



## OUTREACH GUIDE

### Outreach Goals

**According to the Fifth Tradition,\* our primary purpose is to carry the message of recovery "to the workaholic who still suffers."**

- We educate and inform the general public about W.A., correcting common but inaccurate stereotypes in order to bring a better understanding of the disease of workaholism in all of its facets.
- We encourage regular face-to-face, phone, and online meetings – and other special gatherings – to make W.A. more available to people throughout the world.
- We show how the Twelve Steps, Twelve Traditions, and W.A. Tools of Recovery can bring respect, balance, and humility into our lives. When we improve ourselves by working the program, our way of living becomes attractive to those who are still struggling.
- We encourage workaholics to repair broken relationships and to develop and nourish new relationships with fellow W.A. members as well as their partners, families, co-workers, and friends.

- We increase the depth and quality of our relationship to a Higher Power by humbly doing service that deepens our connection to, and the enjoyment of, our W.A. fellows.

## How We Reach Others

- Does your local W.A. meeting place host other Twelve Step fellowships? If so, place a flyer on the bulletin board or in any common areas.
- E-mail flyers to other recovering people so that they can post them at *their* meeting places to help spread the word.
- Distribute pamphlets to other Twelve Step fellowships – many don't know W.A. even exists, let alone nearby!
- Contact local intergroup offices for other Twelve Step fellowships and give them your contact information, telling them about W.A. and our nearby meetings.
- Inform spiritual and religious leaders, therapists, doctors, and others in the community at large about W.A. and our nearby meetings.
- Contact your local newspaper and ask them to put a meeting notice (including time and place) in the announcement section by the classifieds (usually free).
- Look for websites that have a list of support groups in your area where W.A. links or info would be appropriate. Request that W.A. information be included.
- Make efforts to place the W.A Book of Recovery in your local library.
- Start a new meeting in your area by ordering a new meeting starter kit, which includes more outreach literature, by sending an e-mail to: [fulfillment@workaholics-anonymous.org](mailto:fulfillment@workaholics-anonymous.org)

## **Public Awareness Policies**

### **Media**

To inform and raise awareness, W.A. and associated service bodies (including local meetings) may send press releases to newsletters, newspapers, magazines, websites, billboards, television shows, radio stations, and other public media outlets – provided that personal anonymity is maintained for W.A. members. Any such volunteers may give their first name and contact information to the media but should request that their anonymity be preserved in the published media content.

Media requests regarding the W.A. organization itself should be forwarded to the W.A. Outreach Coordinator.

### **Public Relations**

In order to fulfill our primary purpose of carrying the message to the workaholic who still suffers, and to reach those who are not yet aware of the existence of our fellowship, we do provide information but operate under the principles of attraction and cooperation rather than promotion or affiliation.

*Attraction: To draw towards by means other than physical influence; to invite, encourage, or approach.*

*Promotion: To push forward; to further advance, "hard sell," or advance for profit.*

We cooperate with outside groups, but we are not affiliated with any other organization. We inform the public who we are, what we do, and how we can help. Working with others broadens our scope and contacts, reaching more of those in need. Examples may include, but are not limited to, hospitals, doctors, nurses, clergy, treatment centers, educators, dieticians, family therapists, marriage counselors, and employee

assistance programs. Hiring outside contractors or service companies is not considered affiliating.

In communicating at the public level via the internet, press, radio, TV, and films, we always stress personal anonymity.

### **Public Service Announcements & Paid Ads**

To raise inform and raise awareness, W.A. and associated service bodies (including local meetings) may use public service announcements and purchase ads. Such information may be transmitted through various sources such as newsletters, newspapers, magazines, websites, billboards, television, radio, and other appropriate public media.

### **The Preamble\***

Workaholics Anonymous is a fellowship of individuals who share their experience, strength, and hope with each other that they may solve their common problems and help others to recover from workaholism.

The only requirement for membership is the desire to stop working compulsively. There are no dues or fees for W.A. membership; we are self-supporting through our own contributions. W.A. is not allied with any sect, denomination, politics, organization or institution; does not wish to engage in any controversy; neither endorses nor opposes any causes. Our primary purpose is to stop working compulsively and to carry the message of recovery to workaholics who still suffer.

### **The Eleventh Tradition\***

Our public relations policy is based on attraction rather than promotion; we need always maintain personal

anonymity at the level of press, radio, and films.

## **Availability Statement**

For anyone who desires help in recovering from workaholism, I patiently offer the healing and balance I have – and how W.A. helped me to find it.

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