



### **Mission Statement:**

The Board Outreach Committee (BOC) focuses on matters relating to oral and written communications emanating from F.W.S.

Specifically, the BOC:

- Sets policies, coordinates with the BOT, and serves as a consultation resource to the F.W.S. Office on:
  - The publication of Conference-Approved literature
  - Public information issues, including coordination of media opportunities and a speakers' list
  - Clarifying the Fellowship's desired public image (e.g., "S.L.A.A. works," "You are not alone," etc.)
  - Ensuring that all interested parties understand the effectiveness of the S.L.A.A. program (e.g., members and their families, employers, community leaders, institutions, mental health professionals, clergy, etc.)
  - Communicating the S.L.A.A. program effectively in accordance with Tradition 11 (i.e., attraction rather than promotion)
  - Engaging with entities outside of S.L.A.A.

The F.W.S. Newsletter is one of the key tools used to communicate effectively with the Fellowship.

### **BOC Membership:**

Nicole M. (UK) – Non-BOT member	Jay G. (US) – Non-BOT member
Sarah B. (IT) – Non-BOT member	Paul H. (AU) – Non-BOT member
Richard H. (AU) – Non-BOT member	Diana S. (US) – Non-BOT member
John S. (US) – Second BOT member	Sam E. (US) - Non-BOT member
Jack F. (AU) – First BOT member, BOC Chair	

### **BOC Budget:**

The BOC asked for USD \$250 at the start of the conference year to send literature to incarcerated members who reached out for support. We have established guidelines for future BOC members to request funds from the BFC and, if funds are low, to also liaise with the F.W.S. office to provide literature to these members.

### **Meeting Schedule:**

Our meeting times were drafted with the intention of giving our members a break during Christmas and the ABC/M. Below are the group conscience-approved meeting dates for the CY 2024–2025 period. The meeting schedule for the new Conference year will be determined by the group conscience of the incoming and returning members.

<b>TIMEZONE - 1pm PST</b>		
<b>September 20, 2024</b>	<b>October 18, 2024</b>	<b>November 1, 2024</b>
<b>November 15, 2024</b>	<b>CHRISTMAS BREAK</b>	<b>January 3, 2024</b>
<b>January 24, 2025</b>	<b>February 21, 2025</b>	<b>March 21, 2025</b>
<b>April 18, 2025</b>	<b>May 16, 2025</b>	<b>June 20, 2025</b>
<b>July 11, 2025</b>	<b>July 25, 2025</b>	<b>ABC/M BREAK</b>

### **Overview of the Year:**

The BOC has worked on revamping and refreshing all elements of the F.W.S. Newsletter, as this was its first year operating within the BOC after transitioning from the former and now-disbanded Board Program Membership Committee. The Membership Survey was revised and successfully delivered to completion. Templates for incarcerated members' inquiries were updated for the F.W.S. Office, and a general inquiries guideline document was created for incarcerated members. The CPIC Suggestions for Public Outreach were reviewed in collaboration with the Conference Public Information Committee (CPIC). The BOC also participated in the Interfellowship Forum (IFF) on a quarterly basis, as well as the monthly IFF subcommittee meetings. We responded to a few enquiries, made some suggestions to the webmaster(s) and shared our talents.

We, the BOC, would like to express our heartfelt thanks for the support we received throughout this conference year from the members of our wonderful fellowship. This year, we saw the most diverse and largest number of non-BOT members participating in any board committee—something to be truly proud of. Everyone brought something

unique to the table, we worked in unison, and we had fun doing it!  
**Below are more details from our conference year:**

## **Membership Survey**

**- Nicole M. (UK)**

At the beginning of the year, we focused on getting the Membership Survey re-approved and distributed to members through targeted campaigns on WhatsApp, Intergroups via Group Service Representatives, and individual groups incorporating the survey into their meeting scripts.

Nicole will continue to assist the BOC into 2025 and 2026 with:

- **Phase 2:** Ongoing Monitoring of Recruitment and Data Gathering (May 2025 – November 2025)
- **Phase 3:** Data Analysis and Dissemination (December 2025 – March 2026)

**Thank you for your service, Nicole!**

If you're new to the 2025 Membership Survey—do not worry! Submissions remain open until **29 December 2025**. All necessary information about the survey, including background, can be found below.

The last S.L.A.A. membership survey was in 2018 when 841 members, across the globe, responded to a range of questions. **The 2018 survey results** guided policies and services to help S.L.A.A. become more accessible and relevant to members and carrying the message to potential members.

The **2025 Membership Survey**, organised by S.L.A.A. Fellowship Wide Services, asks a range of questions:

- demographic
- your experience of the program
- sobriety
- sponsorship
- the impact of SLAA on your life

All questions are voluntary. You can withdraw from the survey at any time by closing the web browser. Allow 10-15 minutes to complete the survey.

Please share far and wide in your meetings. This will help guide future outreach campaigns Worldwide.

## **F.W.S. Newsletter**

- **Jay G.** (Ohio, USA)
- **Sarah B.** (Rome, Italy)
- **Paul H.** (Melbourne, Australia)
- **Jack F.** (Darwin, Australia)

Our second key task was to improve communication through the **F.W.S. Newsletter**, making it more accessible and appealing to a global audience. The long-standing newsletter received some much-needed love, including a refreshed design and strategic updates such as:

1. A Strategic Approach
2. Updated Style and Tone
3. Feature Stories and Headlines
4. Unique Pre-Headers for Each Email
5. Newsletter Webpage Improvements
6. An Events Calendar

We met during early mornings and late nights to get the newsletter ready for members. We also developed new submission and production guidelines, and created a presentation for the Quarterly Chairs Conference Call to help improve content quality.

If you haven't yet signed up for the newsletter, please do so here: <https://slaafws.org/news/>

## **Suggestions for Public Outreach**

We have collaborated closely with the Conference Public Information Committee (CPIC) to develop the updated *Suggestions for Public Outreach*, and we look forward to its approval by the Board of Trustees (BOT) in the near future. In this refreshed version, we've clarified terms that previously had multiple meanings, making the content more accessible and practical. This refreshed resource offers members of the Fellowship valuable tips, tools, and best practices for carrying out outreach—whether as part of an Intergroup or as an Independent Group—all in alignment with our Twelve Steps, Twelve Traditions, and Twelve Concepts.

## **Special Mentions**

### **Richard H. (Sydney, AUS)**

Richard took on the task of redesigning and refreshing both old and new documents. The Newsletter Team would be lost without his support in updating all PDF materials related to the newsletter. No task was too big or small—we deeply appreciate your brilliance!

### **John S. (Sacramento, USA)**

Thank you for helping to organize the policy around incarcerated prisoner inquiries and for choosing this committee as your second assignment. You've been a voice of reason and have made sound policy decisions. I look forward to your next year on the board—wherever that may take you!

**Sam E. (New York, USA)**

Thank you for facilitating a smooth transition and for serving on this year's BOC. Your insights as a former board member and past chair of the BOC have been a great help in getting this conference year off to a strong start.

**Diana S. (San Francisco, USA)**

Thank you for joining us immediately after the ABC/M and actively participating in our meetings. Keep up the great Public Information work at Intergroup and in all the meetings you attend!

It has been my pleasure to watch this committee and its members grow. I look forward to seeing it become even bigger and better in the upcoming conference year.

I'm proud of our achievements and excited to see how the newsletter will evolve to meet the needs of our fellowship—both today and in the future.

I also look forward to some exciting outreach campaigns based on the results of the membership survey!

**Yours in loving service,**

**Jack F.**

**BOC Chair**

**Revised 10 June 2025**