

INTERGROUPS: PLEASE DISTRIBUTE TO YOUR GROUPS!

LIFELINE 1 X 1 CAMPAIGN: MAKE LIFELINE SELF-SUPPORTING

Lifeline magazine cannot survive on praise alone. It needs your financial support.

**IF EVERY GROUP WORLDWIDE PURCHASED
ONE LIFELINE GROUP SUBSCRIPTION,
LIFELINE WOULD BECOME SELF-SUPPORTING.**

Tradition One states, “Our common welfare should come first: personal recovery depends on OA unity.” Today we ask all groups around the world to unite behind *Lifeline*. ***Lifeline*, our meeting-on-the-go, brings hope and recovery to members worldwide. *Lifeline*’s survival depends on you.**

During the current economic crisis, *Lifeline*’s circulation has plummeted. Every week letters arrive praising the magazine, but members do not bolster these praises with subscriptions. *Lifeline* is loved . . . and shared. Our readership is far greater than our subscription base. *Lifeline* cannot become self-supporting when so many members share the magazine.

But a way exists for members to continue sharing and still make *Lifeline* self-supporting. Tradition Five says, “Every group has but one primary purpose—to carry its message to the compulsive overeater who still suffers.” If every group worldwide purchases one *Lifeline* group subscription, each group will carry the recovery message and make *Lifeline* self-supporting. **There may be no *Lifeline* if it isn’t self-supporting.**

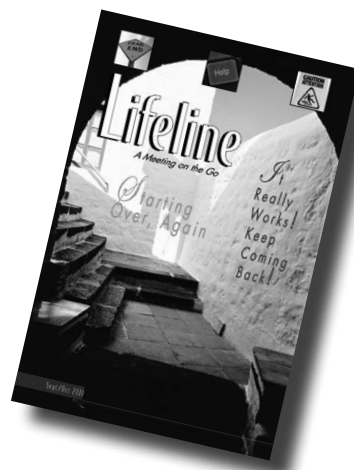
When many families are struggling today, it is understandable some members choose to share rather than subscribe. If a group splits the expense for one subscription, it eases the financial burden.

Some members might feel the subscription price is too high compared to other magazines. In keeping with Traditions Six and Seven that OA not endorse outside enterprises and is self-supporting, *Lifeline* does not have outside advertising to bolster its income. A group subscription makes it feasible for members to provide the financial support *Lifeline* needs. How would your share of that cost compare to what you might have spent on food if you had not found OA?

Here is our challenge:

**IN 2012, EVERY GROUP WORLDWIDE WILL HAVE
ONE LIFELINE GROUP SUBSCRIPTION
AND WILL RENEW IT ANNUALLY FOR THE LIFE OF THE GROUP.**

The second part of this challenge, *to renew annually*, is the most important part if *Lifeline* is to be self-supporting. Groups can save even more by choosing a three-year subscription. To see a sample issue of *Lifeline*, go to www.oa.org/lifeline-magazine/sample-issue.php.



Subscribe to *Lifeline* today!

Use the subscription form on the back of this flyer.

Subscription Form **Lifeline 1 x 1 Campaign:**
Make Lifeline Self-Supporting

(Please Print) NEW RENEWAL
SEND TO:
Name _____
Street/P.O. Box _____
City _____ State _____
Prov/Country _____ Zip _____
Phone _____

BILLING ADDRESS: Same as above
Name _____
Street/P.O. Box _____
City _____ State _____
Prov/Country _____ Zip _____
Phone _____

GROUP INFORMATION

Group Number _____
Meeting Location _____
City _____ State _____
Prov/Country _____ Zip _____

LIFELINE REP NAME:

Enclosed is a check money order in the exact amount made out to World Service Office.
US funds ONLY
Non-US funds will be returned.
Please charge my
 VISA Mastercard Discover
Card # _____
Exp. Date (CSC#) _____ ()
Signature _____

Return form with payment to
Lifeline, P.O. Box 44020,
Rio Rancho, NM 87174-4020 USA
Phone 505-891-2664

To subscribe online:
www.oa.org/lifeline-magazine/

To subscribe to e-Lifeline,
the electronic version: www.oa.org/lifelinemagazine/subscribe-e-lifeline.php

Please circle your order below:

No. Yrs.	US	Canada	Outside US/Canada
1 yr. (10 issues)	\$23	\$29	\$38
2 yrs. (20 issues)	\$44	\$56	\$74
3 yrs. (30 issues)	\$63	\$81	\$108

EXACT AMOUNT IN US FUNDS ONLY
Lifeline is mailed in a plain unmarked envelope.
Please allow four to six weeks for delivery.

WANT TO ORDER MORE THAN ONE SUBSCRIPTION? USE THE FORM BELOW. THANK YOU!

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Make Lifeline Self-Supporting

(Please Print) NEW RENEWAL
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City _____ State _____
Prov/Country _____ Zip _____
Phone _____

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