## Public Outreach Project Generator

Below is a list of potential projects. These are offered as suggestions and may not be feasible for every local group because of group size, funding, etc. Take what is useful and leave the rest. Your local group may find it helpful to use the Public Outreach Project Generator document, which is available for download in the Resources for PI&O Projects section on the WSO website, to record the priorities for your project-planning meeting:

·      Set up a local information line. This can be a voicemail box that members check regularly. See the Voicemail Response Template in Resources for PI&O Projects for a sample message to record.

·      Set up a local website. See “Creating a Local S-Anon Website”[http://www.sanon.org/Store/creating-a-local-s-anon-website.html] available in the SFIG Online Store

·      Create a generic email address for your PI&O initiatives (e.g. [s-anonanytown@gmail.com](mailto:s-anonanytown@gmail.com)). Some groups use “S-Anon” as the “last name” when creating a new email account.

·      See if the local telephone directory has an S-Anon listing. The local answering service and the WSO’s toll free number, 800.210.8141, can be listed.

·      Verify that other local “S” fellowship volunteers know how to reach S-Anon volunteers and have a current S-Anon meeting schedule.

·      Purchase outreach posters and display them in community centers, courthouses, airports, doctors’ offices, colleges, grocery stores, malls, libraries, laundromats, bowling alleys, restrooms, and highway rest stops. (Be sure to ask for permission when posting things in public areas, so they won’t be removed and discarded right away.)

·      Leave information with the link to the S-Anon blog in break rooms, waiting rooms, hospitals, or beauty salons, among other places.

·      Ask the management of the location where your S-Anon group meets to list your S-Anon meetings in their organization’s newsletter or bulletin.

·      Set up displays and distribute S-Anon literature at health and wellness fairs.

·      Contact and donate S-Anon books to colleges, churches, or public libraries.

·      Send literature to schools, homeless shelters, probation officers, veterans’ hospitals, and senior centers.

·      Contact and donate literature to women’s shelters.

·      Put S-Anon pamphlets and meeting schedules in tourist information racks at motels, hotels, and rest stops.

·      Provide speakers and literature for community events.

·      Have a rubber stamp or mailing address labels made with the group’s name, meeting location, and time. Also consider adding the local helpline and email contact information. These can be used to fill out the S-Anon Contact Cards quickly.

·      Use the S-Anon Contact Card for Professionals and affix preprinted address labels with local helpline contact information.

·      Offer local meeting lists to community-access cable TV stations. You will need to get the consent of each meeting before including it.

·      After review and approval by WSO, place an ad with TV stations or community access cable channels. For more information, contact the WSO.

·      After review by the BOT PI&O Committee, contact local talk shows on radio stations and offer to provide anonymous S-Anon members for interviews. Precautions will need to be taken to protect each member’s anonymity.

·      Create links from service arm websites (group, Intergroup, Area, etc.) to pages on the WSO’s Meeting Locations website at www.sanon.org

·      Inform your community websites about the local S-Anon telephone contact number, the WSO’s toll free meeting information number (800.201.8141), and the local S-Anon website or the WSO website at [www.sanon.org](http://www.sanon.org/).

·      Put a listing in your local newspaper’s “self-help” directory or community calendar with the following suggested text:

*S-Anon: Hope and help for family and friends of sexaholics. Call [include local helpline* *phone number] or visit sanon.org for more information.*

·      Devote time during or after an S-Anon meeting to prepare outreach packets for mailing.

·      Ask new members how they learned about S-Anon and a specific local meeting. Keep track of this data to better understand who is helping to spread the message of S-Anon.

·      Consider meeting with someone who has contacted the local helpline prior to their first S-Anon meeting, perhaps for coffee, a meal, etc. Share what they can expect at a meeting and discuss important terms such as crosstalk or anonymity.

·      With permission, leave the pamphlet, *Is S-Anon for You*?  in Al-Anon or other 12-Step literature racks if it won’t compromise your personal anonymity.