

# Virginia Public Outreach

(Updated 2025)

## **Outreach Mission:**

### **Important General Notes from your State Coordinator**

1. Public Outreach (PO) is one of the coolest things we will ever do in Al-Anon as it gives us the opportunity to give back the wonderful gift we have received, to someone else in need.
2. Always remember, Al-Anon encourages us to use Attraction rather than Promotion and Cooperation rather than Affiliation. Service Manual
3. When it comes to Radio, Films, TV and Internet it is best to support WSO in these efforts and no member should ever talk on behalf of Al-Anon as a whole. Service Manual/ WSO PO Website Page
4. Submit Flyers for Outreach Events and dates for the State Calendar 3 to 4 weeks ahead or more of the event.
5. Please include/ invite Virginia Outreach Coordinator on District Public Outreach Events particular if the event has Agencies that are Statewide.
6. Keep in mind that this a Team effort, please do not do everything yourself. The Groups play a major role in reaching out. Plenty of opportunity for all.

## How do I get Started?

1. Stay connected to District, Service Center and State Coordinator for upcoming events and Projects. Note Themed Awareness Months so you can tailor Projects to that months Theme.
2. Take advantage of your District and Group Meetings to make plans as a Team.
3. Take advantage of Workshops, State Coordinator visits and Al-Anon AFG Connects for training and sharing of ideas.
4. Ensure District and Groups have some Outreach Literature available to share with the Newcomers and Community as needed.
5. Utilize District and Group meetings for a 2 minute sharing on one piece of Outreach Literature and how it could be used.
6. Consider having a good positive attitude, making yourself available to assist in any way to move ideas to action and encourage everyone to do a little part to help those in need.
7. Make a list of members and Groups are willing to support District, Service Center and State projects and Events.
8. Have fun in each activity with the Members who are helping and making a difference.

# Ideas for Outreach Events/ Projects/ Group participation

## Groups

1. Participate in Sharings for Al-Anon Literature that include Outreach (Books, Forum, Al-Anon Faces Alcoholism) and send it in to WSO.
2. With Permission, deliver Outreach literature and schedules including the Forum at AA Meetings, Libraries, Doctor Offices, Hospitals, Counselors Offices, Psychiatrist Offices, Waiting Rooms, Courts, Chief of Police, Fire Chief, Sheriff offices, School Counselors and Principals, Laundrmat, Starbucks free Board, Pastors, Community Centers
3. Groups can make a Newcomers plan for their meeting, from greeting, paragraph read, inviting them to a Newcomers Meeting , follow-up, Literature etc. so they are prepared and welcoming.
4. Consider Teaming up with other Group members in the same area to leave Outreach Materials.
5. Encourage Speakers Meetings with other Groups to help everyone Grow
6. Volunteer to Share at a Treatment Center
7. Consider a Forum Magazine Subscription for Newcomers, Members and Outreach Projects
8. Inreach
  - a. Groups/ Districts can develop a Plan for ensuring each Member gets information about Group events, District Events, State Al-Anon Family Group Events including reminders
  - b. Work to ensure all Members are included, valued and appreciated for their Service contributions.
  - c. Consider a plan to have time before and/or after for folks to socialize, ask questions, have a friend to talk to, etc.
  - d. Ensure folks with differences feel included, have a voice and feel apart of the family.
  - e. Comfort and help Members who are affected by Alcoholism.
  - f. Reach out and follow-up with Members who share hopelessness and life tragedy.
  - g. Invite out to Lunch, Coffee, District Meeting, Assembly, etc. (ride together if possible).

# Ideas for Outreach Events/ Projects/ Group participation (Continued)

## District

1. Utilize Forum Magazine and Al-Anon Faces Alcoholism
2. Utilize Public Outreach Posters including events, attach Contact information or Website.
3. Consider using Generic Business cards and Barcodes
4. Consider doing a small Sharing all about our Al-Anon History with Outreach Theme at the beginning of a Breakfast, Lunch, Dinner, Speaker Meeting, Picnic or Workshop.
5. Each District Meeting educate GRs on the opportunity each Group has in Outreach with simple examples.
6. Consider having a Checklist at District meetings to ensure all areas of the District are getting covered.
7. Make available Racks for Outreach Material where room allows in Offices.
8. Inreach
  1. Groups/ Districts can develop a Plan for ensuring each Member gets information about Group events, District Events, State Al-Anon Family Group Events including reminders
  2. Work to ensure all Members are included, valued and appreciated for their Service contributions.
  3. Consider a plan to have time before and/or after for folks to socialize, ask questions, have a friend to talk to, etc.
  4. Ensure folks with differences feel included, have a voice and feel apart of the family.
  5. Comfort and help Members who are affected by Alcoholism.
  6. Reach out and follow-up with Members who share hopelessness and life tragedy.
  7. Invite out to Lunch, Coffee, District Meeting, Assembly, etc. (ride together if possible).
9. Start Newcomers Meeting Face to Face & Online as an Outreach Project.
10. Look at types of meetings in your District, do they reach out to all types of folks who may be affected (i.e., Children of Alcoholics, Alateen, Parents, Men, Spanish, Spouses, Significant others, etc.).
11. Consider working with WSO to put PO spots on Radio.

## Ideas for Outreach Events/ Projects/ Group participation (Continued)

### District (Continued)

12. Consider Movie Theatres

13. Local Buses

14. Al-Anon Private Facebook sites

15. Presenting information at Community Events, Health Fairs and Professional institutions

16. Consider Coordinating the Groups Adopting places of their choosing for follow-up and resupply of Literature.

17. Consider Mailing out Professional Letters to all Professionals in the District Area

18. Set up Panel Discussions

19. All Members in the District consider an Attitude of growth in reaching out. Commit some time where possible in 2 hour chunks with other Members

## Virginia Area (Cooperation with Va Area Outreach Coordinator)

1. Coordinate request around the State
2. Coordinate WSO Request
3. Rest Areas
4. Billboard Signs
5. Workshops
6. Town Halls
7. Outreach Meetings with District Coordinators
8. Internet
9. Trains
10. Cooperate and Support State AA Projects and Events
11. Cooperate and Support State Institution Projects and Events
12. Support Awareness Month Activities
13. Support Districts
14. Educate Al-Anon's Tools, Strategies and Principles in Outreach

## References:

1. Most current Service Manual
2. Al-Anon Stats
3. Al-Anon. Org
  - a. Public Outreach page
4. AFG Connects
5. Al-Anon History
  - a. Article: "Damn Your Old Meetings" – Al-Anon.org
  - b. AA & Al-Anon Timeline
  - c. Founders Lives and Service
  - d. Around the World
6. Al-Anon Outreach Literature
7. Al-Anon Outreach sections of US Al-Anon Area Websites including Canada & Puerto Rico