

REMEMBER TO FORGET

ANY PIECE OF AL-ANON LITERATURE - ANYWHERE

MARCH 4th (Lois W. Birthday)

ION:

roll of ribbon and pair of scissors to your group the week before

piece of ribbon to everyone present and let them tie it themselves as a reminder.

t everyone to "forget" to leave one piece of Al-Anon literature where others might find it.

ESTION if you have enough time, get the group to brainstorm where to leave it: Counselors, Schools, Beauty Salons, Hospital, Law Offices, Gyms, Police, Minister, Priest, Rabbi, Physician, Bathrooms, Libraries.

Phone Directories
List local answering
service and WSO
toll-free number
1-888-4AL-ANON

Take an S-15 Catalog
and suggest that books
be bought and placed
in school library

High School
School Nurse
Make personal
contact and
take Alateen
posters and
inexpensive
Alateen pam-
phlets

5
AFG
Nail Salons
Posters and
The Forum
(replace poster
once a year)

Law Offices
Send Open
Letter to A
Lawyer —
(OL3)

Adapt *Open Letter to Doctors*—
(OD2)
Therapists
Professional Packet—(K-30)

College Ci
Start a m
campus

7
AFG

Middle
Take le
childre
next pr
confere

Who is in the game?
Group Representatives from
each of the groups in the dis-
trict

- If your group does not have a GR, hold an election, volunteer to serve, nominate your sponsor, or nominate a sponsor.
- If your group has a GR, thank them, support them, and go with them to the district meeting.
- If you do not know your DR contact your Area Delegate.
- District Representative (DR)
- If you do not know your Delegate contact the WSO Group Records.

4
AFG

Higher Powered

1
AFG

Principal
Meet with school prin-
cipal to remind them
that Alateen exists by
taking new meeting
lists and Catalog (S-15),
*Open Letter to My
Teacher* (O1-5)
Establish an Alateen
'meeting on wheels'

Minister, Priest, and
Rabbi's secretary
Establish a personal
contact with each sec-
retary to have
Al-Anon and Alateen
meetings announced
in the weekly bulletins

Freedom Highway

8
AFG

Beauty Salon
Table tent display
(M-73)

Laundromat
Take old *Forum*
magazines

Bail Bondsman
Take Table display
(M-73)

Police Station/Jail
Send *Open Letter to
The Police*—(OP4)

Business Street

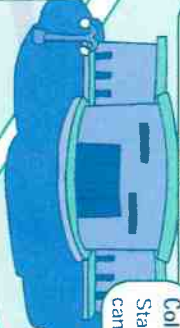
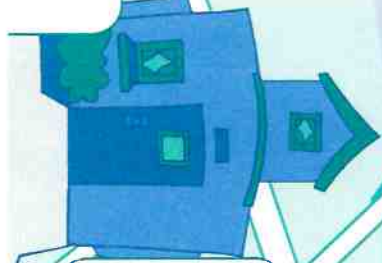
Hospital Lane
Fellowship Avenue

2
AFG

Inventory Highway

TV
Obtain WSO PSA distribu-
tion lists from your Area
Public Outreach Coordin
Make sure every TV and
Cable station has a copy
Radio
Contact Mr. Radio Man v
public service announce-
ments (PSA)
Introduce Al-Anon to yo
local radio talk shows ar
offer to find members to
interview—include local
fact information
Newspaper
Announce your group n

- Group Legend**
- 1 Home Sweet Home AFG
 - 2 Happy Days AFG
 - 3 Willing to Change AFG



**Al-Anon District 3
Pamphlet Box Locations
11-Apr-14**

p	Phone Number	Pamphlet Box Locations	Location Contact Information	Re-s
ig		New Covenant Ministries 2360 St. John's Bluff Road	Reception Desk	
	962-3170	Michelle Volland, Therapist		
	465-0162	Yulee Food Network Kitchen		
	465-0162	Hilliard High School		
	465-0162	Sutton Place		
	465-0162	Nassau Community Services		
	465-0162	Yulee High School		
	465-0162	Shands Hospital- Human Resources		
	472-5154	Dr. Tanner Jacksonville Beach, Fl		
	472-5154	Baptist Family Care		
	472-5154	Dr. Fong		
t		Dr. Carriere - physician's office, Fort Caroline Road		
		Women's Center Jacksonville - Concord Rd. (Arlington)		
		Judith S. Allison, LMHC		

**Al-Anon District 3
Pamphlet Box Locations
11-Apr-14**

p	Phone Number	Pamphlet Box Locations	Location Contact Information	Re-s
	264-3504	Orange Park Medical Center ER Waiting Room	Spoke to Reception Desk, Possibly Marketing Contact; await response to message left for Marketing; 904-639- 8654	
		Gretchen Deters-Smith, LMFT 346 Magnolia St. Atlantic Beach, Fl 32233	Await response to message; 904-247-1117	
		Southlake Family Practice Dr. M. Kaluza	Still Closed for Holidays?; await response to message; 904-827-0788	
	300-3123	3 Not Distributed, Working on Location of other 2		
ay t		Debra A. Troupe LMHC Counseling 7855 Argyle Forest Blvd. Suite 907 Jacksonville, Fl 32244		
		Memorial Emergency 42 Doctor's Village Drive St. Johns, Fl 32259	230-5000	
		Lopez Internal Medicine 4291 Roosevelt Boulevard Jacksonville, Fl 32210 (2 boxes, Engl and Span)	598-1888	

Anon Cooperation with Lakeview Health and Stepping Stones Recovery
1900 Corporate Square Blvd, Jacksonville, FL 32216

Stones is a Center for Drug and Alcohol Recovery that includes a three
TREATMENT. Families come from all over the United States to particip
class of six to sixteen people every week. The location is behind the co
Blvd and Southside Blvd.

Stones has made time for AI-Anon to carry the message of hope to the
s. Gail A and Carolyn H have been sharing their Experience, Strength, a
Wednesday at 3:15 – 3:45 pm. We are encouraged with the questions the
all classes have had a least one family that has attended AI-Anon.

Stones has invited us to start a weekly AI-Anon meeting at 4 pm every
hour. This strange hour is the best for the family members' schedule ar
ticipation on Wednesdays to 5 pm.

Carolyn would like to propose a trial AI-Anon Institutions Meeting that
help from your groups. We would like to ask if 12 groups would take on
meetings. This way one group would not get stuck doing it forever.

sibilities for each group are to bring several members with a topic you of
ers. The leader would briefly share how they found AI-Anon and introdu
for that day. It is important to run the meeting with AI-Anon principles a
family will identify with us and be prepared for a registered meeting.

es it do for your group? 1. Practice the 12th step together. 2. The meetin
meeting are the BEST! 3. Growth in AI-Anon is stepping out of your co
one was there for us. 5. A great tool to learn AI-Anon principles; Letting
Rotation of Leadership; Never have to be alone; and many more.

stitutions meeting, the basket is not passed. Lakeview is buying the "Gr
or each family. The future will tell if this group will become a registered r

ld like to start as soon as we get several committed groups. Since we d
business meeting until July, if we get some volunteers today and the OI
can start in May 2014 and add groups as they volunteer.

Gail A. home phone 904-273-0147 or email gpald@comcast.net to pa
stions today, see Carolyn H after the District meeting.

3	TV Commercial	WAWs Fox30	\$107.14	1	play	\$107.14	13,757
4	TV Commercial	CBS/MetV	\$163.16	1	play	\$163.16	35,263
5	Newspaper 1/8Page	Void	\$371.00	1	ad/month	\$371.00	80,663
6	Newspaper 1/10 Page	FU	\$189.00	1	ad/month	\$189.00	30,000
7	Newspaper 1/32 Page	Folio Weekly	\$90.00	1	ad/week	\$90.00	111,000
8	Taxi Topper Ad - Monthly	Mobile Media	\$307.30	1	ad/month	\$307.30	149,100
9	Bench Ad	Metro Bench				waiting	
10	Bus Shelter Ad Q4 (69"x48" 4 Week Mir	Direct Media USA	\$375.00	1	sign/month	\$375.00	67,437
11	Bus Exterior Qt 5 (17"x50" 4 Week Mir	Direct Media USA	\$300.00	1	sign/month	\$300.00	62,213
12	Bus Interior Qt50 (11"x 42" 8 Weeks)	Direct Media USA	\$30.00	50	sign/month	\$1,500.00	321,000
13	Targeted Ads (Pay per Click & Ongoing)	Facebook	\$0.30	1	click to site	\$0.30	100
14	Online Ad - 1 month	First Coast News	\$1,800.00	1	ad/month	\$1,800.00	200,000
15	Online Commercial - 1 month	First Coast News	\$4,000.00	1	month	\$4,000.00	100,000
16	Online iPhone App Commenc. - 1 month	First Coast News	\$2,400.00	1	month	\$2,400.00	200,000
17	Online Ad	Jacksonville.com				waiting	
18	Site Banner (Pay per 15K Impressions)	Void	\$105.00	1	15K Impr	\$105.00	15,000
19	Direct Mailing	Vista Print	\$0.50	1	piece	\$0.50	1
20	Direct Mailing - 6 zones	VailPark	\$0.02	1	piece	\$0.02	1
	Online Ad - 1 month	Military.com					

HEALTH FAIR

Banner	\$50.00	2		\$100.00
4' Custom Table Cloth	\$155.00	1		\$155.00
				\$255.00

BOOKS

CTC/ODAT (Large)	\$28.00	1		\$28.00
How Alanon Works	\$6.00	1		\$6.00
Paths to Recovery	\$19.00	1		\$19.00

PAMPHLETS/STAND

Pamphlets (P-19)	10	\$0.30		\$3.00
Pamphlet Holders	1	\$2.55		\$2.55
Business Cards	1000	\$0.06		\$60.00
	Per/Bundle			\$6.15
HOTEL/DRS/HOSPITALS			50	\$307.50

FLYERS

Posters	100	\$0.80		\$80.00
	Per/Unit			\$0.80
STORES/CENTERS			100	\$80.00

MAGAZINES

Alanon Faces Alcoholism	100	\$0.35		\$35.00
Forum Subscription (QTY 12)	10	\$11.00		\$110.00
				\$145.00

BUMPER STICKERS

	20	\$3.00		\$60.00
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FLYER POSTING PAMPHLET DISTR BOOK DON/MAG DIST/SUB

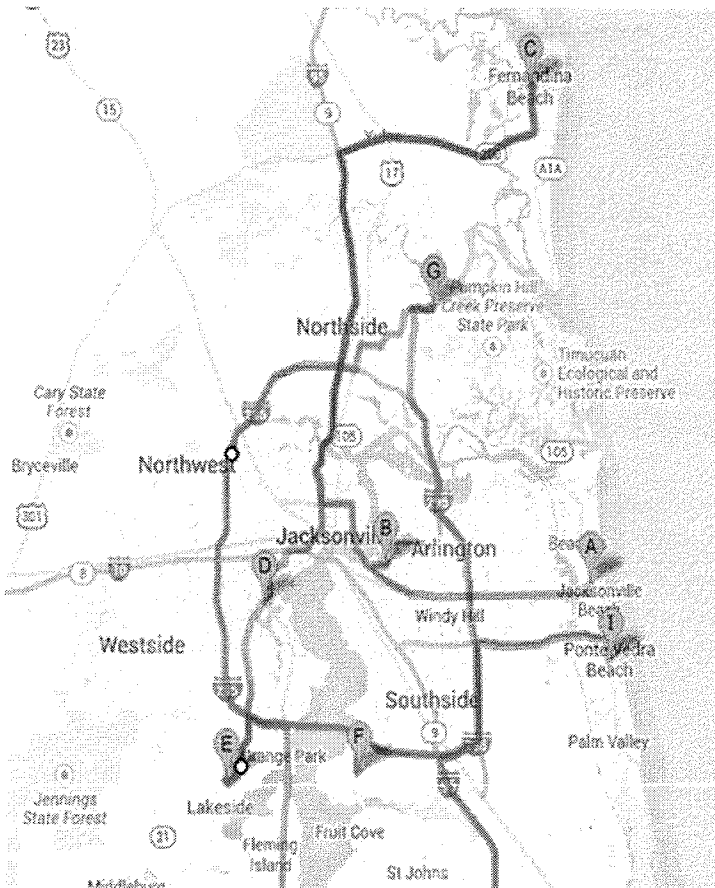
Court Houses	Hotel/Tourist Info	Women's Sh	Doctor's Offices	
Highway Rest Areas	Doctor's Offices	Homeless Sh	Shelters	
Community Centers	VA Hospitals	Hospital Libr	Libraries	
Grocery Stores		College Libraries		
Libraries		Probation Offices		
Laundromats		Social Services		
Parks		Church Libraries		
City Hall		Correctional Facilities		

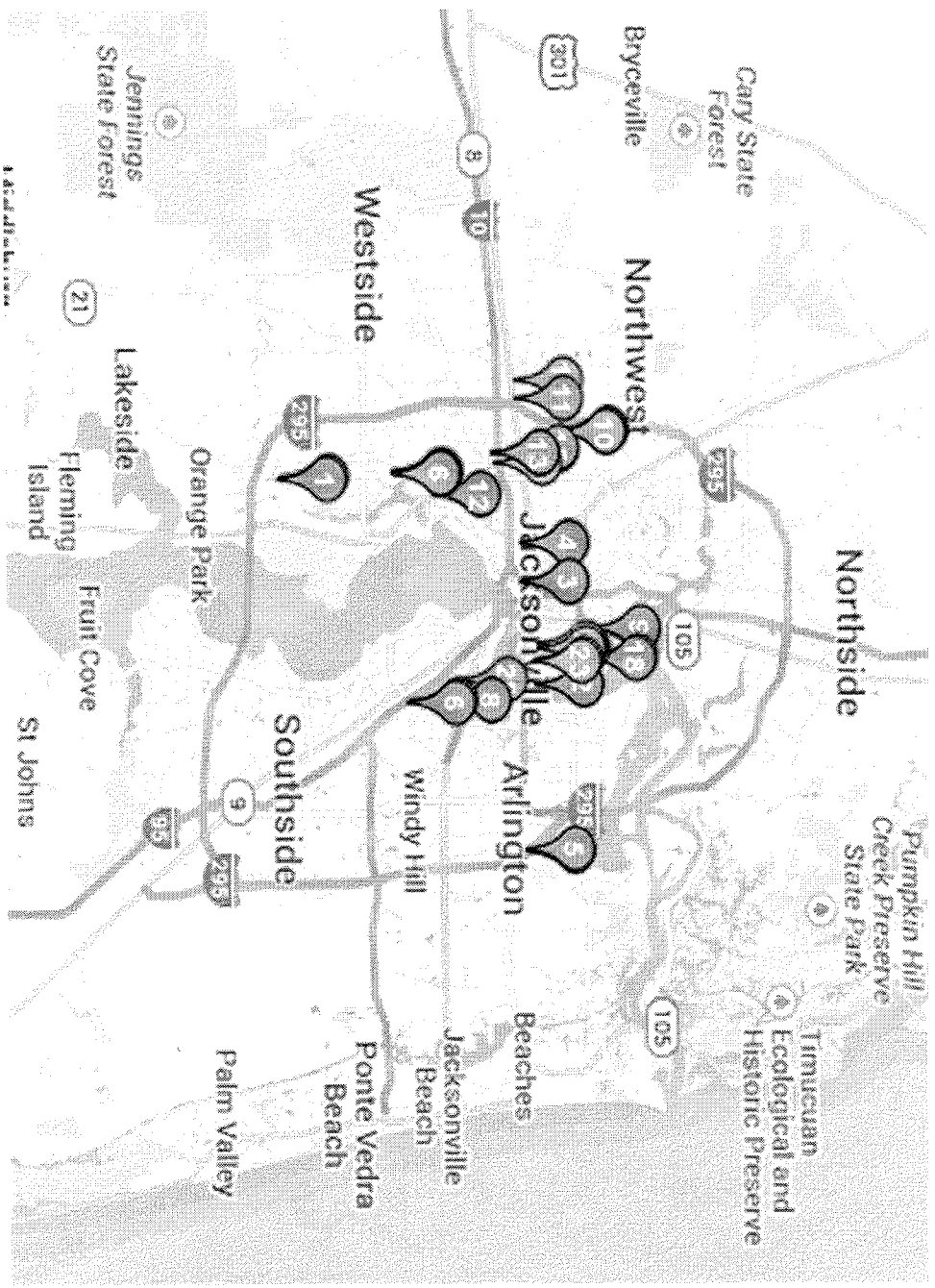
IDEAS...

Reasonably Advertised to the following

Important to make sure our means of advertising is reaching to current meetings areas where they see our advertising and lives far from a meeting they may not go.

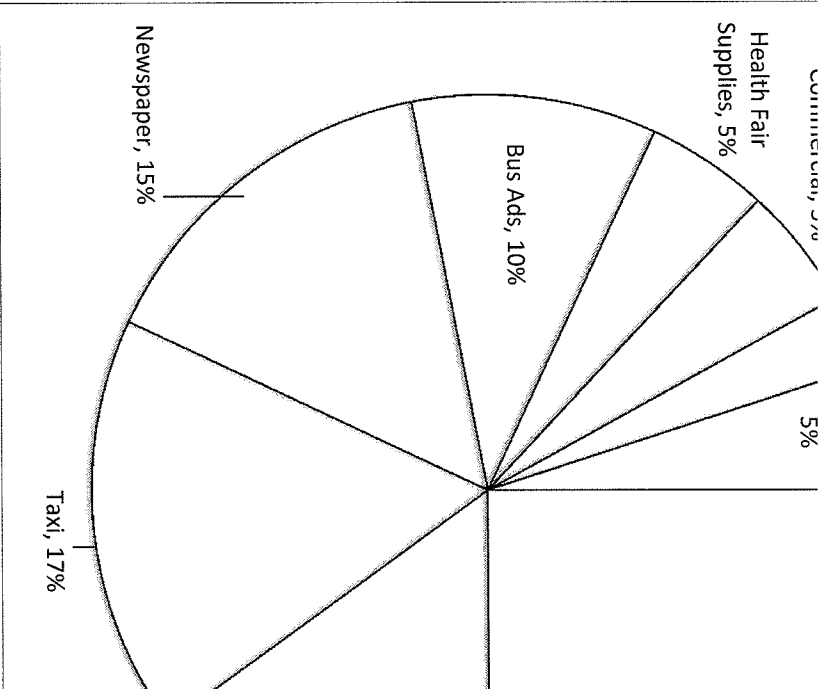
	# of Meetings	Billboard	TV	Radio	News	Taxi	Bus	Direct	Other
1	10	No	Yes	Yes	Yes	Yes	No	Yes	Yes
o/Arlington	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
na Beach	7	No	Yes	Yes	Yes		No	Yes	Yes
	7	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
ark	3	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
e/Mandarin	2	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	1	No	Yes	Yes	Yes	Yes	No	Yes	Yes
ve	1	No	Yes	Yes	Yes		No	Yes	Yes
dra	1	No	Yes	Yes	Yes	Yes	No	Yes	Yes





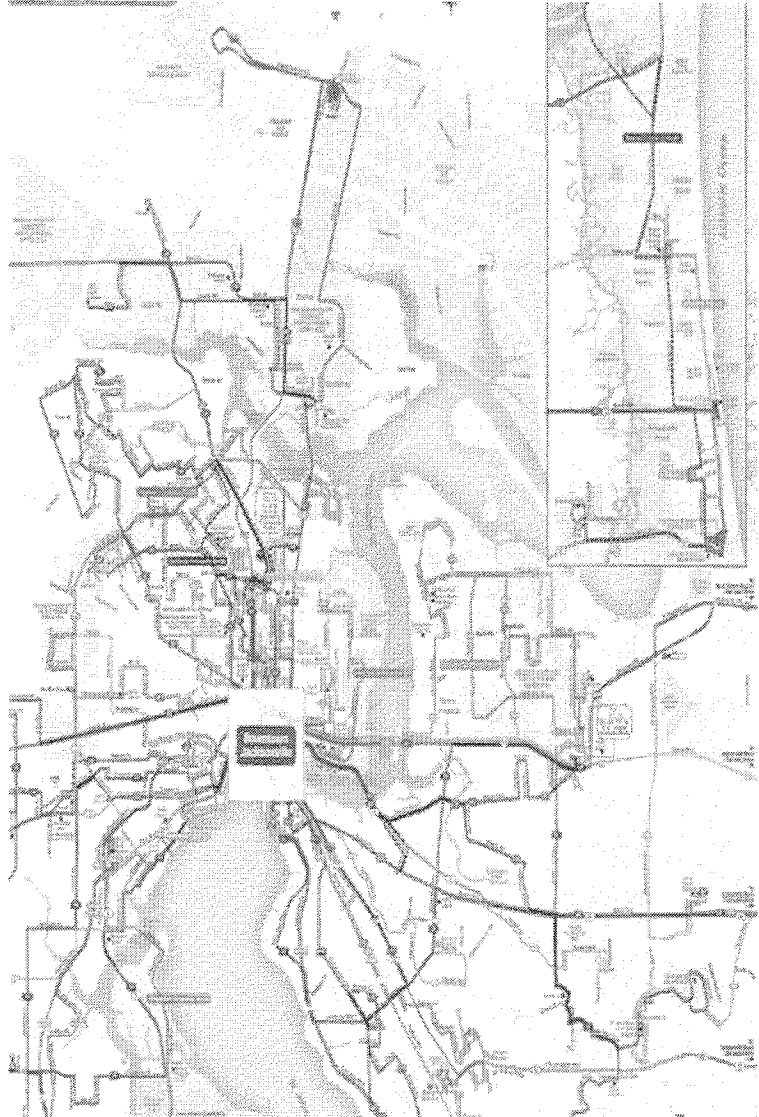
Medium	%	\$
TV Commercial	25%	\$1,375
Online	15%	\$825
Taxi	17%	\$935
Newspaper	15%	\$825
Bus Ads	10%	\$550
Health Fair Supplies	5%	\$275
Radio Commercial	5%	\$275
Direct Mailing	3%	\$165
Billboard	5%	\$275
TOTAL	100%	\$5,500

TOTAL BUDGET	
\$5,500	
\$5,320	after fair supplies



ROUTES

ent will most benefit commuters and those in the
ington, West Side, Orange Park, Fruit Cove Mandarin Meetings
nk



ROUTES

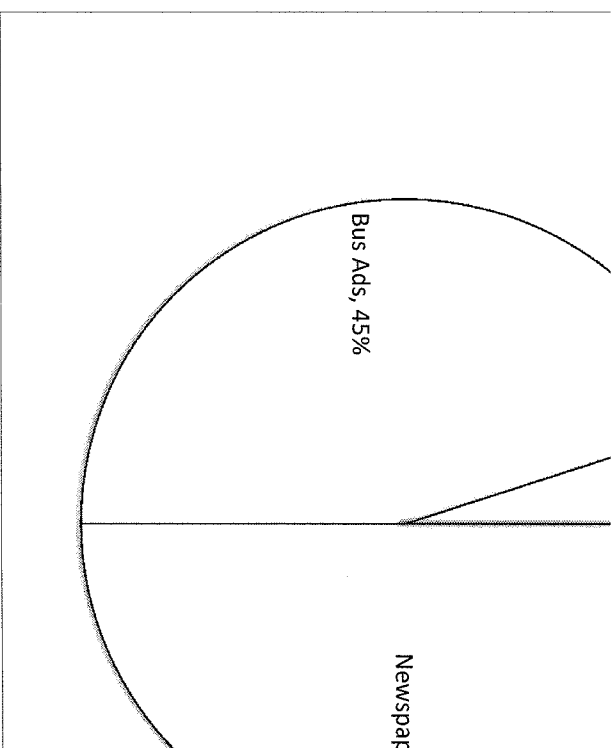
AR7 - Alrington, San
WS91 - Mandarin, O

- CT4
- K2
- B7
- CT1
- X4

- P4
- L7
- CT3
- SS6
- SS8
- SS35

- U2

TV Commercial	0%	\$0
Online	0%	\$0
Taxi	0%	\$0
Newspaper	50%	\$2,750
Bus Ads	45%	\$2,475
Health Fair Supplies	5%	\$275
Radio Commercial	0%	\$0
Direct Mailing	0%	\$0
Billboard	0%	\$0
TOTAL	100%	\$5,500



TOTAL BUDGET
 \$5,500
 \$5,225

after supplies

EXAMPLES

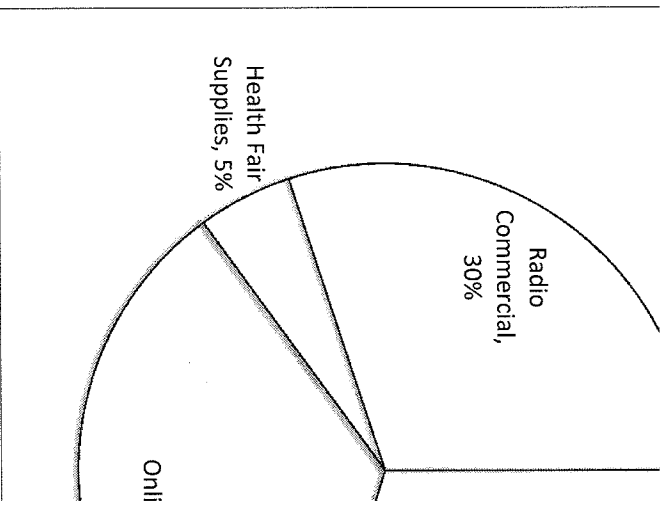
Newspaper 1/32 Page	\$90	31 Weeks	8 months
Bus Interior Ad (3min)	\$90	28 Weeks	7 months
Newspaper Only	\$90	58 Weeks	1 Year

TV Commercial	30%	\$1,650
Online	35%	\$1,925
Taxi	0%	\$0
Newspaper	0%	\$0
Bus Ads	0%	\$0
Health Fair Supplie	5%	\$275
Radio Commercial	30%	\$1,650
Direct Mailing	0%	\$0
Billboard	0%	\$0
TOTAL	100%	\$5,500

TOTAL BUDGET
 \$5,500
 \$5,225 after supplies

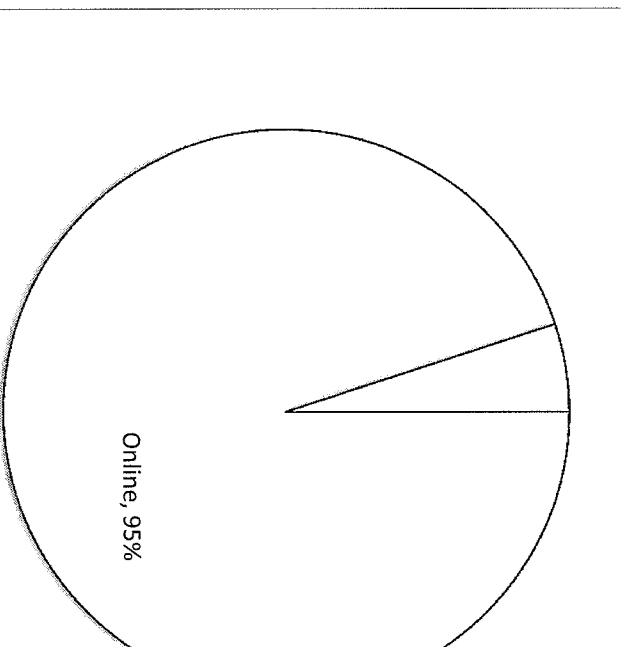
EXAMPLES

Billboard Only	\$350	15 Days
TV Only	\$107	49 Plays
Online Feature Ad	\$1,800	3
Radio Only	41.36	126 Plays



Medium	%	\$
TV Commercial		\$0
Online	95%	\$5,225
Taxi	0%	\$0
Newspaper	0%	\$0
Bus Ads	0%	\$0
Health Fair Supplies	5%	\$275
Radio Commercial	0%	\$0
Direct Mailing	0%	\$0
Billboard	0%	\$0
TOTAL	100%	\$5,500

TOTAL BUDGET
\$5,500
\$5,225 after supplies



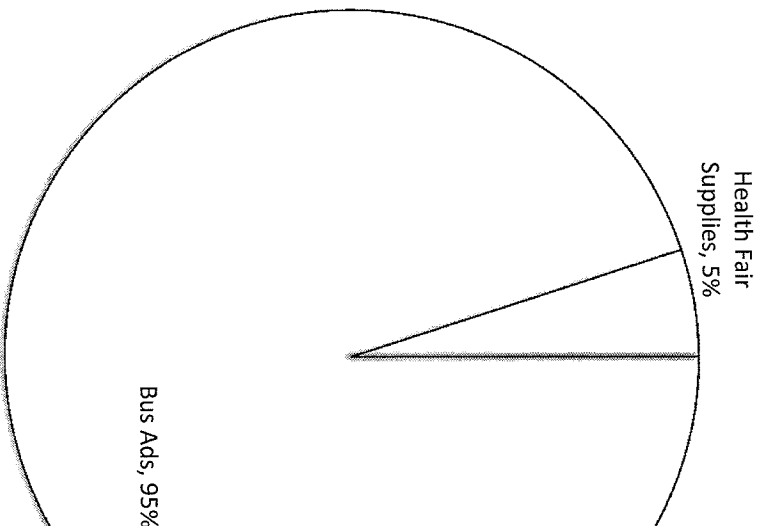
EXAMPLES

Online Pay Per Click Ads	0.3	17,417 Clicks
Online Banner Ad	\$1,800	3 Months
Online Commercial	\$4,000	1 Months

Medium	%	\$
TV Commercial	0%	\$0
Online	0%	\$0
Taxi	0%	\$0
Newspaper	0%	\$0
Bus Ads	95%	\$5,225
Health Fair Supplies	5%	\$275
Radio Commercial	0%	\$0
Direct Mailing	0%	\$0
Billboard	0%	\$0
TOTAL	100%	\$5,500

TOTAL BUDGET	
\$5,500	
\$5,225	after supplies

EXAMPLE	
Exterior Bus Tail Light (3 min)	\$775 7 months



UP & UP & AWAY PROPOSAL

Medium	%	\$\$
TV Commercial	0%	\$0
Online	0%	\$0
Taxi	0%	\$0
Newspaper	0%	\$0
Bus Ads	0%	\$0
Health Fair Supplie	5%	\$275
Radio Commercial	0%	\$0
Direct Mailing	0%	\$0
Billboard	95%	\$5,225
TOTAL	100%	\$5,500

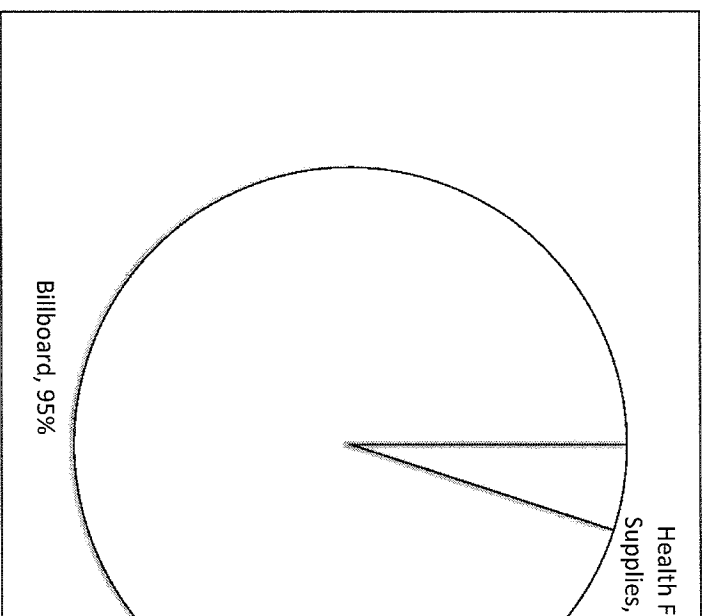
TOTAL BUDGET

\$5,500

Billboard Only

\$350

15 Days



7/10, 2014

Meeting

Attendance: Carolyn, Charlene, Freddie, Jessica Roxanne, Gage

Chair – Jessica

Agenda Discussion:

1. Exterior

- We pay set-up one time. We get to choose bus routes. 3 of top five are available.
- Question about holding onto media if we'd like to do a month and then ho
- They gave us a discount of \$775/month.

2. Health Fair Banners

- \$500 for 1 table cloth & vertical banner/stand

3. Station – Pay to play PSAs – NO

4. Signage Toppers – would need to be clear and concise – NO

5. Facebook Ads – would need a FB Page to set up ads. Pay only per click to site.

6. Valpak – 6 zones, 60k households.

Proposed Motion: We propose to re-allocate \$2000 from groups into Public Outreach to make total outreach total \$5595. After which we propose the \$95 to be spent as follows:

- **Bus ads - \$1630**
- **Health Fair Supplies - \$500**
- **Facebook/Online Ads - \$1000**
- **Billboard - \$1500**
- **Valpak - \$965**

National Recovery Month

Prevention Works • Treatment is Effective

SEPTEMBER

**Recovery
Art Walk
September 3rd
6:00 p.m.**

**2nd Annual Talent Show
Gateway Community Service
555 Stockton St
September 4th
7:00 p.m.**

**Recovery
Month
Walk
890 Park St.
September 13th
8:00 a.m.**

**Kickball Tournament
September 20th
Drew Park
6621 Barnes Rd
10:00 a.m.**

**Block Party
September 27th
900 Bridier
5:00 p.m.**

**THE
ICES
COVERY**