

Families Anonymous
Minutes of the Meeting of the Board of Directors
August 17, 2024

INTRODUCTION

1. Call to Order: 12:01 pm EDT, by Maria S, Chair

2. Roll Call: by Jan B

<u>Name</u>	<u>WSB Role</u>	<u>Attendance</u>	<u>Monthly Report</u>
Maria S	Chair	P	W
Chris Y	Vice Chair	E	W
Cindy C	Treasurer	P	W
Jan B	Secretary	P	W
Greg C	BMAL	P	W
Bob S	BMAL	P	W
Chris Z	BMAL	P	N
Guy B	BMAL	E	E
Helen L	BMAL	A	N
Lori H	BMAL	P	W
Cristina B	BMAL	A	N

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:

- Maria moved to accept the Agenda, Cindy seconded, voted on and accepted.

4. Tradition One:

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

5. Approval of July 2024 WSB Minutes: Jan

- Jan moved to accept the July WSB Minutes, Bob seconded, voted on and approved. Jan to distribute.

6. Chair's Report: Maria S

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

7. Treasurer's Report: Cindy C

- Cindy provided the monthly financial reports for July 2024 as part of her monthly report.
- 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
SC-12 Long Range Planning

Chair

TBD
Maria S
Maria S
Robert S
Maria S (ad interim)
Helen L
Cindy C
Helen L
Chris Z
Chris Z
Chris Y
Greg C

AD-HOC COMMITTEE REPORTS

Committee

AH-1 Convention Liaison
AH-2 Intergroup Support & Development
AH-3 Document Review
AH-4 Education
AH-5 Literature Access Initiative

Chair

Cindy C
TBD
TBD
Maria S
Maria S

- There were no other comments or questions regarding the committee reports.

UNFINISHED BUSINESS: NONE

TABLED ITEMS: NONE

NEW BUSINESS:

1. Review of the Dashboard (Cindy C)

- **Fellowship Growth:**

- There were no new groups started this month.
- There were no Starter Kits was sent out.
- There were no groups closed down this month.

- **Awareness & Outreach:**

Social media: Still picking up followers, still posting daily, alternating between Facebook and Instagram.

Vignettes: Had 627 views on YouTube and 5 people who have shown interest in the new projects.

ISSUU stats: 33 countries are accessing the e-resources via ISSUU.

- **Literature and Events:**

No new literature came out this month.

Convention: Chicago will be holding a regional convention on November 2nd this year and a World Service Convention in 2025.

Education: No new Education sessions have been held.

-Future Ideas: Spread the Word, Social Media, New Groups, Sponsorship

Strategic Goals for 2024-25:

Will discuss under Long Range Planning with Greg.

2. MOTION LC-1 (August 2024): The Literature Committee moves that the WSB approve the revised #5003-1 Suggested Meeting Format. (Maria)

Maria made the motion, Lori seconded, voted on and approved unanimously.

3. MOTION LAI-1 (August 2024): The Literature Access Committee moves that the WSB approve 7007-E Spread the Word (Maria)

Maria made the motion, Jan seconded, voted on and approved unanimously.

4. Next Steps on outstanding e-documents:

- **#7017-E Welcome to Families Anonymous**
- **#8003-E New Group Starter Kit**
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There are 2 e-documents that are outstanding listed above. Once finalized, LAI will send out to WSB to review and ask for suggested edits or changes within a week. Then board will vote on this by mail prior to our next meeting so that it can be approved and rolled out as soon as possible.

5. Long-Range Planning (Greg)

Background: Greg does strategic analysis for a living and he feels strongly that he wants to increase awareness, make FA more widely available to more families since it has been so helpful to him and his family. The following are the main recommendations.

1. Increase Awareness Of FA

1. Continue with consistent high-impact social media messaging - which could really take off in the future.
2. Email Campaign targeted to Addiction Service Providers - Service providers still don't have a good feel for the family part of recovery, so the goal would be that they would off load family support to FA. Let them know we exist.
 1. Further research email delivery platform (e.g., Constant Contact, Brevo, Omnisend, HubSpot)
 2. Develop (revisit/revise) Professional Database (maybe eventually each local group will have it's own list)
 3. Create content for periodic emails targeted to contacts in the professional database.
 1. Let them know FA exists and that FA is valuable resource for family members of addicts.
 2. Give professionals a sampling of the valuable content that FA provides (e.g., Three C's, Helping, Need for Tough Love, etc.)
 3. Inform professionals of where and when meetings are held (point them to local FA groups)
 4. New videos

Remain Creative!!

2. Grow Number of Groups/Group Members

A. Gather better data on active groups and # attendees on weekly basis so that FA can better measure progress.

B. Launch updated "Spread the Word" and "New Group Starter Kit" to provide additional resources to existing group leaders and potential new group leaders. —Excited about these. The easier we can make it to start new groups, the more likely people will step up and lead new groups.

C. Education sessions and support (including Zoom access) for existing group leaders and new group leaders - offering them something motivating and get them excited about bringing in new people to the program. Thinking we should go ahead with Zoom access even if there is overlap with GoToMeeting for awhile.

D. Use internal FA email list and FA Newsletter to encourage existing members to start new groups.

E. Utilize FA service provider database (see previous slide) to tailor content to a specific audience to encourage referral of potential FA members to a particular local meeting.

F. Actively target and solicit new group leaders (e.g., at annual convention)

G. Encourage and create more niche virtual groups similar to Bereavement Group (e.g., parents of adolescents, gambling, sex addiction, spouses, siblings, etc.)

Discussion: Lori said she feels the Parents of Adolescents group is very important for parents to have in addition to a home group. As well as a siblings group. Greg would be willing to co-lead one of these niche groups to get it going at the start, and then step aside. Maria has someone who might be able and willing to lead a siblings group. Once a month is a good time frame. Jan suggested using WhatsApp as support in between sessions is done in the Bereavement group, and also offered to work with Greg on the Parents of Adolescents group to get it started. Maria explained how the Bereavement group started where we asked people to contact us if they were interested and just about everyone who expressed interest came.

3. Develop and Launch FA Big Book/Guidebook

A. Today a Better Way (“Red Book”) accounts for 43% of all FA literature sales. However, FA has no “Big Book” or “Guide Book.” It seems that such a “Big Book” could have the potential to match the revenue of “Red Book”

B. FA Big Book Content

i. Repackage core FA curriculum (e.g., Twelve Steps, Helping, Three C’s, Need for Tough Love, and other critical content) into one guidebook

ii. The Big Book could also contain a section with relevant member stories similar to the AA Big Book

C. Demand

i. There could be large demand within FA

ii. The FA Big Book could also have a market outside of FA members

iii. The book could be sold in print and electronic form

iv. Could research the possibility of working with a major publisher

Discussion: Jan asked if it would make sense, in addition to the ‘Intro to FA’ documents that LAI has put into e-documents, to put other literature like Helping and the Three C’s and the Twelve Steps, etc into e-format? Maria answered that the LAI had started with free downloads since they had not yet figured out how to get revenue from e-documents or how to set up a subscription service. Greg said he would look into this further. Jan then said that the project started as Member Stories to which we decided to connect Literature. If that is morphing into a Guidebook, then we need to think differently about what we are doing, since it is 2 different things.

Bob said he had a similar question but as he looked at the proposal he felt that the member stories could be a separate section of the book, whereas another section could be core concepts/how FA works.

Maria said that she sees how to easily convert into a big volume, organizing the material as: 1. FA Gifts of Recovery (Why FA is for you); 2. Setting Boundaries; 3. Helping Not Enabling; 4. Making a Difference the FA Way (the all about FA part).

Greg asked if it would be helpful if he wrote an outline for how he envisions a guidebook.

Bob described his vision: Part one: Inspirational section with member stories/ Part two: Nuts and Bolts section. Greg agreed with that.

Lori: In AlAnon they have a book of member stories and another guidebook that are both great. Feels that FA can do something like this too and now is the time.

Maria said we are just about ready to piece together the first pilot on boundaries, so she and Cindy will do so on Canva and then we will show it to the board and go from there. Thanks to Greg for all the work he has put together on this up till now.

CLOSING

- 1. Announcements/items forgotten to mention: none**
- 2. Adjournment:** Bob moved to adjourn, Greg seconded, voted on and approved.
Adjourned at 12:53 pm ET.
- 3. Closed with Serenity Prayer**

****After the August meeting, the Board unanimously approved via email vote the electronic piece 7017E - Welcome to Families Anonymous e-Resource.**