

## **2012 STRATEGIC PLAN GOALS/OBJECTIVES 2011 DELEGATE IDEAS FOR SERVICE BODIES**

### **I. STRONG MEETINGS**

*Filled with abstinent members; all service positions filled; active rotation of service; meeting is growing; newcomers stay and become abstinent; sufficient sponsors; operates in the spirit of all 12 Traditions.*

- 1) By end of **2012**, educate Fellowship about how personal abstinence impacts strength of group
  - a. Increase awareness of current literature on abstinence**
    1. Read literature with sponsee
    2. Set up lending library at group level
    3. Literature meetings to focus on abstinence literature
  - b. Increase awareness of abstinent sponsors**
    1. Ask available/abstinent sponsors to qualify as part of meeting format
    2. Hold sponsor workshops
    3. Create intergroup sponsor list
  - c. Increase awareness of use of Steps and Tools**
    1. At retreats and workshops use Steps & Tools as themes.
    2. Phone meeting on Step study, advertise it at face to face meetings.
    3. Use website (intergroup website) to increase awareness of Steps and Tools.
  
- 2) By end of **2012**, educate Fellowship about value of service positions at group level
  - a. Encourage sponsors to educate sponsees about service positions**
    1. Intergroup to hold sponsorship workshops throughout their area at regular meeting.
    2. Intergroup to create a sponsorship committee/panel that visits all groups to share about sponsorship annually
    3. Hold an "Afternoon /Day in OA" where sponsors talk about sponsorship, their positions and what they do.
    4. Encourage sponsors to talk about service being healing.
    5. Intergroup to remind groups to have loads of jobs so no one ever gets told there is nothing for them to do.
    6. Intergroup to invite groups to have service as topic in meeting similar to Steps and Traditions.
  - b. Encourage members to rotate service positions**
    1. Remind Intergroup and group members to find their successor, personally ask them and then offer to mentor them into the service position
    2. Get copy of "Rotation at Service" Skit PDF/CD for intergroup and make available to members.
    3. Create a tent card for groups to display in meetings on which groups can list all service positions, who has position and till when date.
    4. Create "tweakable" template where job descriptions are listed with basic task outlined for groups.
    5. Inform groups about job sharing, so people can support each other.
    6. Suggest member's car pool to intergroup. Become part of a team
    7. Intergroup and meetings to review/revise limits on length of time to give service
    8. Get copy of Group, Intergroup and Service Body Handbook to all groups.
    9. Intergroup members to share about the benefits of doing service

3) By end of **2012**, educate Fellowship about value of focusing on solution instead of problem

**a. Raise awareness of Steps and Traditions studies in meetings**

1. In our sharing include how working Steps and Traditions has helped our recovery, focus on solution not problem in sharing.
2. Meeting support information regarding suggested meeting formats on group, NSB, and region websites. Format to include step of the month and Tradition of the month.
3. Run Step and Traditions workshops. Each group and service bodies encouraged to hold one in 2012. Publicize all these workshops throughout the service body area.
4. Within 2012 write an article on meeting having Step and Tradition studies.
5. Talk to your sponsor about what tradition you are practicing this week in your life.
6. OAGB NSB to hold at least one weekend workshop on the 12 steps in 2012
7. Each intergroup to contact its meeting and offer to run a 10 minute workshop on the Steps and Traditions
8. By intergroup providing format, encouraging meeting to say "positive pitches please".

**b. Raise newcomers' awareness of how to become abstinent and stay in Fellowship**

1. Each meeting to have newcomer packets available.
2. Intergroup to stock newcomer packets.
3. Ask regions and international assemblies to share successful meeting formats. Ask reps to bring their meeting format for brainstorming purposes.
4. Have someone write an article on having someone at the end of meetings to talk to newcomers.

4) Educate Fellowship about strong meetings

**a. Raise awareness of benefits to individuals and the Fellowship regarding sponsorship**

1. Have sponsorship workshop with "Ask It Basket" or skit 2 or 3 times a year
2. Establish sponsorship committee at IG
3. Sponsors promote benefits of sponsorship to their sponsees
4. IGs recommend that groups review suggested mtg. format from WSO to see if they wish to add a definition of sponsorship
5. Pitch benefits of sponsorship during meeting shares to both sponsor and sponsee
6. Sponsorship "Ask It Basket" as a regular meeting format once a week or once a month
7. IG chair remind reps to be sure to announce upcoming events at home group in addition to newsletter/IG online loop
8. Include space for email on "We Care List"
9. Write articles or emails to IG loop with different focuses re sponsorship
10. Sponsorship committee at IG that maintains a sponsors list

**b. Educate members re: available support materials**

1. Suggest that members pitch excerpts from specific pieces of literature
2. Suggest IG Vice Chair duties to include a brief regular report to IG on perhaps one different support material a month either literature or from Documents section on oa.org "Ideas that work" "Ask It Basket" "PI"
3. Have pamphlets be free and hand them directly to a member/IG rep
4. Literature meetings
5. IG assistance to small meetings to have a good selection of literature available

**c. Educate re: goal to increase membership**

1. Phone members who have not come to meetings in a while

2. Outreach activities: to professionals (get wide participation by getting members to submit name & phone numbers of personal care providers/clergy for a list), PI activities: posters e.g. R7 cookie poster, bulletin board cards
3. Newcomer greeter service position at meetings
4. Get permission to leave flyers in doctor's offices and libraries
5. Have members who want phone calls put their phone # in the 7th tradition basket and
6. Those who pull number out agree to commit to call that person in the coming week.
7. Be abstinent example and mention OA to people we meet
8. Volunteer to give newcomer a ride to a meeting
9. IG starts a new meeting in a remote area and commits to sending leaders to that meeting for a specified period of time (e.g. 6 mos) to get them going.
10. Region Officers visit IGs who have not participated in assemblies to offer encouragement and support by giving a service/traditions/concepts workshop Information Day given by Region officers

## II. PUBLIC/PROFESSIONAL AWARENESS

*All members, groups and service bodies working at carrying the message so that the possibility of recovery is offered to the still-suffering compulsive eater.*

- 1) By end of **2012**, develop and implement outreach plans for each targeted professional organization.
  - a. **Work with staff, PAC/PO Committees, and PR firm to create and implement outreach plan**
    1. AU Intergroups form a PAC/PO Committee or get volunteers to complete specific PAC/PO activities.
    2. Identify local branches of 6 target organizations (or appropriate local organization) and contact them to do one campaign. At a minimum, get a letter from the PO manual and mail to local professionals.
    3. Report campaign activities and results back to the region.
- 2) In **2012**, continue to create name recognition for OA in professional community
  - a. **Encourage attendance at professional tradeshow**
    1. Each intergroup increase their attendance at professional trade shows by one in the next fiscal year.
    2. Report the numbers to RC
  - b. **Provide information in written form about OA to professional community**
    1. Generate list of local health professionals from the local OA membership in six months
    2. Create a letter to send to professional with an information packet within six months.
    3. Send letter and packets out within a year
    4. Evaluate impact and report to regions
  - c. **Provide guidelines/materials to local service bodies for distribution to local professionals**
    1. Send notifications about existing guidelines and materials to the intergroup chairs and/or delegate in 60 days.
    2. Track orders after mailing
- 3) By end of **2012**, evaluate Spanish and French OA Web sites for ease of use so OA can evaluate whether to move forward with other language OA Web site translations.
  - a. **Collect and evaluate feedback about Spanish and French OA Web site translations**
    1. WSO develops a letter, survey and have translated into French and Spanish. Post survey on WSO website.
    2. Local Service Bodies will post a link to the survey on OA website.
    3. Announce at meeting to encourage local members to go to website
    4. Send reminder notice shortly before end of deadline.
    5. WSO will tabulate survey results.
- 4) In **2012**, continue with public awareness activities
  - a. **Work with PI Committee and regions to inform what publicity materials are available.**
    1. Encourage Regions to establish a web page on their website to post and inform what publicity materials are available.
    2. Encourage Regions to establish and maintain a region email loop (region board, region reps and intergroup chairs) to inform what publicity materials are available.
    3. On region email loops, post links to PI/PO pages on OA.org and region websites

**b. Redistribute publicity materials to the media**

1. Encourage intergroup to fill PI/PO chair positions
2. Encourage intergroups to have a PO and PO manual
3. Encourage intergroup and regions to create a summary of local media contacts.

### III. COMMITTED SERVICE BODIES

*All service positions filled; active rotation of service; operates within the spirit of the 12 Traditions and 12 Concepts; involved in carrying the message locally, regionally, internationally.*

- 1) By end of **2012**, increase by 5% attendance of registered service bodies at Conference and Region Assemblies
  - a. **Review 2011 WSBC and Region Assembly evaluation results; develop action plan to address abstinence requirement barriers**
    1. Workshop on abstinence
    2. Have the intergroup develop a strategic plan to encourage abstinence
    3. Sponsorship workshop promoting sponsoring, service and abstinence
    4. Change intergroup format to include recovery.
  - b. **Review 2011 WSBC and Region Assembly evaluation results; develop action plan to address service requirement barriers**
    1. Educate
  - c. **Review 2011 WSBC and Region Assembly evaluation results; develop action plan to address financial barriers**
    1. Have 2 special events per year with proceeds earmarked for region rep and delegate funding. Goal to fund 1 region rep to assembly and 1 delegate to WSBC
    2. Create special del/rep funding category in budget each year with 10% of contributions earmark for this fund.
    3. Establish intergroup/region committee to work with other similar regions/intergroup committees to van or car pool to region assemblies. Report monthly
  - d. **Review 2011 WSBC and Region Assembly evaluation results; develop action plan to address apathy/negative perception barriers**
    1. Disseminate information: member to intergroup to region to WSBC
    2. Hype it up and share enthusiasm
    3. Write articles

Other suggestions:  
Intergroup has a voice  
Start at meeting level to share benefits  
Level of commitment
  - e. **Review 2011 WSBC and Region Assembly evaluation results; develop action plan to address date, length, and location of event barriers**
    1. Plan around seasonal barriers
    2. Establish calendar plan well in advance
    3. Be consistent in scheduling use same locations
    4. Agenda set in advance and publicize it.
    5. Start and end on time
    6. Avoid creating chaos.
    7. Fund comfortable attendance of delegates affects length of meeting
  - f. **Determine and evaluate personal barriers to attending WSBC and Region Assemblies**
- 2) In **2012**, focus on increasing attendance of registered service bodies at WSBC and Region Assemblies

1. Education at all levels
2. Funding volunteers and visitors
3. Earmarked funding
4. Get unaffiliated intergroups to affiliate and intergroups not in attendance to attend
5. Phone intergroups not in attendance and talk enthusiastically about WSBC
6. Educate groups and intergroups about what goes on at WSBC by inviting a delegate to your meetings
7. Educate about delegate fund
8. Fund a volunteer to WSBC, by retreats, seventh tradition and marathons.
9. Invite member to intergroup, region then WSBC

#### IV. FINANCIAL HEALTH

*Sufficient contributions to enable OA to grow: sufficient contributions to do outreach to the public and professionals; all levels of service structure are fully self-supported; and sufficient contributions to decrease the reliance on literature sales for income.*

- 1) By end of **2012**, number of SBs and groups contributing at WS level will increase by 10% over 2011
  - a. **Regions will encourage unaffiliated groups to affiliate**
    1. Send intergroup members to visit unaffiliated groups
    2. Invite unaffiliated groups to intergroup
    3. Offer to personally speak at unaffiliated groups meetings as a member
  - b. **Educate Fellowship of the importance of identifying contributions by group/service body number**
    1. Each group identifies group number in meeting format
    2. Treasurer instructions include group number
    3. Treasurer or intergroup to educate groups about/importance of group id number
  - c. **SBs will conduct annual workshops on financial service structure**
    1. Create a financial template for training at a financial work shop
    2. Invite Trustee/Region Trustee to perform financial workshop at Intergroup or Region Assembly.
    3. Slot on financial service at convention
  - d. **Have SBs/groups clarify with each other whether contributions to SBs are to be shared with other levels of OA service**
    1. Treasurer educated on contribution process of service bodies
    2. Create a letter/form to be used by treasurer each time a contribution is made.
    3. Treasure job description to be maintained in the treasures book
- 2) By end of **2012**, number of LL subs will increase 10% above 2011 level
  - a. **Increase number of Lifeline Reps by 10%**
    1. Delegates visit groups and explain what Lifeline is; take copies to distribute.
    2. Explain what a Life line rep is/does.
    3. Let member know the benefits of being a Lifeline rep.
  - b. **Solicit ways from Fellowship on how to increase subscriptions to Lifeline**
    1. Encourage individual subscriptions (gifts for sponsors and sponsee)
    2. Give subscription to libraries, doctor offices, high schools, etc.
    3. Lifeline formatted meetings
    4. Ask groups to have 1 meeting where lifeline is highlighted.
    5. Educate groups that newcomer packet contain trail subscription for 2 months.
- 3) In **2012**, integrate virtual services into OA financial structure to encourage contributions and service
  - a. **Establish method of financial self-support for virtual groups and SBs**
    1. Enlist Web/Tech Committee and VS Trustee to identify virtual treasury process that works and communicate across virtual groups.
    2. Educate virtual groups and service bodies regarding 7<sup>th</sup> Tradition.  
Initial sign up notice for virtual group registration  
Create or modify suggested virtual group formats

Develop electronic letters and fliers to be email to contact person upon registration

3. Create Virtual Bank Accounts at WSO with designated percentage to Fellowship and Virtual Region Delegate fund.
4. Charge "virtual rent" to be listed on oa.org.

4) By the end of **2011** increase in contributions will represent 26% of total revenue.

**a. Define ways to increase contributions.**

1. Pens with slogans (region assemblies, conventions, IG committee)
2. Educate that \$1 is not enough
3. Newsletter articles re: reasons to give back (IG and region editors)
4. Speakers share on financial contributions (add to suggested meeting format)
5. Identify why we need contributions. What does SB provide?
6. STC Workshops. Include financial health of OA. Suggested donation is number of abstinent years.
7. IG chairs attend outlying meeting and speak on 7<sup>th</sup> Tradition
8. Reinforce that 7<sup>th</sup> Tradition is important part of recovery
9. Speaker step workshop fundraiser
10. One day recovery convention at intergroup level
11. Garage sales, products & time donated, proceeds to intergroup
12. Donate \$3 to a meeting and \$5 to a home group
13. Put 7<sup>th</sup> tradition pamphlet in every literature order
14. Annual gratitude dinner, contribute so much per year of abstinence

**b. Explore ways to contain costs**

**c. Increase contributions to Delegate Support Fund by 10% over 2009**