

NORTH FLORIDA AREA 9
PROPOSED PUBLIC OUTREACH PROJECT FOR 2015
COVER NORTH FLORIDA IN AL-ANON

The Public Outreach Work Group/Task Force and the Public Outreach Thought Force (May 2015) propose the following:

That the North Florida Area purchase thirteen table covers and thirteen retractable banners and distribute one of each to the thirteen Districts in Area 9.

The total cost will be approximately \$3,347.36 (\$257.49 per District). This is a savings of \$417.05 over the total cost if each District were to order its own table covers and banners.

Findings/Reasoning/Goal:

- To establish a unified and consistent look for Al-Anon in North Florida in order to promote recognizability and advance our Al-Anon identity. The hope would be that a professional who attends conferences in multiple Districts will come to recognize the blue and yellow display as Al-Anon.
- We will look more professional in a professional setting. The table cover and banner are easier to transport and display than many of the displays we currently use. They are also smaller and require less storage space in most cases.
- To encourage pride, willingness, and enthusiasm in our volunteer pool. The more volunteers who are willing to participate, the more opportunities our Districts can take advantage of.
- WSO's most recent survey shows that the majority of newcomers are referred by professionals. Therefore, it is prudent and a sound investment to make our outreach to professionals more attractive.
- We get a price break when ordering the table covers in bulk. NOTE: They fit either a 6 or 8 foot table. There is Velcro to take up the slack on the smaller table.
- Some Districts were already trying to find ways to fund the purchase of a table cover and banner. With the Area taking on this expense, the majority of Districts will then have more funds available for additional Public Outreach Projects.
- We get a price break when ordering the banners in bulk as we only have to pay one processing fee. Each retractable banner can be customized with District-specific contact information. NOTE: Should a District's information change or their banner be damaged - the cost to replace just the poster part is \$52.
- A couple of Districts already have table covers and/or banners which could be used as back-ups or spares.

Please see photos attached.



Al-Anon Family Groups

Mutual support groups for friends and families of problem drinkers

A resource for your clients and patients



888-4AL-ANON
www.al-anon.org

A formal referral is not necessary.

For meeting information,
call us or visit our Web sites.



Your district's phone #
Your district's website

Al-Anon and Alateen group meetings are:

- Peer-to-peer discussions
- Facilitated by members
- Compatible with professional care
- Free of charge
- Available in most communities and online


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904-255-0600
www.aafg.org

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HOPE & HELP
for Families and Friends of Alcoholics

 **AL-ANON FAMILY GROUPS & ALATEEN**