

VIRGINIA AREA FALL ASSEMBLY

LONG RANGE PLANNING COMMITTEE REPORT

October 20, 2018

1. Group Donations: We have discussed ways to respectfully ask for increased individual donations to Al-Anon groups. Donations from groups to the Area have increased year-over-year from 2015 until now, but it appears that the Area has been slow adjusting to its good fortune.
2. We also discussed consideration of starting a Facebook page and/or Twitter account with short monthly posts carrying the message of Al-Anon, in addition to making our Area website more attractive to young people. (See paragraph 4, below.)
3. At our last meeting, we discussed ways to attract a more diverse membership in Al-Anon. We believe that this issue is part of our public outreach mission.
4. Web Content Committee: one idea that the LRPC wants to press forward with is to establish a temporary committee to develop ideas for content on our website. We currently have a Web Coordinator who is doing an exceptional job making our website an attractive, robust and professional presence on the internet, but she needs specific recommendations and designs from a content committee, approved by the elected officers, so that specific task orders can be presented to our maintenance and design contractor. We will present a draft committee charter to the VAWSC and later to the Assembly as part of a motion to establish a Web Content Committee, but meanwhile we would like for those members of the Assembly who have the talent and skills to volunteer to form such a committee.
5. Some ideas discussed at past LRPC meetings that have been implemented:
 - Registering with the IRS as a Nonprofit Organization.
 - Improving our Area Website: downloadable guidelines and other important Al-Anon information, lists of available meetings in Virginia, link to PayPal for donations.
 - Transition from paper based Assemblies to electronic distribution & download of reports, online registration.
 - Use of email for semiannual appeal letters.
 - Use of WEBEX and/or CISCO Spark for virtual Officers' meetings to save travel time and paper copy expenses.

Respectfully Submitted:

Bruce L. Burrows
Chair, LRPC