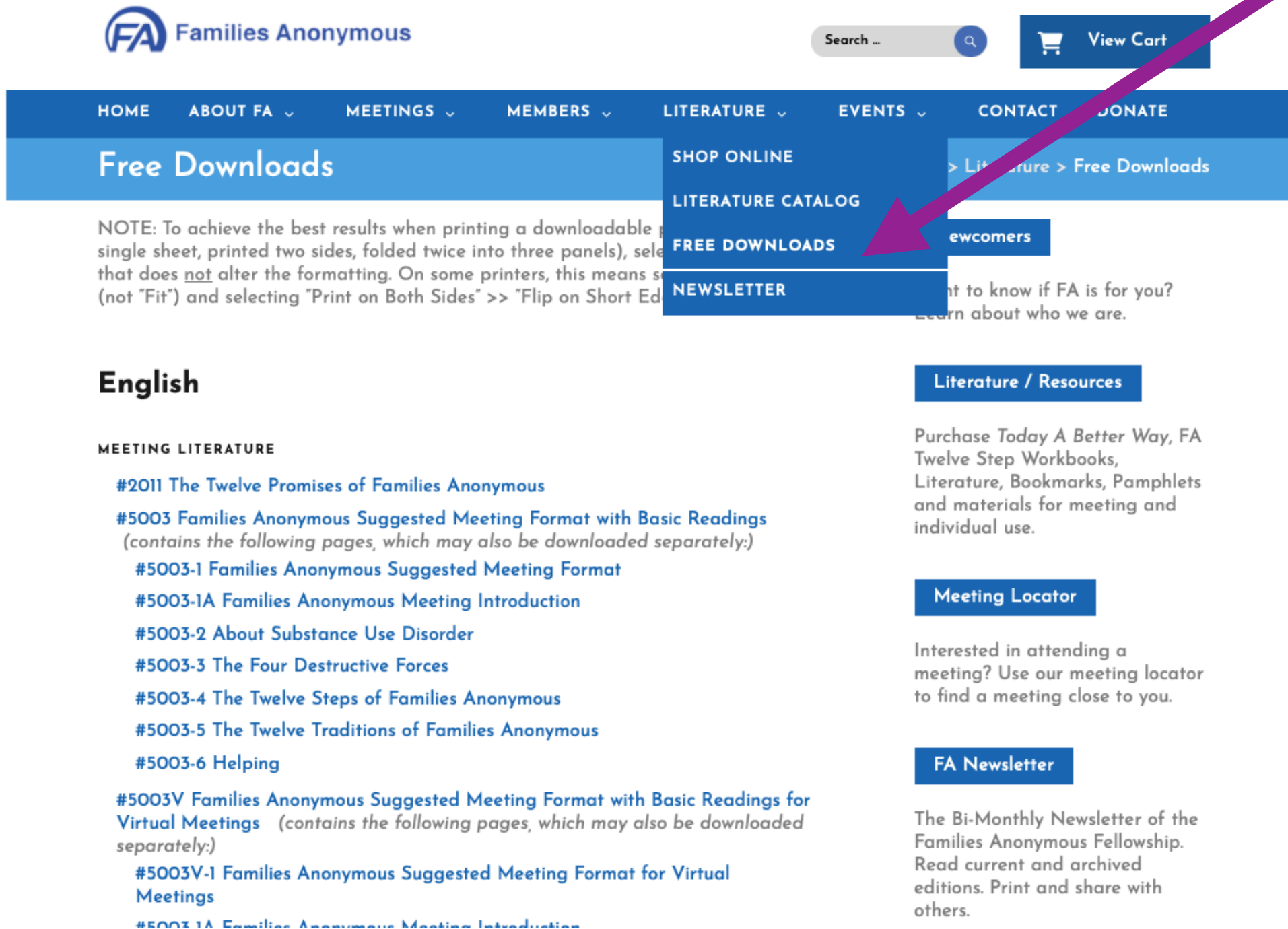
Group Recommendation #2

Use the [resources](#) available on our [website](#). Many are also available in Spanish.

- Many are **free** and can be **downloaded for printing**.
- Keep them in your purse, briefcase, backpack, and car.
- **Send someone a copy** via email or text. (If they like it, let them know where they find can more material like that!)
- Forward them a copy of the **Serenity Messenger**



Go to familiesanonymous.org



The screenshot shows the Families Anonymous website. At the top is the logo and navigation menu. A purple arrow points from the URL in the title to the 'Free Downloads' link in the 'LITERATURE' dropdown menu. Below the menu, there's a 'Free Downloads' section with a note about printing. To the right, there are links for 'Literature / Resources', 'Meeting Locator', and 'FA Newsletter'.

Families Anonymous

Search ... [View Cart](#)

HOME ABOUT FA MEETINGS MEMBERS LITERATURE EVENTS CONTACT DONATE

Free Downloads

NOTE: To achieve the best results when printing a downloadable (single sheet, printed two sides, folded twice into three panels), select a printer that does not alter the formatting. On some printers, this means selecting "Fit" (not "Fit") and selecting "Print on Both Sides" >> "Flip on Short Edge".

LITERATURE

- SHOP ONLINE
- LITERATURE CATALOG
- FREE DOWNLOADS**
- NEWSLETTER

English

MEETING LITERATURE

- #2011 The Twelve Promises of Families Anonymous
- #5003 Families Anonymous Suggested Meeting Format with Basic Readings (contains the following pages, which may also be downloaded separately:)
 - #5003-1 Families Anonymous Suggested Meeting Format
 - #5003-1A Families Anonymous Meeting Introduction
 - #5003-2 About Substance Use Disorder
 - #5003-3 The Four Destructive Forces
 - #5003-4 The Twelve Steps of Families Anonymous
 - #5003-5 The Twelve Traditions of Families Anonymous
 - #5003-6 Helping
- #5003V Families Anonymous Suggested Meeting Format with Basic Readings for Virtual Meetings (contains the following pages, which may also be downloaded separately:)
 - #5003V-1 Families Anonymous Suggested Meeting Format for Virtual Meetings
 - #5003-1A Families Anonymous Meeting Introduction

Literature / Resources

Purchase *Today A Better Way*, FA Twelve Step Workbooks, Literature, Bookmarks, Pamphlets and materials for meeting and individual use.

Meeting Locator

Interested in attending a meeting? Use our meeting locator to find a meeting close to you.

FA Newsletter

The Bi-Monthly Newsletter of the Families Anonymous Fellowship. Read current and archived editions. Print and share with others.

FA Website Resources

Information about FA and Substance Use Disorder

[#2007 An Open Letter to My Family](#)

[#2010 About Drug Abuse](#)

[#2011 The Twelve Promises of Families Anonymous](#)

[#5003-2 About Substance Use Disorder](#)

[#6003 To The Concerned Family Member](#)

[#7003 Families Anonymous - For Me?](#)

[#7012 - FA Fact Sheet](#)

[#7014 - Are You At Wits' End?](#)

[#7016 Introduction & Welcome to an FA Meeting](#)

[#1033X The Three Cs x 2: An Overview](#)

[#7009 - Are You Torn Apart?](#)

[#5006 A Look Inside the FA Fellowship](#)

FA Website Resources

Information about FA and Substance Use Disorder

#2007 An Open Letter to My Family

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#5006 A Look Inside the FA Fellowship

Editable pdf files; you
can add your group
meeting information
onto the document

Editable pdf file

Enter your meeting
information here

DO YOU NEED FAMILIES ANONYMOUS?

For Concerned Family Members and Friends

Ask yourself the following questions, and answer them as honestly as you can. Fill in each blank with the name of the person who is causing you concern.

1. Do you lie awake worrying about ____?
2. Do you feel frustrated in your attempts to control ____?
3. Do you disapprove of ____'s lifestyle?
4. Do you argue with ____ about his or her friends?
5. Do you find it increasingly difficult to communicate with ____?
6. Does ____'s behavior have you "climbing the walls"?
7. Do you often ask, "Where have I failed?"
8. Do you feel it is necessary to protect ____ because he or she is unusually sensitive?
9. Are you trying to compensate for some family misfortune, such as divorce, death or illness?
10. Are you embarrassed about discussing your situation with a friend or relative?
11. Do you find yourself lying or covering up for ____?
12. Do you feel resentful or hostile toward ____?
13. Do you find it increasingly difficult to trust ____?
14. Do you worry about ____'s behavior affecting other members of the family?
15. Do you blame others for ____'s problems?
16. Do you blame yourself?
17. Are ____'s problems starting to undermine your marriage?
18. Do you find yourself playing detective, fearful of what you may find?
19. Do you go from place to place seeking help for ____?
20. Is concern for ____ giving you headaches, stomachaches, or heartache?

Three YES answers: This is an early-warning sign.

Four YES answers: Chances are, you could use some help.

Five or more YES answers: You are definitely in need of help.

Local meeting information:

To order additional copies of this
or other FA literature,
to find a local group or an online meeting,
or to obtain information about starting
a new group in your community,
please contact:

FAMILIES ANONYMOUS, INC.

World Service Office
701 Lee Street, Suite 670
Des Plaines, IL 60016

(847) 294-5877 • fax (847) 294-5837
(800) 736-9805 (USA only)

Website: www.FamiliesAnonymous.org
E-mail: famanon@FamiliesAnonymous.org



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***Are you
at your
wits' end?***

***Is someone
you love
destroying
family
harmony?***



***Families
Anonymous
can help!***

FA Website Resources

For the Professional Community

[#7010 - Families Anonymous and the Professional Community](#)

[#7010Cler - Families Anonymous and the Professional Community FOR CLERGY](#)

[#7010Comm - Families Anonymous and the Professional Community FOR COMMUNITY LEADERS](#)

[#7010Educ - Families Anonymous and the Professional Community FOR EDUCATORS](#)

[#7010Empl - Families Anonymous and the Professional Community FOR EMPLOYERS](#)

[#7010Heal - Families Anonymous and the Professional Community FOR HEALTH CARE PROVIDERS](#)

[#7010Law - Families Anonymous and the Professional Community FOR LAW ENFORCEMENT](#)

[#7010Libr - Families Anonymous and the Professional Community FOR LIBRARIANS](#)

FA Website Resources

Growing Your Group / Supporting the Fellowship

[#5002 Group Inventory](#)

[#5011 Growing Your FA Group: A Tip List For New And Established Groups](#)

[#5012 My Part in the Group](#)

[#5013 Avoiding Four Destructive Forces](#)

[WSOF 09 - Supporting Your Fellowship](#)

[WSOF-14 Group Secretary's Handbook](#)

[WSOF-18 Secretary's and Treasurer's Meeting Record](#)

[WSOF-25 Setting Up a Group Checking Account](#)

[WSOF-26 Sponsorship Guidelines](#)

FA Website Resources

Newspaper and Press Releases



[WSOF-32 New Group Press Release](#)

[WSOF-33 Existing Group Press Release](#)

[WSOF-34 Hope For Troubled Families for New Groups - Sample Newspaper Article](#)

[WSOF-35 Hope For Troubled Families for Existing Groups - Sample Newspaper Article](#)

Reach out to your local papers with these materials. Newspapers often run small, free notices for nonprofit organizations. Some newspapers have free columns, printed daily, weekly, or at other intervals, for the benefit of the community.

Inform your local community about your meetings!

E-Store Resources

Carrying the Message

- [#2006](#) I Am Responsible
- [#5010](#) The Twelve Traditions in Action
- [#6004](#) Do You Need FA?
- [#6005](#) A New Door Opens
- [#7001](#) Meeting Announcement
- [#7002](#) Bulletin Board Card
- [#7003](#) Families Anonymous—For Me?
- [#7007](#) Spread the Word About Families Anonymous
- [#7009](#) Are You Torn Apart?
- [#7010](#) FA and the Professional Community
- [#7012](#) FA Fact Sheet
- [#7014](#) Are You at Your Wits' End?
- [#7016](#) Introduction & Welcome to an FA Meeting
- [#9004](#) Mini PI Folder

***SPREAD
THE WORD
ABOUT
FAMILIES
ANONYMOUS***



*A Resource for
FA Groups: Planning
Families Anonymous
Public Information*

E-Store Resources

Carrying the Message

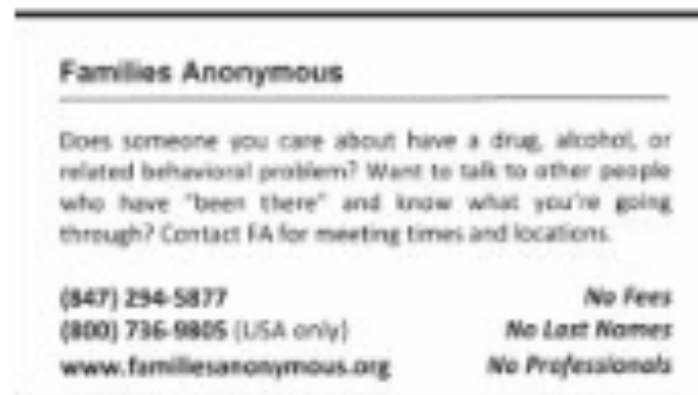
#7002 Bulletin Board Card



#7001 Meeting Announcement



#6006 FA Greeter / Contact Card



Group Recommendation #3

Focus on newcomers. They are the future of FA!

- **Make them feel welcome** as soon as they arrive and greet them with a smile!
- **Meet with them separately** after the meeting.
 - Provide / arrange for newcomer's packet, including a phone list.
 - Answer any questions about the program.
- Follow up with a **phone call** prior to the next meeting.



Outreach Efforts

Law Enforcement Opportunities



- Call the general number and ask for the **Training Division** or **Training Officer**. If none, ask to speak with the Chief.
 - Indicate that we provide a **free service** to the community.
 - Volunteer to participate in their **in-service training**.
 - For example, request 10 minutes during their roll call in-service training.
 - Leave **printed information** (eg., pamphlets).
 - Make that circuit two to three times each year.
- If there is a drug court in your community, you may be able to attend a court session as a spectator or establish contact with the judge and the court drug counselor.
- Reach out to the **first responder community**. Make sure that their dispatchers, victim's advocates, and front desk officers get our information too. They are often the first point of contact for people looking for the assistance we can provide.

Outreach Efforts

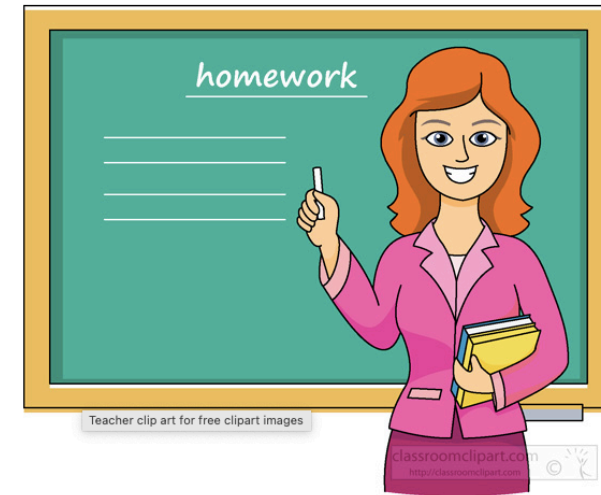
Law Enforcement Opportunities (cont'd)

- Other various legal professionals, organizations, and locations that may welcome information about FA:
 - Judges
 - Attorneys
 - Sheriff stations
 - Prisons and jails
 - Local government offices
 - City and county police, probation officers, juvenile officers, and police PI personnel
 - Your local affiliate of the National Council on Alcohol and Drug Dependence (NCADD)
 - City, town, or village halls



Outreach Efforts

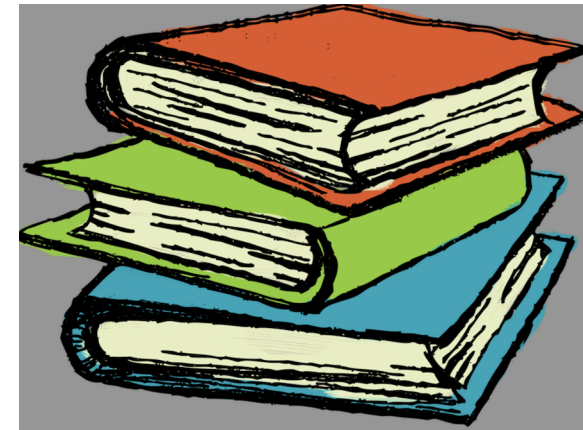
Educators



- When contacting the administration of a school district, speak with someone who can assist you in notifying families and teachers about FA.
- Counselors in charge of drug and alcohol prevention programs are excellent contacts because they are frequently in a position to encourage families to seek help when their children are having problems at school. They may find printed FA handouts useful for passing along to families.
- Many school districts cannot legally recommend a particular organization or person to help students, but they often do include FA (along with a local contact number) on an alphabetized “help list” provided to families. Some districts also offer opportunities for FA members to speak to groups of parents at forums: city, town, or village halls.

Outreach Efforts

Educators (cont'd)



Available contacts differ from one school district to another, and the person with whom you speak should be someone who knows the best way to reach parents through your school system.

- Assistant superintendents of instruction
- Directors of curriculum
- Counselors in charge of drug and alcohol prevention programs
- Principals, vice principals, and counselors at elementary and secondary schools
- Administrators of local colleges and universities (including trade and technical schools)
- Principals of adult education and college preparatory programs
- Parent-teacher association (PTA) leaders

Outreach Efforts

Employee Assistance Programs / Human Resources

- Reach out to company Employee Assistance Programs.
 - Ask to present information about Families Anonymous.
 - Leave printed material explaining the program.
 - Volunteer to serve as a point of contact for interested parties.



Outreach Efforts

NARCAN® (Naloxone) Training

- Many communities offer naloxone training: how to recognize the signs of an opioid overdose and administer the opioid overdose reversal drug naloxone.
- Attendees are typically family / friends who could benefit from the support of FA.
- Search the web for training opportunities near you. See none? Arrange for training in your community.
- Sign up to attend; bring informative literature about FA.
- Meet with attendees after the training.

Outreach Efforts

Rehab Centers



- Volunteer to speak about FA to their staff.
- Share information about FA during “family night”.
- Post meeting information on their bulletin board.
- Leave pamphlets in common areas.

Outreach Efforts

Telephone Directories



- Major telephone companies, as well as companies serving smaller locales, may be willing to list your group's contact number in their telephone directories, although frequently at a cost to you.
- Your community's **Chamber of Commerce** may publish a directory of local services that include contact telephone numbers for businesses, medical assistance, self-help groups, and the like. Be sure that your local chamber knows about the FA program, and ask that your local FA meeting(s) be listed. This service is usually free.
- Some communities have "**hotlines**." Consider listing your meeting information with local hotline switchboards. Be sure that the hotline coordinator understands what your meeting is about. Ask that referrals be made to your local FA meeting, and provide the following information:
 - the address, day, and time of your local meeting, and your contact phone number and/or email address
 - FA's email and website addresses, and the WSO's telephone numbers

Outreach Efforts

Website Directories

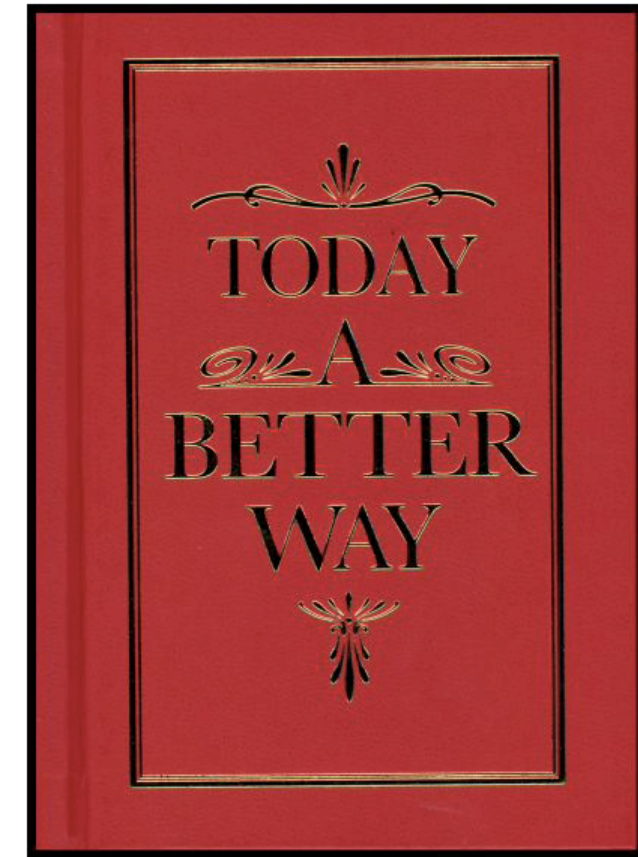


- Many counties and boroughs have **major nonprofit community organizations** that list many types of medical and other support services on their websites for the benefit of the wider community. Some administer hotlines as well.
- Some **recovery / healthcare providers** provide a list of resources on their website. You can provide the information such as the following:
 - the address, day, and time of your local meeting, and your contact phone number and/or email address
 - FA's email and website addresses, and the WSO's telephone numbers
 - To maintain our tradition of non-affiliation with other groups, include the following disclaimer: "NOT AFFILIATED WITH OR FUNDED BY [the organization's name]."

Other Suggestions

Support Literature Sales

- Read the daily passage from “**Today a Better Way**” at your meeting. Familiarize people with this valuable literature piece; encourage them to obtain a copy.
- Provide members the **Literature Catalog** and a **link to the E-Store** (<https://familiesanonymous.org/shop/>). If meeting virtually, type this information into the chat box.



Families Anonymous™ World Service Board–Approved Literature Catalog – EFFECTIVE JUNE 3, 2022

Families Anonymous, Inc. • 701 Lee Street • Suite 670 • Des Plaines, IL 60016
 (800) 736-9805 [USA only] • (847) 294-5877 [Worldwide] • (847) 294-5837 [Fax] Website: www.FamiliesAnonymous.org • E-mail: famanon@FamiliesAnonymous.org

SPOTLIGHT! ... on the FA Website!

- Find answers to your frequently asked questions
- Locate a face-to-face meeting near you
- Join a meeting online or by phone
- Shop online for FA literature, or download it for free
- Read recent and past issues of the FA newsletter, the *Serenity Messenger*, and sign up to receive new issues as they are published
- Search for ways to support the financial health of the fellowship through single-event donations, recurring donations, legacy donations, and group donations
- Learn how to volunteer and give back to the fellowship through service in your group, intergroup, national service board, or World Service Board

BOOKLETS, BOOKS AND PAMPHLETS

#1001 The FA Basic Pamphlet. Every member's first pamphlet. Contains FA's basic readings (including the Twelve Steps and the Twelve Traditions) to be read aloud at every meeting. **\$2.00**

#1002 A Guide for the Family of the Drug Abuser. An in-depth look at drug abuse as a family illness; how to work towards recovery. **\$3.00**

SPOTLIGHT! **#1003 A Father Faces the Family Disease of Addiction.** [FORMERLY: A FATHER FACES DRUG ABUSE] How one father, inspired by the *Helping* reading, worked the FA program, overcame his desperation, and achieved family love and respect. **UPDATED and RENAMED! (4/2022) \$3.00**

#1004 The Twelve Steps of FA. A guide to basic FA principles as applied to specific personal and family problems. **\$4.00**

• **#1004-AU The Twelve Steps of FA – AUDIO Edition.** Listen on the go! Simply plug this flash drive into a USB port on your computer, laptop, tablet, or car radio. **\$15.00**

#1005 Alternative to Enabling: The Tough Love of FA. The study of FA's concept of *tough love*. Discusses guilt, anger, and unhelpful protection. **\$4.00**

#1006 Fourth Step Workbook. A how-to guide for taking your personal inventory. Contains the full Step Four portion of #1019, including the #1004 discussion of Step Four. **\$4.00**

#1012 No More Expectations! A mother describes how she gave up her old expectations of herself, her family, and her Higher Power by working and living the FA program. **\$3.00**

#1013 A Recovering Addict Comes Home: One Family's Story. How a father used the FA program to deal successfully with his son's homecoming from rehab. **\$3.00**

#1015 Today A Better Way (TABW). FA's member-written "daily thought" book; fully indexed, beautiful red cover, gold foil-stamped design, hard cover, 400 pages. **\$13.00**

#1015-E Today A Better Way – E-BOOK Edition. Electronic edition, with interactive table of contents and interactive index. Choose from two formats:

- **#1015-EK Today A Better Way eBook for Kindle.** Available for purchase through the Kindle Store. **\$9.99**
- **#1015-EP Today A Better Way eBook for iPad, iPhone, iPod, and Nook.** Available for purchase through the iTunes Store and the Nook Store. **\$9.99**

#1019 The Twelve Step Workbook. Personal workbook of writing exercises for Twelve Step recovery. Includes the full text of #1004. **\$12.00**

#1020 FA and Sponsorship. The ins and outs of sponsorship, and descriptions of the roles of sponsors and sponsees. **\$3.00**

#1021 "But She's Too Young to be an Alcoholic": One Mother's Story. A mother's story of her daughter's alcoholism and how the family recovered. **\$2.00**

#1024 Families in Crisis. Helping families and friends cope with substance abusers' behaviors. **\$3.00**

#1025 Gifts of the Spirit. A guide for recognizing the gifts of love, joy, peace, patience, kindness, generosity, faithfulness, gentleness and self-control. **\$4.00**

WSB Actions

Social Media Website Enhancements

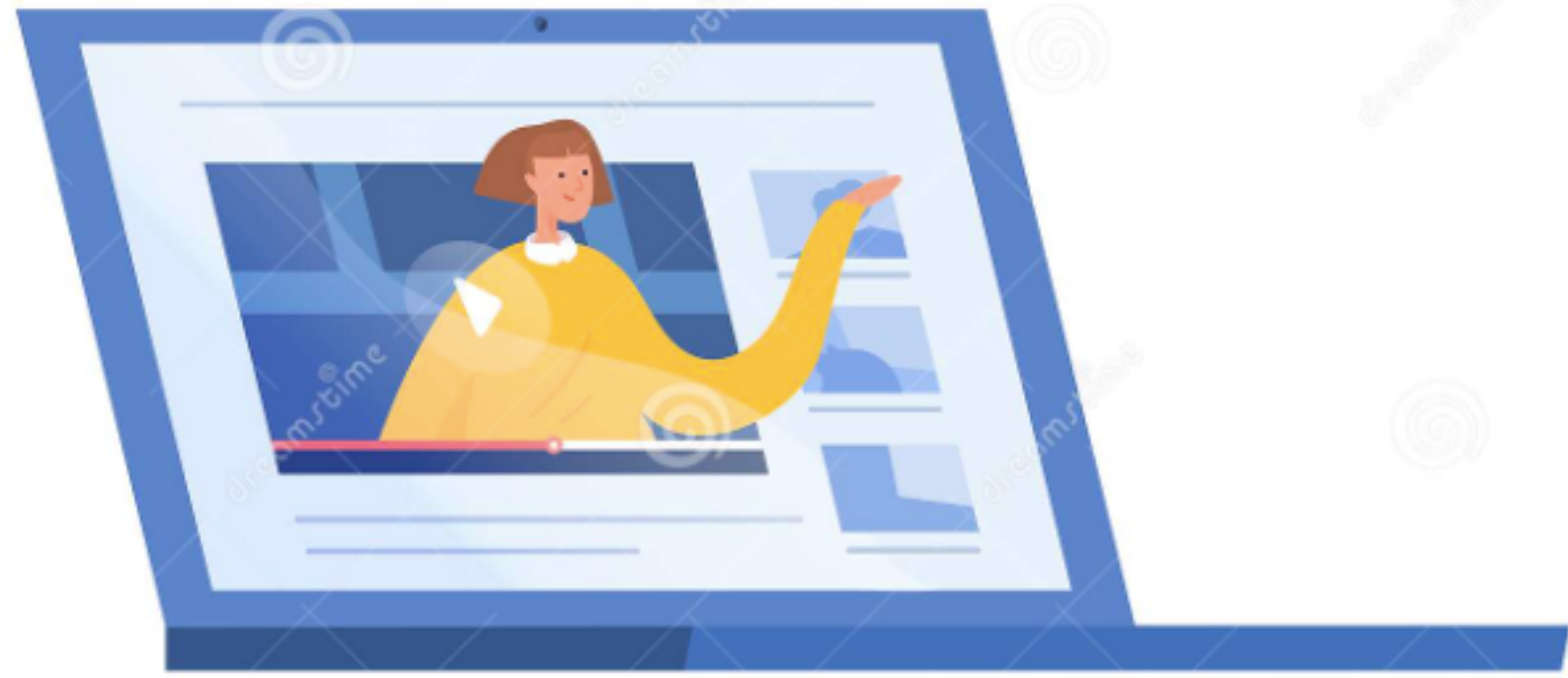
- Public Information Committee created and regularly monitors a **Facebook** page: <https://www.facebook.com/familiesanonymousofficial/>
- Future Activity: link different types of social media so that interested parties can access information in whatever media they use most.



WSB Actions

Social Media and Website Enhancements

- PI is creating short vignettes on topics of interest: Setting boundaries, enabling, etc. Objective is to attract people to our meetings via an optimistic voice that conveys the positive changes in our own lives in spite of unsolved problems.



WSB Actions

Social Media and Website Enhancements

Feedback from other recovery group members who attend FA: *FA literature distinguishes us from other programs.*

How can we make it more accessible to a broader audience?

Literature Access Initiative: Increase the visibility of and access to FA literature by using e-commerce and e-technology.

We are in early stages of exploring opportunities.

Working Step Twelve

It works if you work it!

*“Having had a spiritual awakening
as a result of these Steps, we tried to
carry this message to others and
to practice these principles
in all our affairs.”*



To provide feedback on this session,
please email us at
wsb_chair@familiesanonymous.org

