

**12 STEPPING IN THE 21<sup>ST</sup> CENTURY.**

**LOVE AND SERVICE GROUP**

"I'm glad we have both conservatives and enthusiasts. They teach us much. The conservative will surely see to it that the AA movement never gets overly organized. But the promoter will continue to remind us of our terrific obligation to the newcomer and to those hundreds of thousands of alcoholics still waiting all over the world to hear of AA."

AA Co-Founder, Bill W., August 1948

"Tradition Nine," The Language of the Heart

# MY EXPERIENCE COMING INTO A.A.

- Called my EAP and they did not recommend that I go to AA
- Started Googling
- Found a couple sites with phone numbers
- Looking for chat options
- Frustrating incorrect incomplete information
- No single point to find information about events in the area



aa meetings near me

Google Search

I'm Feeling Lucky

# OUTDATED OFTEN INCORRECT INFORMATION

– New York – North Carolina – Oregon – Pennsylvania – Utah – Washington – Wyoming

As of March 28, 2011 ...

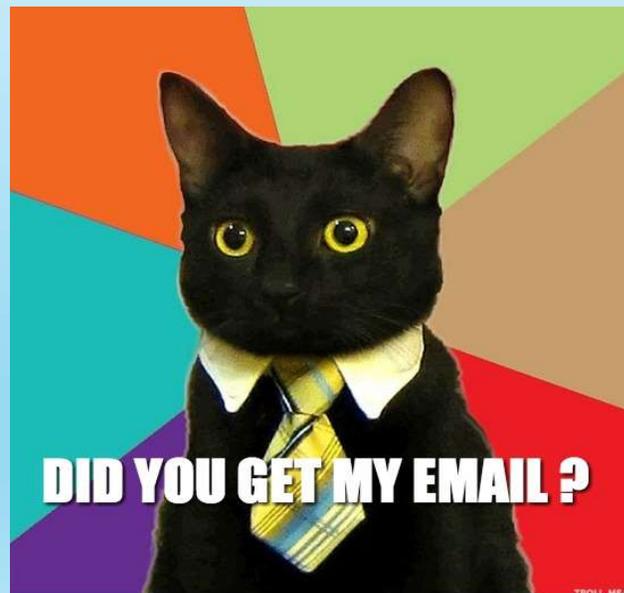
|               |           |                                       |
|---------------|-----------|---------------------------------------|
| Concord       | Lafayette | Pleasant Hill                         |
| Crockett      | Martinez  | Richmond                              |
| Danville      | Moraga    | San Pablo                             |
| Discovery Bay | Oakley    | San Ramon                             |
| El Cerrito    | Orinda    | Spanish-Language<br><i>En español</i> |
| El Sobrante   | Pinole    | Walnut Creek                          |
| Hercules      | Pittsburg |                                       |

*I am responsible . . .  
When anyone, anywhere, reaches out for help,  
I want the hand of A.A. always to be there.  
And for that . . . I am responsible.*  
— A.A. Grapevine. Reprinted by permission.

# HELLO IS ANYONE THERE?

LACK OF RESPONSE OF DIGITAL PLATFORM AVAILABLE.

I SENT EMAILS TO LOCAL INTERGROUP AND LOVE AND SERVICE GROUP WITH NO RESPONSE.



WHEN I STARTED ASKING ABOUT BETTER TECH

-LET G.S.O. FIGURE IT OUT

-AA IS FINE WITHOUT IT

-TRADITION 11 VIOLATION



## UNITY DAY/ DISCUSSION IN DISTRICT AROUND USING TECH

Talk of SEO

Why AA is not attracting members

What we as a group can do about it

Where do people go to find AA?

## OUR GROUP THEN DECIDES TECH IS IMPORTANT

(THIS LEADS TO ITS OWN ISSUES)

- No real plan, focused only on SEO
- Looking at other websites for ideas
- Lack of understanding as to what is involved
- Typical issues around technology implementation (Its Magic!)



## ONE OF OUR GROUPS FOUNDERS ATTENDS N.A.A.T.W.

- Decide to utilize a Double A team
- Begin working toward new technology
- Outline a strategic plan going forward.

# OVERVIEW

## **Background:**

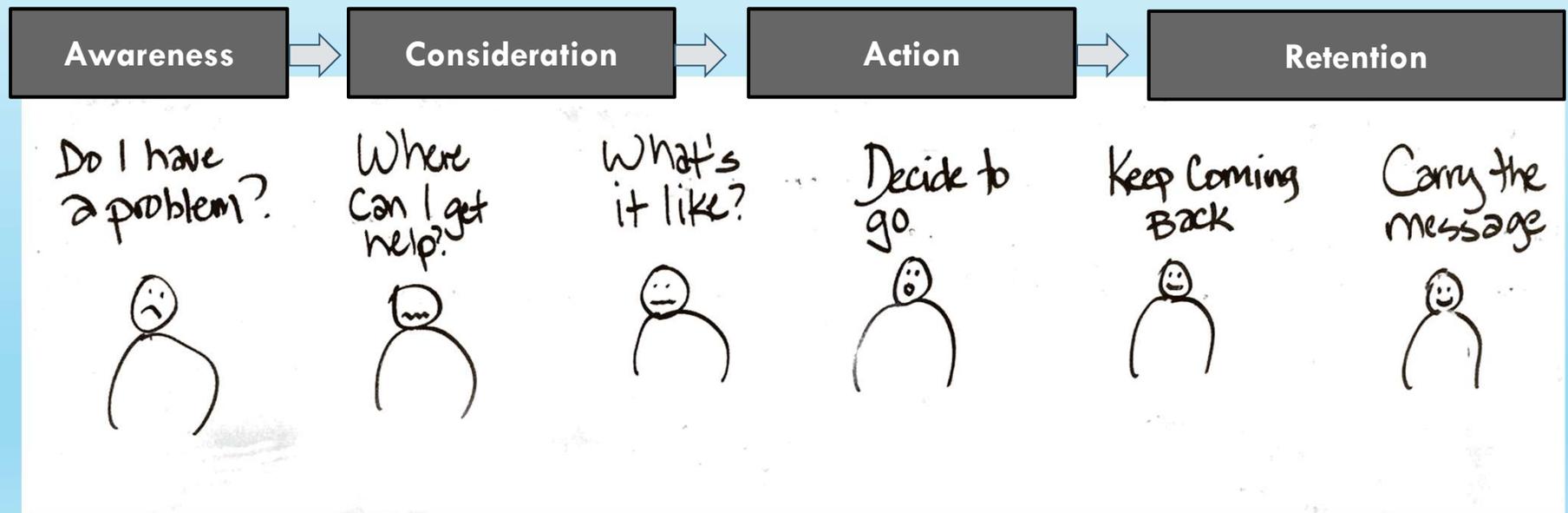
The Love and Service AA group has a desire to expand its ability to carry the message. This document outlines digital strategies for the group that align with the group's objectives to:

- | Develop a digital presence for the group that attracts newcomers and members of the community to the group's meetings.
- | Establish a shared storage solution for the group's digital artifacts.
- | Create a communications strategy for group members that supports informing and engaging members in group service activities.

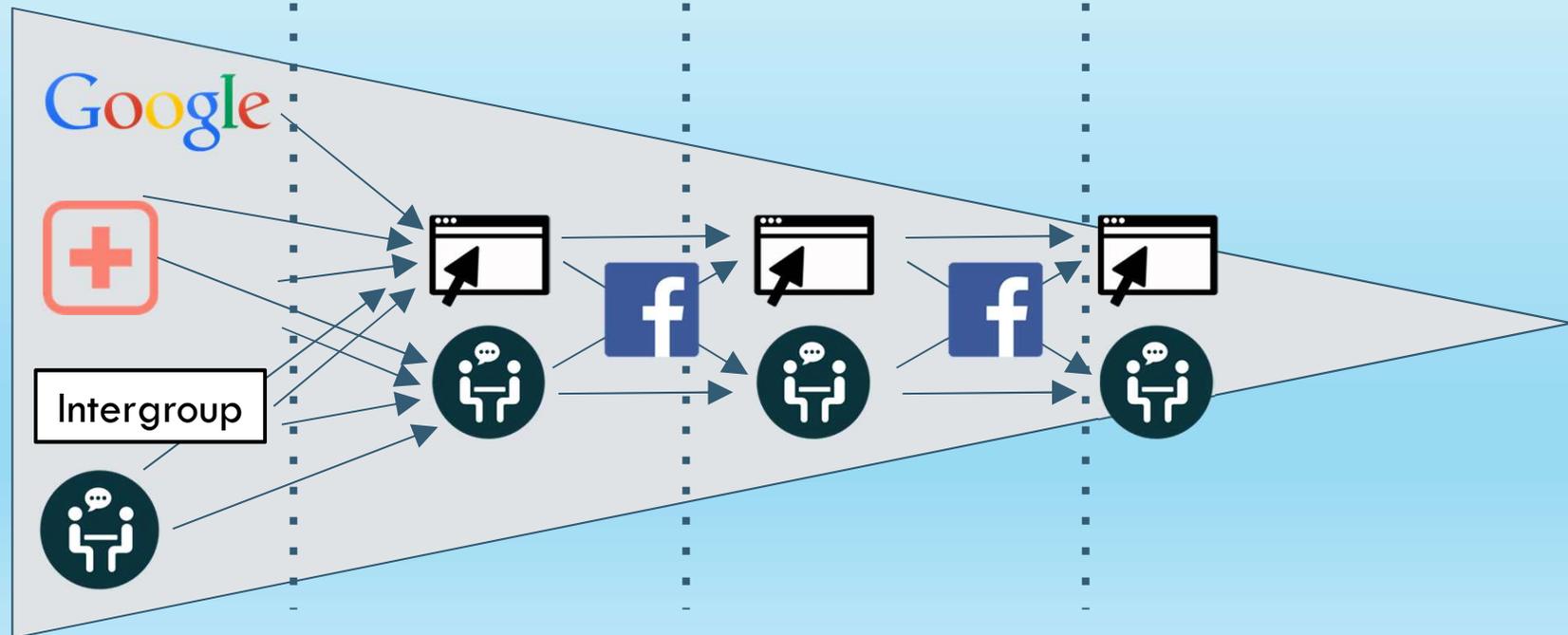
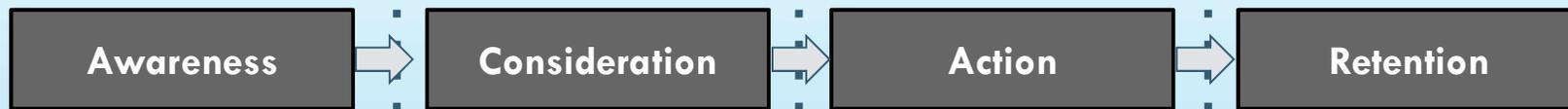
The following steps were taken to develop digital strategies for the group.



# UNDERSTANDING HOW NEWCOMERS APPROACH AA IS KEY TO DELIVERING STRATEGIES THAT WORK.



THE GROUP WILL UTILIZE A VARIETY OF CHANNELS TO EXECUTE ITS STRATEGY TO ATTRACT NEWCOMERS AT EACH STEP OF THE JOURNEY



# AWARENESS STRATEGIES

**At the awareness stage people are trying to understand if they have a problem.**

Recommended initial strategies include ensuring that the group or a group member is easy to contact when a person is looking for information about AA.

Recommended future strategies include being able to be found digitally

- Google search results (paid & organic)
- Texting requests for information

**What does success look like?**

The potential alcoholic -- or someone who might refer someone to AA -- discovers AA exists to help problem drinkers.

Love and Service group is easily referenced by Professionals, other AA entities and individual group members

# AWARENESS CHANNELS: CURRENT RECOMMENDATIONS

## **CPC and PI efforts**

Develop business cards with website, Facebook page and phone number/text to leave with professionals and at public events like health fairs.

Develop a digital contact that contains all information about the Love and Service Group

Develop flyers for Sober living houses with meeting location and contact information.

## **Intergroup**

Have [contracostaaa.org](http://contracostaaa.org) link to your group's website

## **At your Group and through Group members**

Ensure all members have digital or physical business cards with Group information on it to easily hand out to new members and any professionals they come into contact with.

# CONSIDERATION, ACTION AND RETENTION STRATEGIES

The group will use the same digital channels to address each remaining stage of the newcomer's journey.

While the channels remain the same different content will be used to support people through each phase.

**Recommended strategies include using digital channels and announcements in meetings to help people:**

- Learn more about the Love and Service group
- Help people locate and learn about the group's meetings
- Help people get engaged with Love and Service events and 12-step work and ultimately help them join the group.

**What does success look like?**

- People are able to easily find meetings and ask questions about AA or the group, or the meeting.
- For Love and Service specifically they are able to understand where and when the group meets and that there is a newcomer meeting.
- More newcomers are attending meetings, getting involved and joining the group.

# CONSIDERATION, ACTION AND RETENTION CHANNELS

## **Love and Service Website**

Use website content to help answer questions people have and get people in contact with the group via chat or phone or attendance at a meeting.

## **Love and Service Facebook Page**

Use Facebook page to schedule and highlight events that might engage newer members in fellowship and service events.

## **In Love and Service Meetings and at other local AA meetings and events**

Ensure that during meetings you let people know they can find events and get information via either of these channels during announcements or handouts on tables etc.

# GROUP COMMUNICATION STRATEGY

The tools below are recommended to help the group communicate in order to execute on their digital strategies.

## **Slack**

Use Slack to manage inbound messages from all your channels. Create a process for group members to monitor and respond to all queries.

Use Slack to coordinate communications associated with group events and service activities. You can even conduct real-time voice meetings using Slack.

## **Facebook**

Use Facebook to post any events and announcements

## **GSuite**

Use GoogleDrive to serve as your secure member area that will store group information like phone lists and minutes from group consciences.

## **MailChimp**

Use MailChimp to manage your group mail lists and newsletter distribution.

# MEASURE PROGRESS

A key component of a digital strategy is to measure success - the following strategies are recommended for measuring strategy success.

Use **Facebook** insights and **Slack** stats to measure engagement over time with each channel - pay special attention to responses to requests for help.

Use **Google sheets** to manage your group phone lists, contributions and potentially attendance counts to understand change over time.

Set up **goals** in **Google analytics** and link your AdGrant account to your analytics in order to measure conversions from your ads to your site.

- Recommended goals: Chat initiated, chat responded to, meeting map clicked, event clicked, any footer item selected, mail form submitted, social recommendation. As site evolves include registration/donations.

Review **Mailchimp** open and click-thru rates to evaluate newsletter effectiveness.



# PEOPLE AND PROCESSES

Some new group roles and processes will need to be established to ensure the group can execute on its strategies. The following roles are recommended.

## Digital Admin

Suggested sobriety time requirement:

6 months

Term: 1 year

Responsibilities:

Inviting home group members to the group's  
Slack team

Archiving unused channels; Creating new  
channels as needed

Updating the website & Facebook page  
with new events

## Digital 12th Step Team

Suggested sobriety time requirement:

1 year

Term: 3 - 6 months

Responsibilities:

Responding to inbound messages from the  
website & Facebook via Slack

Connecting those looking for help with  
someone from the group

## Secretary

New responsibility:

Inviting new home group members to the  
group's Google Drive folder

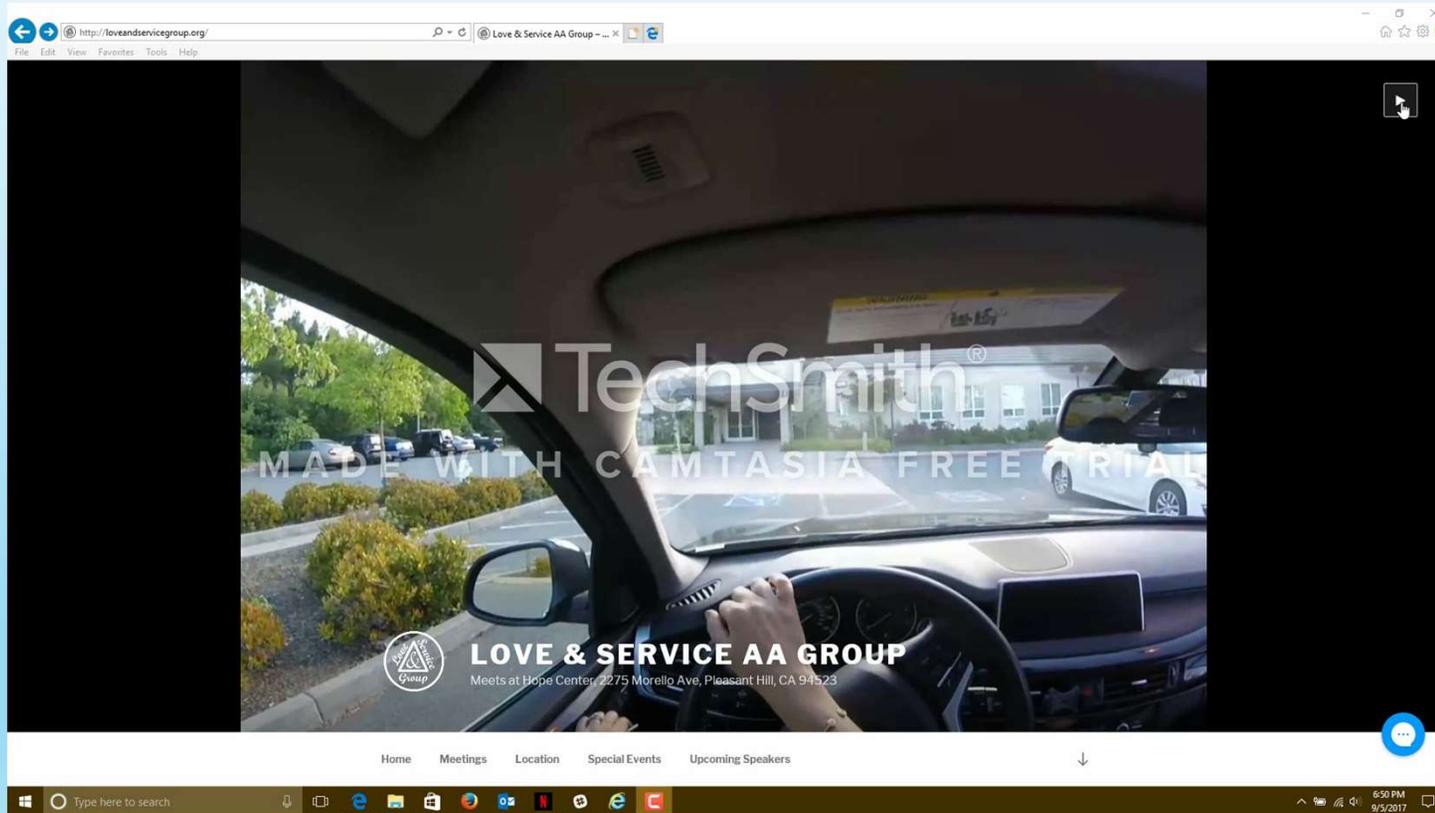
Maintaining the group's Google Drive

## WE ARE THEN READY TO GO LIVE WITH NEW PLATFORM

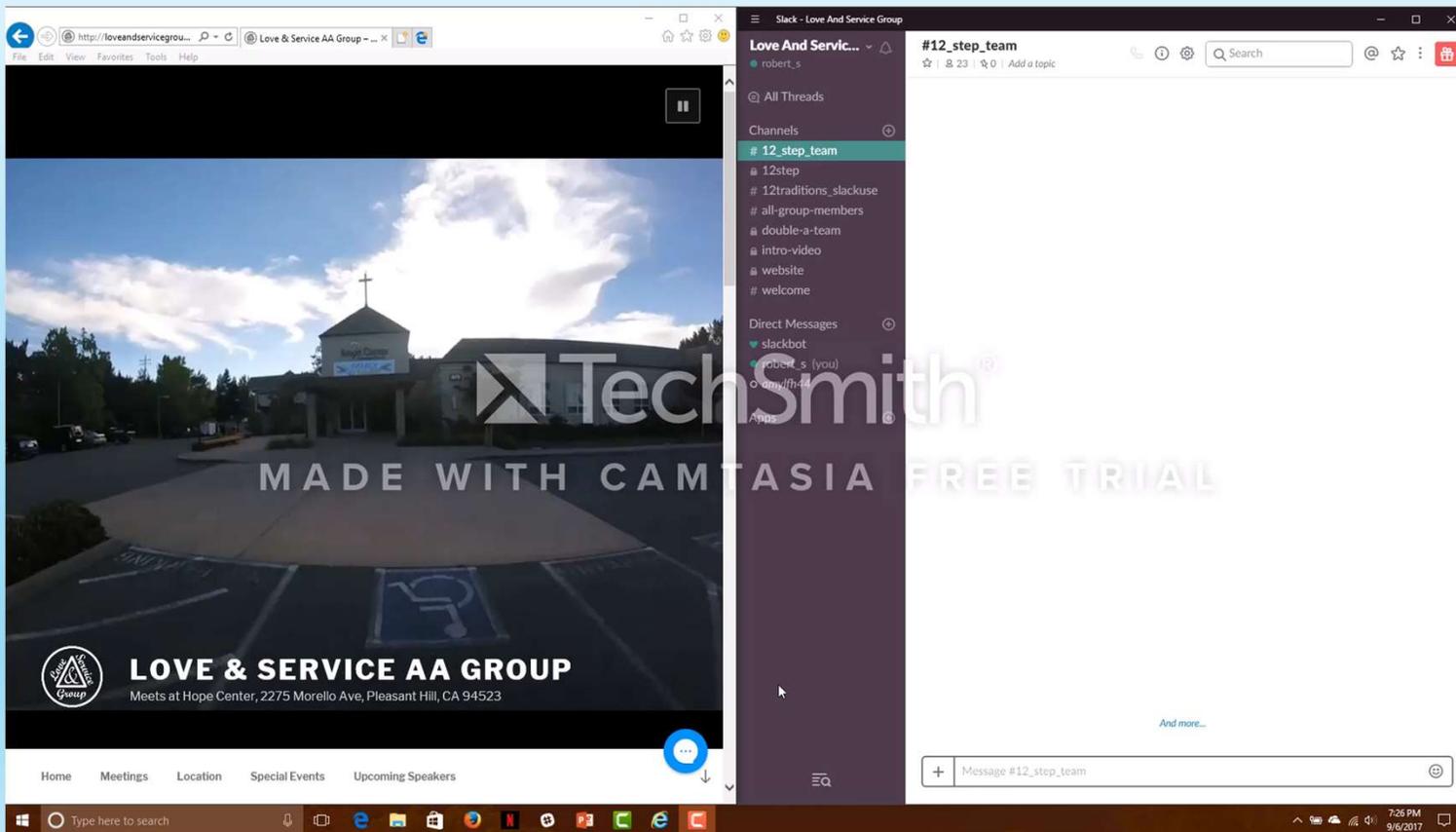
- lack of understanding as to what is involved with utilizing a platform like this
- Who can fill slots needed?
- Looked at as secondary to groups mission?
- Steep learning curve for those not familiar with the platform.
- Platform Criticized, fear of the unknown:

*There's at least one case where the group DM of senior managers became visible to an entire company -- unfortunate because the group held a scathing discussion of their direct reports. At a company, this sort of thing leads to reduced morale and productivity, perhaps some exits. In AA, a group could implode*

# WHAT THE WEBSITE LOOKS LIKE

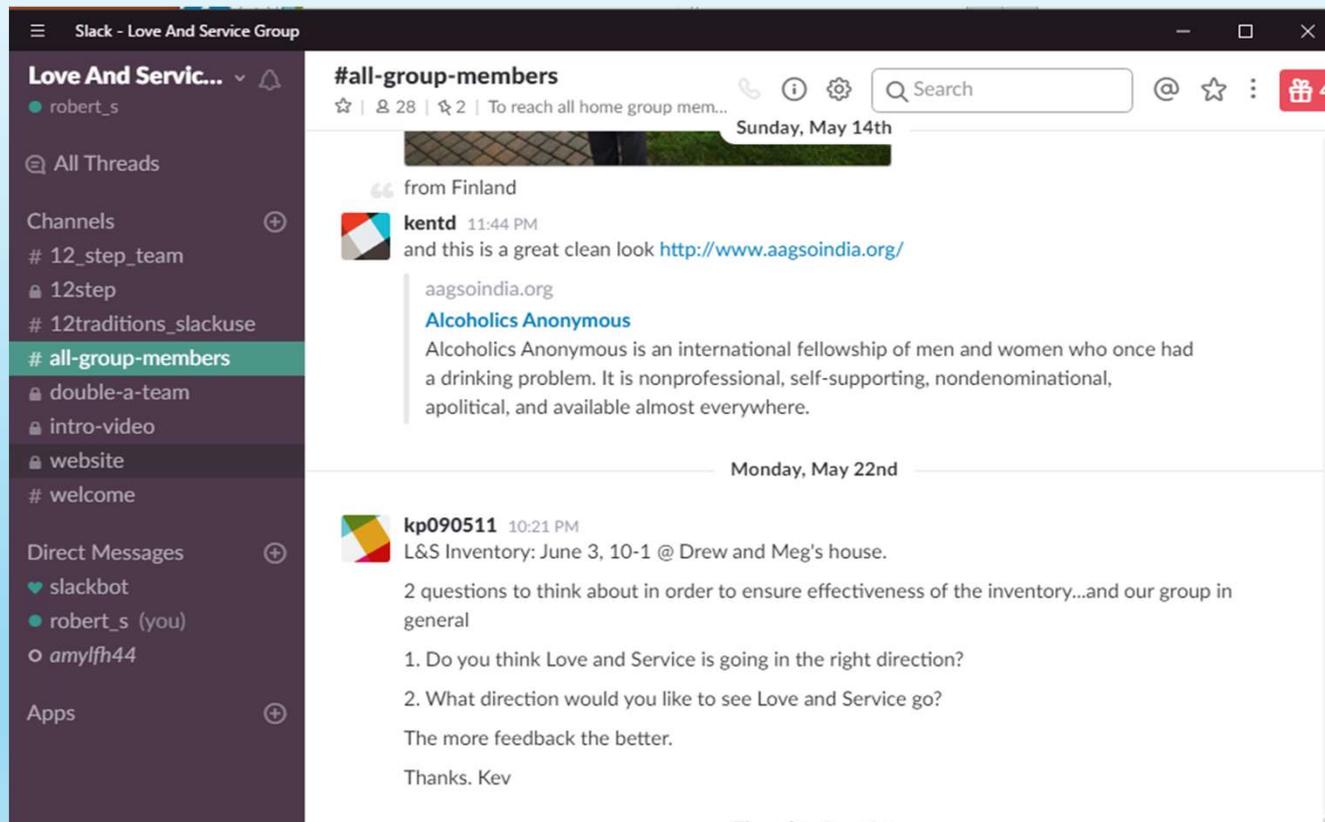


# SLACK MESSAGING INTEGRATION INTEGRATES WEBSITE AND FACEBOOK INTO ONE LOCATION



# SLACK CHANNELS FOR COMMUNICATION

## AVAILABLE ON MOBILE, DESKTOP OR TABLET



# AWARENESS STRATEGY: FUTURE

## **SEO using Google Ad Grant** (show up in Google searches)

Only show (“geofence”) to users within 50 miles

Keywords: “AA group” “AA meeting” “drinking problem” “stop drinking” “quit drinking” “Am I an alcoholic” “alcohol problem” “AA classes” “need help with drinking” “get help for drinking”

Develop at least one landing page (“how to get help”) that the “ad” can link to (you know what they were searching to find your ad, so you can tailor a page on your website to more specifically speak to their needs, as opposed to just directing them to the homepage)

Apply “extensions”: extra snippets that appear in the ad (phone number, meeting times and location)

Make sure you don’t show up (“negative keywords”) when the search term also includes: “airlines” “flight” “american airlines”

# AWARENESS STRATEGY: FUTURE

## **SMS Shortcode Outreach Support** (text LNS to #####, for example)

When someone texts a keyword to a certain shortcode, they will automatically receive a reply with the meeting times & location

Makes it really easy for both group members and others to outreach (think of the difference in the announcement: “just text...”)

Can also be provided to professionals, and on website

# AWARENESS STRATEGY: FUTURE

**Use of technology to bring meeting to members that cannot get to our meeting.**

Hybrid meeting using video conferencing to allow members from anywhere to attend our meeting. Why are online meetings strictly online?

Utiliizing similar Technology to bring business meetings and group inventory to group members

Classes for current homegroup members that want to get involved with digital platform