**How to Use**

**Outreach Letters/Packet to Professionals**

*Personalize this outreach letter/packet with your area information and distribute it to professionals along with the suggested S-Anon pamphlets.*

**S-Anon Outreach to Professionals Packet**

**How to Use These Packets**

This Professional Info Packet has a letter template to be tailored to your specific area. It is intended that these Info Packets be given to Therapists, Counselors, and Spiritual Leaders. Please use this Info Packet only for the audience intended. Outreach letters for additional audiences can be obtained [here](http://sanon.org/groups/communityoutreach.html).

**How to Create Customized Packets**

We suggest the following steps in putting the Professional Info Packet into action:

1. [Download the Outreach to Professionals letter template](http://sanon.org/groups/OutreachTemplateWeb.pdf" \t "_blank) and insert your local hotline or contact telephone numbers at the heading and signature areas of the letter (handwriting is alright). An example Outreach to Professionals letter is included, with italics showing where to insert your local information.
2. Make up several Professional Info packets as follows:   
   a) The Outreach to Professionals Letter, with your local information added.  
   b) The [Information for Professionals about S-Anon and S-Ateen Family Groups](http://www.sanon.org/Store/pamphlets/downloadable/information-for-professionals-about-s-anon-and-s-ateen-family-groups-download-version.html" \t "_blank) brochure.  
   c) The S-Anon Checklist questions (included with letter template).  
   d) The [S-Anon Contact Card for Professionals](http://www.sanon.org/Store/cards-posters/contact-cards/s-anon-contact-card-for-professionals.html" \t "_blank)(business card size).
3. It is recommended you do not include a local Meeting List in the Professional Info Packet, for reasons of group safety and outdated meeting directories.
4. Be aware that duplication of the Outreach Letter, the Information for Professionals brochure, and the S‑Anon Checklist questions are authorized. Duplication of the S-Anon Contact Card for Professionals (business card size) is not authorized - these must be purchased from WSO. Each meeting or Intergroup is encouraged to purchase the S-Anon Contact Card for Professionals (business card size) in volume, to have enough for several Professional Info Packets. Reprints of the checklist questions must use the following credit line: "Reprinted with permission of S-Anon International Family Groups, Inc., Nashville, TN. Compliance with S-Anon International Family Groups, Inc.'s copyrights and trademarks is required."
5. Pass them out! As a reminder, these packets are intended for Therapists, Counselors, and Spiritual Leaders. Please use this Info Packet only for the audience intended.

[**Outreach Letter to Area Newspapers**](http://sanon.org/groups/outreachlettertonewspapers.html)

*Personalize this outreach letter to request that S-Anon information be included in the self-help section of your area's local newspaper.*

## How to Use These Packets

This outreach letter is a template to be tailored to your specific area. It is intended that this letter be sent to newspapers headquarters in your area which carry a self-help section. Please use this letter only for the audience intended. Outreach letters for additional audiences can be obtained [here](http://sanon.org/groups/communityoutreach.html).

## How to Create Customized Letters

We suggest the following steps when using this outreach letter:

1. [Download the Outreach to Area Newspapers letter template](http://sanon.org/groups/OutreachLetterForAreaNewspapers.pdf" \t "_blank) and insert your local hotline or contact telephone numbers in the appropriate areas of the letter (handwriting is alright), as well as your local meeting information (city, number of meetings, length of time S-Anon has been in the area, and name of your meeting). An example letter is included, with italics showing where to insert your local information.
2. Send the letter to all newspapers headquarters in your area which carry a self-help section. Check with the newspaper to see how long they will run the information before you will need to officially send another request. As a reminder, this letter is intended for area newspapers. Please use this letter only for the audience intended.

Outreach Letter to Newspapers follows.*(YOUR LOCAL MEETING AREA HERE)*

*(YOUR LOCAL HOTLINE TELEPHONE #*

*OR CONTACT INFORMATION HERE)*

Recorded message with meeting locations &

Meeting directory faxed or mailed upon request

Dear Community Calendar Editor:

We are asking for your help in raising public awareness that a support group is available for individuals who have be n adversely affected by the sexual behavior of a family member or friend. S-Anon International Family Groups is a fellowship of the relatives and friends of sexually addicted people who share their experience, strength and hope in order to solve their common problems. Our program of recovery is adapted from Alcoholics Anonymous and is based on the Twelve Steps and the Twelve Traditions.

Our program offers help and hope to families, friends and co-workers of sexaholics in crisis, who will find a supportive environment in S-Anon's 12-Step meetings. S-Anon has existed nationally for more than twenty years and in the *(YOUR LOCAL MEETING AREA HERE)* area for *(LENGTH OF TIME MEETINGS HAVE BEEN AVAILABLE IN YOUR AREA HERE)*. There are currently *(NUMBER OF MEETINGS IN YOUR AREA HERE)* S-Anon meetings in various locations throughout the *(NAME OF YOUR AREA HERE)* area, yet newcomers to our fellowship routinely say how difficult it is to find S-Anon.

In an effort to address this problem, we are asking area newspapers to include contact information for our meetings in the newspaper’s community calendar section or other appropriate section. Would you please consider running the following information on a routine basis?

**S-Anon is a 12-Step fellowship dedicated to helping those affected by the sexual addiction of a family member or friend. Call (YOUR HOTLINE TELEPHONE # HERE) for area meeting locations and information, or visit www.sanon.org.**

Thank you for your consideration of working together to offer help and healing for the effects of sexual addiction in our community. If you should want more information or clarification on anything here, please contact us at *(YOUR HOTLINE TELEPHONE # HERE)*.

Sincerely,

*(YOUR INTERGROUP OR LOCAL MEETING HERE)*