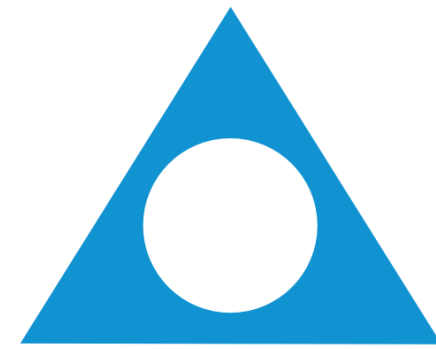


Outreach Workshop

Spring 2025



Al-Anon Family Groups
of Massachusetts

alanonma.org

Who's Responsible for Outreach in Al-Anon?

- Group Representatives are links to members and initiate public outreach. We encourage each district and each group to have an outreach position.



Public Outreach informs the general public about who we are, what we do, and how to get in touch with Al-Anon and Alateen.

The Purpose of Public Outreach is Step Twelve

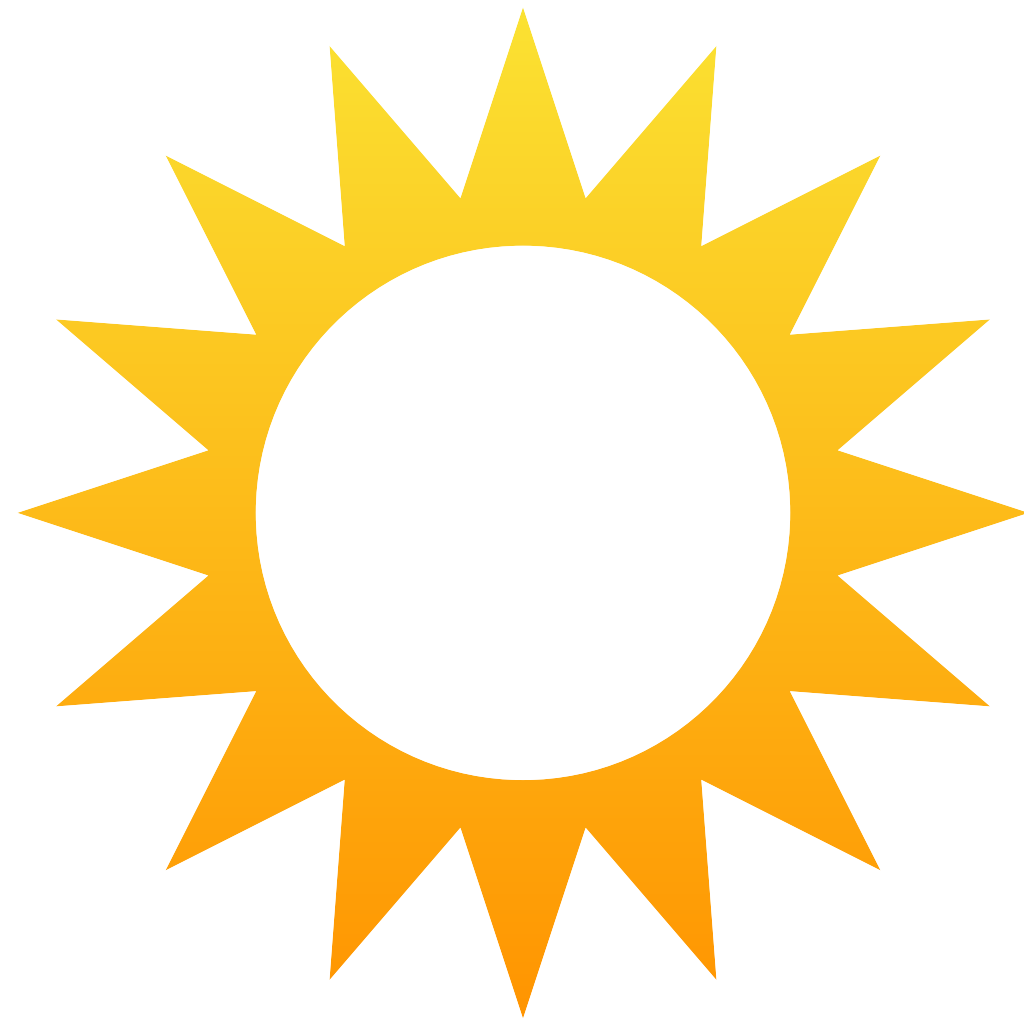
“Having had a spiritual awakening as the result of these steps, we tried to carry this message to others, and to practice these principles in all our affairs.”

The Guide for Public Outreach is Tradition Eleven

“Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, films, and TV. We need to guard with special care the anonymity of all A.A. members.”

Attraction

Al-Anon members attract others by sharing why we came to Al-Anon or Alateen, what our lives were like before, and what our lives are like today. When we describe what works for us, others can envision how it might work for them.



Promotion

Al-Anon members promote when they go beyond sharing information and modeling their own healthy behavior and start telling people what they should do. They adopt a selling mode that may lead the audience to resist the message.

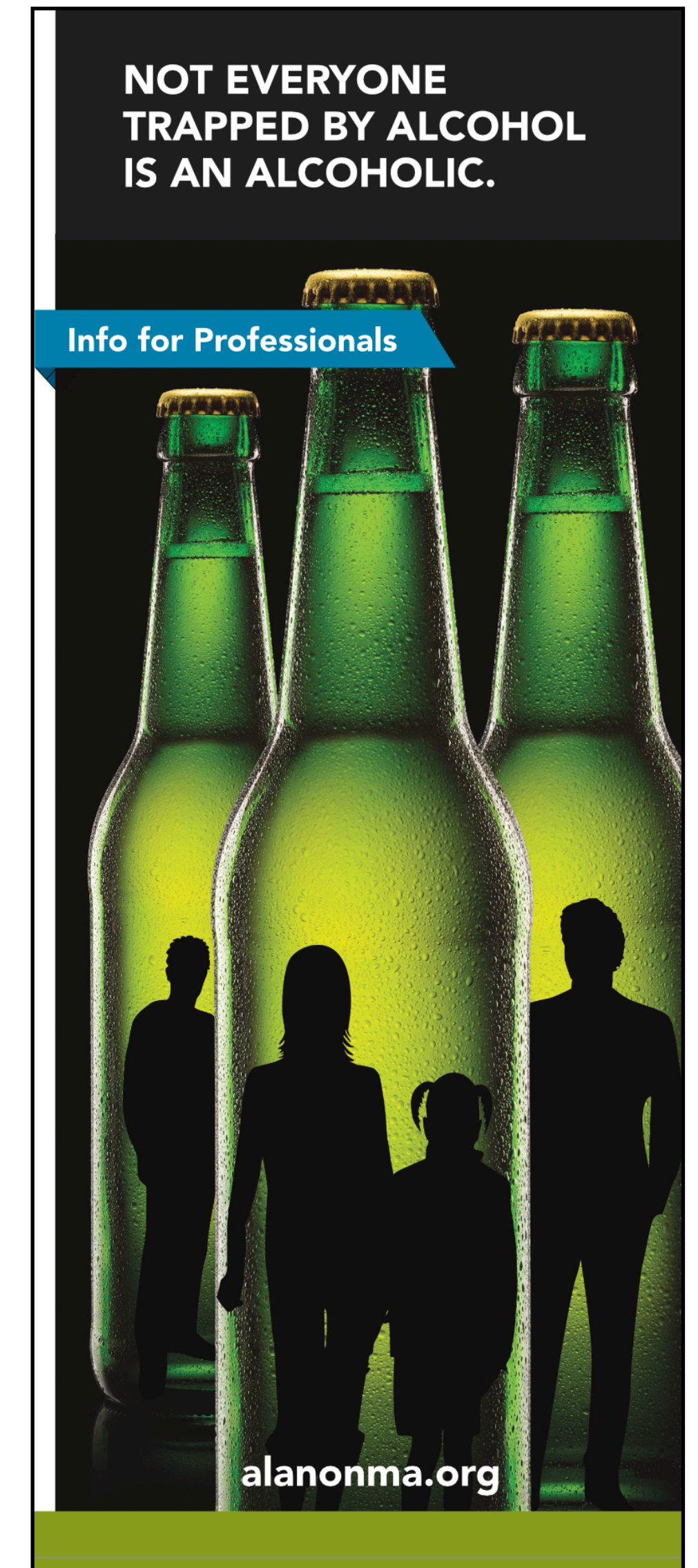


Where to Reach Out

Professionals

Counselors, therapists, clergy, mental-health professionals, employee assistance personnel, medical and judicial professionals, and others who work with the public are in a position to identify and refer clients and their families to Al-Anon and Alateen.

<https://alanonma.org/en/outreach-to-professionals/>



Where to Reach Out

The Media

Al-Anon's message of hope and recovery can reach thousands of people with each news item, story, public service announcement, or internet posting.



- <https://al-anon.org/media-kit/public-service-announcements/>.
- https://www.youtube.com/playlist?list=PLE6_I09D0818BAyeFyNGu4sn5Pzkh3SfW
- <https://alanonma.org/en/for-the-media/>

Where to Reach Out

Events

- Borrow our popup display and table runner to use at a health fair or other event. You do not have to say you're a member, you are simply a volunteer.

Tip: bring candy and bookmarks for giveaways



Additional Resources

Public Outreach Toolkit —

<https://al-anon.org/for-members/public-outreach/public-outreach-toolkit/>

Al-Anon MA Outreach — <https://alanonma.org/en/outreach-resources/>

Other references: Service Manual, page 119–127

<https://alanonma.org/en/service-manual-guidelines/>

Guidelines — G10 (G-9 outreach to institutions, G-29 outreach to professionals)

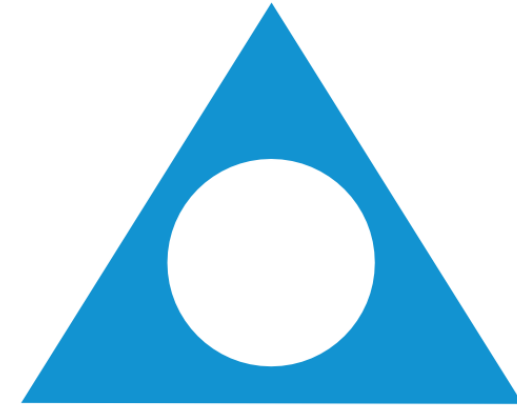
<https://alanonma.org/en/al-anon-alateen-guidelines/>

Small Group Brainstorm

Create an outreach project

- Who is your audience?
- What resources will you use?
- What is your timeframe and how will it be funded?
- How will you approach your group about doing public outreach?





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