

# *Public outreach on a Shoestring*

Reaching, out to the public need not be expensive. There are many ways to carry the message, and groups, districts, information services, and areas can find a plan that fits their budget, no matter how large or small it may be! The best investment you can make (just \$3.00) is to buy *'The Best of Public Outreach'* (P90) It is absolutely loaded with outreach ideas, and a step-by-step approach for getting organized. Here are some "shoestring" ideas:

## ***Shoestring Suggestions for Outreach to the General Public***

Think FREE. Think of all the places that information about Al-Anon could be placed at no charge. Here are a few to get you started:

- Newspaper community calendar
- Meeting place bulletin boards or newsletters
- Telephone book
- Local community hotlines
- Public bulletin boards (grocery stores, laundromats, community centers, libraries)
- Public rest rooms
- Local community web sites
- Radio public service announcements

## ***Shoestring Suggestions for Outreach to Professionals***

- Start an "Each one reach one" campaign, asking members to take a meeting list to their doctor/minister/hairstylist/counselor.
- Pick a category of professionals and do a mailing using the Open Letter series (to keep costs down, get organized geographically and deliver them!)
- Make sure that all hospitals, treatment centers, and shelters have basic information and meeting lists.
- Offer to take "meetings on wheels" to institutions and professional groups.

### **Must haves:**

- *Al-Anon/Alateen Service Manual* -- All the answers about Al-Anon policies are "in the book." It's a valuable tool for all areas of service. (P-24/27, \$4.00; every group receives a complimentary copy).
- *The Best of Public Outreach*- EVERYTHING you need to know about Public Outreach is here. This booklet has hundreds of outreach ideas, with suggestions on how to bring- your volunteers together to get started. (P-90, \$3.00)
- Al-Anon guidelines are available for all areas of Public Outreach. These are full of lots of shared experience from Al-Anon treasured servants. A single copy is free.
  - Institutions Service (G-9)
  - Public Information Service (G-10)
  - Service in Correctional Facilities (G-14)
  - Area Institutions Coordinators (G-26)
  - Cooperating with the Professional Community (CPC) Service (G-29)
  - Area CP C Coordinators (G-33)

### **Free materials:**

- Fact Sheet for Professionals (S-37US, S-37cCanada)
- Al-Anon Speaks Out-biannual newsletter for professionals (S-18US, S-18cCanada)
- Open Letter Series

### **Inexpensive tools:**

- Are You Troubled by Someone's Drinking? (Al-Anon 20 questions, S-17, \$.02 each)
- Is Someone's Drinking Getting to You? (Alateen 20 questions, S-20, \$.02 each)
- Posters (several designs available, 7 or more, \$.70 each)
- Alateen Check It Out! Posters (M-56, 3 or more, \$.33 each)
- Are You Concerned About Someone's Drinking? (fits in table display M-73, leaflet M-1, \$.02 each)
- Al-Anon/Alateen Is & Is Not Bookmark (M-44, \$.05 each)
- Contact Information Card (M-46, \$. 1 0 each)
- *The Forum* magazine (multiple copies of past issues usually available for cost of postage)
- (NEW!!) Professional packet (K-30/K-30c, \$1,00)