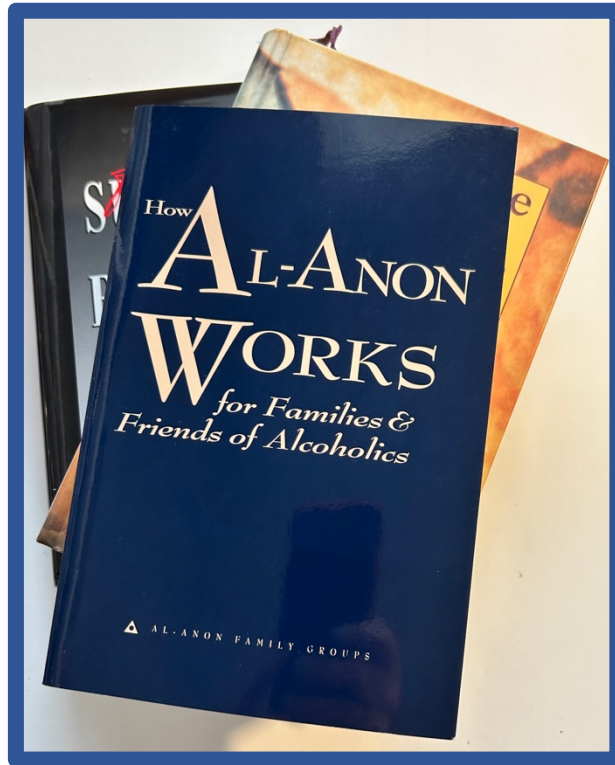


AREA 54 – TEXAS WEST PUBLIC OUTREACH PROJECT KIT



**Placing *How Al-Anon Works for Families & Friends of Alcoholics*
in Area 54 Public Libraries**

Welcome to the Public Outreach Experience!

Hello Area 54 Al-Anon members,

Are you looking for a way to participate in an Al-Anon public outreach project? One that could impact the lives of people in all of Area 54? What could be better than everyone having access to *How Al-Anon Works – for Families & Friends of Alcoholics* (in English and Spanish) through our local public libraries. It can happen with your help.

Public outreach service tools help communicate the message of Al-Anon/Alateen to the community through outreach to professionals, to the media, to institutions, and to the general public. Our goals are to attract newcomers to our fellowship and to inform professionals who work with families and friends of alcoholics about the Al-Anon/Alateen program. Public Outreach encompasses Outreach to the Public/Media (Public Information or PI), Outreach to Professionals (Cooperating with the Professional Community or CPC), and Outreach to Institutions.

Area 54 Public Outreach Task Force Goal: To devise a process to place *How Al-Anon Works for Families and Friends of Alcoholics* (in English and in Spanish) into every public library in Area 54. At the Fall 2022 Area Assembly, the members voted to fund the purchase of these books over the following three Assemblies. If all of the 288 public libraries in Area 54 accept two books each, that would mean the Area is investing \$4,158 in this important public outreach project.

The Public Outreach Task Force has formulated a process to achieve the Area's goal, and now is the time for the sixteen districts to carry this effort to completion. It may sound overwhelming, but members from the task force have already begun contacting the libraries in their districts and are placing orders for the books. They have overcome hurdles in the process and are sharing their tips and suggestions with you.

In this Kit you will find:

- A "How to" list to guide you throughout the process
- A list of the public libraries in your district
- A phone script that you can follow when contacting the libraries
- A letter you can email to the libraries
- A *Fact Sheet for Professionals* to provide to the libraries
- Information on special handling for remote libraries.
- A very helpful list of tips from task force members who have already begun this process

We thank you for your service to Area 54,

Public Outreach Task Force
May 5, 2023

Area 54 Public Outreach Project “How To” List

1. Take this kit to your next district meeting. Pass the district library list around and ask for volunteers to help contact the libraries in your district.
2. Share the information in this kit with your volunteers. The kit will be available on our Area website [Texas-al-anon.org/members/texaswest](https://texas-al-anon.org/members/texaswest). Password: anonymity
3. As members contact the libraries, keep a record of those libraries that will accept the books for their collections. You will need a count of English and Spanish versions for your order.
4. Make note of any libraries that are too remote to hand-deliver the books. The cost for mailing two books, including the envelope is \$6.04. If the cost to ship to remote libraries would cause a financial hardship for your district, let us know. It may be possible for us to reimburse those districts that are unable to cover the shipping costs. (See Special Handling for Delivery to Remote Libraries in this Kit.)
5. Place your order with Carol Anne Barone, Public Outreach Coordinator, txwestpublicoutreach@gmail.com, by the order deadline for the next Assembly. You may place partial orders if you still have not been able to contact all of the libraries on your list. Your district representative or other designated member will be able to pick up the books you ordered at the next Assembly.
 - a. Order by September 30, 2023 for pick up at the Fall 2023 Assembly
 - b. Order by March 30, 2024 for pick up at the Spring 2024 Assembly
6. Pick up your order at the Public Outreach Table in the main meeting room at Assembly.
7. Bring the books back to your district and distribute them to your volunteers for delivery to the libraries.
8. Let our Public Outreach Coordinator know when the distribution is complete because we want to celebrate the amazing efforts of our Area members!

Note: Some districts have indicated they wish to cover the cost of their books themselves. Those districts are asked to simply make a donation in the amount of \$7.70 per book to the Area.

Tips and Suggestions From the Task Force

Participation is the Key to Harmony (Concept 4)

“Having the list of libraries in my District was so helpful because it included the address and phone numbers too! I took the list to my District meeting and passed it around. Several members picked three or four libraries to contact. They were excited to be a part of this project.”

When I got my list, I found that there were some libraries that served more than one district. When you're in a large county like Tarrant or Dallas that's bound to happen. So, I contacted the other two task force members who were members from those districts. We just emailed each other and chose the libraries closest to each of us to contact.

Note: If your district did not have a member on the task force, contact the district representative of the other district(s) and coordinate through him/her.”

Reaching out

“I found that by having the phone script in front of me when I placed the call to the libraries helped to calm my nerves and gave me purpose.”

“A few libraries said “no thank you” when we contacted them. Some did not accept paperback books, some already had the book in circulation, some don't accept donations, and some just said “no. The important thing is to reach out.”

“It was so much easier than I had imagined. Most of the libraries I contacted were eager to accept the books into their collection.”

“I personally contacted five libraries. It took me less than an hour. I am looking forward to delivering the books to my libraries so that I can meet these lovely people.”

Get a Commitment from the Library

“It was suggested that I keep our goal of getting these books into the libraries' circulation in mind when calling, and to ask for that commitment from them. This was helpful when one library I contacted said to bring the books in for evaluation. I discussed it with the other task force members, and I will be calling this library back to get more information and see if I can get their commitment to place the books in their collection.”

“One library said they accept all donations, and if they decide not to put it in their collection, they will give it away to any patron that may want it. I told them I really needed to know it would be put in their collection before I purchased the book, and was told they could not commit. I thanked them and did not place an order for this library.”

Phone Script

Public Library. How can I help you?

Hi, my name is _____ and I would like to donate two books to be added to your collection. Who would I speak with about that?

That would be our Collection Manager, let me transfer you.

This is Barb.

Hello Barb, my name is _____ and as part of an outreach project with Al-Anon Family Groups, we would like to donate two copies of *How Al-Anon Works for Friends and Families of Alcoholics* to your collection in both an English and a Spanish Version. Are you familiar with Al-Anon?

No. Is it Alcoholic's Anonymous?

No. Al-Anon is a worldwide fellowship that gives help and hope to families and friends of alcoholics. There are over 24,000 groups in 118 countries and this book would be a wonderful resource to any of your patrons who are struggling with a loved one's addiction. If you have a copy of the book, *Alcoholics Anonymous* in your collection, this would be a perfect companion book for family members.

Sure, you can mail them to me or drop them off at.....

Note to caller:

Make a note of the name of the person you talked. You may need to follow up with them.

If the librarian says they need to see the books to evaluate them before they can put them into circulation, explain to them that we really need to know if they will be in circulation before we purchase them.

Some libraries accept donations but do not place all donations in their circulation. If they decide they don't want to keep them, they will offer them up for free to patrons. Again, please explain that we will be purchasing them in order to have them in circulation.

If you cannot get a commitment from the library, the library should not be included on your order list.

Sample Follow-up Letter/Email

Dear Name or Acquisitions Librarian,

My name is _____. I visited with you, (**or name person you spoke to**) and I'm just following up on our conversation. As part of an outreach project for Al-Anon Family groups of West Texas, we would like to donate two copies of the book *How Al-Anon Works for Families & Friends of Alcoholics*. Al-Anon Family Groups, 2008 in both an English and a Spanish version to your library's collection. The ISBN 13 is 978-0981501789 and the monetary value of both books is \$15.40 (including S&H).

Al-Anon is a worldwide fellowship that offers help and hope to friends and families of alcoholics. Currently there are Al-Anon groups in over 118 countries. If you would like to learn more about this valuable resource for your patrons, I've attached a pdf of A Fact Sheet for Professionals.

Thank you so much for agreeing to place these two books to your collection. I will receive the books in November (**or May depending on your order date**) and will deliver them to you soon after I receive them.

Thank you for your time and please don't hesitate to call me if you have any questions.

Sincerely,

Name

Phone Number

This letter is meant to be used as a follow-up to an in-person visit or phone call to the library. The phone script is meant to be used as a guide when visiting or calling the libraries. It is recommended to first visit in-person or call the libraries and then follow-up with this letter.

A pdf of the Fact Sheet for Professionals is available at al-anon.org/professionals

Special Handling for Delivery to Remote Libraries

What is a “remote” library?

A remote library is one that is located at such a distance as to be a financial hardship for someone within your district to hand-deliver.

What are your options for delivery to remote libraries?

You can mail two books to remote libraries in Texas at two different postage rates:

- **Library rate** allows non-profits to mail to libraries. The cost for two books is \$5.64 – this includes postage of \$3.95 plus \$1.69 for the postal service envelope (10-1/2 x 16” utility mailer).
- **Media rate** allows anyone to mail books to anyone. The cost for two books is \$6.04 – this includes postage of \$4.35 and \$1.69 for the postal service envelope (10-1/2 x 16” utility mailer). Be sure to state you want media rate when mailing.

NOTE: Library and Media rates do not allow correspondence to be included in the package – only a packing slip.

Some districts have indicated they have the funds to purchase the books and/or pay the cost to mail the books. If your district wishes to pay for the purchase of the books, you may make a donation for the cost to the Area (\$7.70 per book). If your district is willing to pay for the cost to mail the books, simply pay for the postage.

If the cost to mail the books to remote libraries would cause a financial hardship for your district, members should be reimbursed by the district and the district may submit a receipt and request reimbursement from the Public Outreach Coordinator. **It is important that you let the Public Outreach Coordinator know at the time you place your order, the number of remote libraries that are included in your order. Only a limited amount of money has been allocated for shipping.**

Packing Slip

Al-Anon AFG, Area 54 Texas West
Tax ID Number: 510161910
c/o Your Name
Your Address or Group Mailing Address
City, TX Zip
Your Phone Number

Date Shipped: _____

Via: US Mail

Quantity	Book	IBS 13	Value	Price
1	How Al-Anon Works – for Families & Friends of Alcoholics, 2008 – English			
		978-0981501789		
			\$7.70	
			\$0.00	
				Donation for Library Collection
1	How Al-Anon Works – for Families & Friends of Alcoholics, 2008 – Spanish			
		978-0981501789		
			\$7.70	
			\$0.00	
				Donation for Library Collection

Shipped to:
(Name of Library Contact)
c/o (Name of Library)
Address
City, TX Zip