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|-----------|---|-----------------|--|---------|---|
| GOALS:    | Increase awareness of EAI   | Results         | Grow number of groups  | Results | Improve org's financial state   |
| STRATEGY: | Encourage groups to do more public information meetings   |                 | Respond to new inquiries                                     |         | Ask for gen op contributions  |
| TACTICS:  | How to hold public info meetings as a topic at quarterly pamphlet meetings  | Kathleen        | Trustees reach out 2-4 weeks after initial contact           | Ongoing | Mail general support request 2x/year - May, Dec                                   |
|           | Include this idea in weekly email blasts & ask that they send it out to their local hospital/mental health groups | Elaine          | Track starter kit  | Ongoing | Stress the 7th tradition  |
|           | Update public information materials available through EAI   | Kathleen        | Include list of new groups in Tuesday emails quarterly       | Elaine  | Remind about royalty payments/right to audit                                      |
|           | Create a list of how to share the program and create a standard flyer any group can use                           | Margot & Elaine |  |         | Ask groups to remind people to give in virtual meeting                            |
|           |   |                 |  |         |   |
| STRATEGY: | Attend national conferences   |                 | ID opportunities for service                                 |         | Ask for special donations   |
| TACTICS:  | Continue to identify appropriate conf (LCSW) and attend when possible   |                 | Email with list of potential service opp's in Tuesday emails |         | Send one request via email per year for specific reasons - conferences/prison/new |

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|--|--|---|--|--|--|
|  | Include a budget line to cover reasonable costs of registration/mileage at local conferences | For discussion at next BOD meeting (# of attendees/type; proof of attendance) Paul will work on application |  |  |  |
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| STRATEGY: | Contact health pros  |       | Approach news outlets for articles                    |  | Focus on recurrent donations                              |
| TACTICS:  | Reach out to an LCSW to ask how to reach these groups  | Kathy | Include in list of things groups can do               | Margot/Elaine starting this list                               | Tuesday email reminders                                   |
|           |  |       |   |  | Include in appeals/website                                |
| STRATEGY: | Engaging people from other A groups  |       | Support the start of new meetings                     |  | Offer sales on literature                                 |
| TACTICS:  | Use Tuesday emails to encourage EA members to share info about EA at other 'A' meetings they may attend. |       | Trustees follow up initially and again 3 months later | Elaine will add a column for a secondary follow up by Trustees | Periodically offer special pricing on different materials |
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|           |  |       |   |  |   |
| STRATEGY: |  |       | Get new groups to stick around                        |  |   |
| TACTICS:  |  |       | Video of how to 'do' a meeting                        | Done   |   |















| Results | Increase health of existing groups  | Results   | Increase service by members   |           | Increase engagement w/ EAI  |  |  |  |
|---------|---|-----------|-------------------------------|-----------|---|--|--|--|
|         | Communication   |           | Recruit more Trusted Servants | secondary | Provide ways to give feedback and offer ways to engage                            |  |  |  |
| Ongoing | Reminders to do group conscious meetings  |           |                               |           | Send Survey out   |  |  |  |
| Ongoing | Reach out to group contacts and ask them to focus on healthy group issues             | Paul      |                               |           | e-mail templates for flyers that they can fill in with their meeting information. |  |  |  |
| Elaine  | Quarterly meetings will address handling disruptive behavior annually (generally Feb) | Kathleen  |                               |           |   |  |  |  |
|         |   |           |                               |           |   |  |  |  |
|         |   |           |                               |           |   |  |  |  |
|         | State coordinators  | secondary | Increase EA content           |           | Use Social Media more   |  |  |  |
|         |   |           | ask for specific input        |           |   |  |  |  |

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|  |  |  | Translate non-english literature/books                 | Ongoing |  |  |  |  |
|  |  |  | Add free content into free publication site on website | Elaine  |  |  |  |  |
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|--------|--|--|--|--|--|--|--|--|
|        |  |  | Sponsorships   |  |  |  |  |  |
| Elaine |  |  | Communicate that you need to go to a meeting to find a sponsor   | Paul will follow up with current sponsee list. Elaine will remove sponsorship info from website. |  |  |  |  |
| Elaine |  |  |  |  |  |  |  |  |
|        |  |  | Reward more active member involvement  |  |  |  |  |  |
| Done   |  |  | Highlight member involvement in publications/events (anonymous/group) - Tuesday emails/annual report/website |  |  |  |  |  |
|        |  |  |  |  |  |  |  |  |
|        |  |  |  |  |  |  |  |  |
|        |  |  | EA member ambassadors at other "A" meetings  |  |  |  |  |  |
|        |  |  | Ask members to share EA information at other 'A'   |  |  |  |  |  |

































