**Sample Project for Professional Packet Distribution**

Local Public Information and Outreach Report

Created by three local Chapters of S-Anon in Jacksonville, FL

**Target Audience:** Counselors, Pastors, and Corrections

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| **Process** | 1. Research PIO infrastructure support from WSO 2. Develop committee with local chair (5 people) 3. Request funds from Florida Intergroup 4. Meet to determine goals and process 5. Put together packets 6. Distribute 7. Meet to finalize report |
| **Outcomes** | 1. Professionals reached = 20 (Therapists, clergy, 1 prison program) 2. Newcomers = 0 3. Increased recovery from service = priceless 4. Currently tracking phone hits; we asking how they heard about us |

**Packet Contents**

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| 1 | poster (included hand written local hotline number) |
| 1 | cover letter |
| 2 | letters to professionals |
| 10 | S-Anon Checklists |
| 10 | S-Ateen Checklists |
| 10 | Business Cards (w/attached clear contact info labels) |
| 10 | Where and Whens |

**Project Costs**

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| **Materials purchased from WSO** | Posters  20 x $1.50 (had 6 posters to start)  Business cards  17 packs @ $1.00 | $30.00  $17.00 |
| **Materials downloaded and printed from WSO at no cost** | 40 letters for professionals (1 for Counselors, 1 for Pastors)  20 Cover Letters  200 S-Anon Checklists  200 S-Ateen Checklists  100 Where & Whens (2 on 1 sheet, we made these) | $0 |
| **In kind contributions** | From 5 members for supplies and printing  Printed clear labels w/ contact info, 200= $13.99  Manila envelopes box of 100= $15.00  Paperclips (jumbo) $2.00  Paper $13.99  560 copies (printed by members) | [$52,  $30 for printing] |
| **People hours** | 10 meetings (approx. 1 hour per meeting) | $0 |
| **Final Costs to Jacksonville groups** | Seed money (from Florida Intergroup)  Total Spent  Balance | $65  $82  (-$17) |