

Pass the Basket, Carry the Message

Delegates to the 2007 World Service Business Conference in May overwhelmingly passed a motion to support a national public awareness campaign. The motion reads as follows:

Move that Overeaters Anonymous, Inc., conduct a Public Awareness Campaign using the services of an outside agency. Expenses connected to this campaign will be supported by member contributions to a special public awareness campaign fund established by the Board of Trustees (BOT). The BOT may use up to \$20,000 of current reserves for 'seed' money to initiate the campaign. Such funds are to be reimbursed from the special fund established for this purpose.



The campaign's purpose is to inform and educate the public that Overeaters Anonymous offers a solution to the problem of compulsive eating. It will also provide a way for interested people to contact us. The campaign will make no promises regarding weight loss, time frames or other guarantees. The World Service Office and Board of Trustees hope to have the program in place by the fall of 2007, ensuring that OA will have a presence during the holiday season.

Three public relations agencies in the Albuquerque area submitted proposals. OA's managing director, Naomi Lippel, explained to them the unique nature of our organization pertaining to anonymity and to attraction rather than promotion. An agency has been selected, based on the proposals they submitted and an appraisal of their understanding of OA. The agency will create a definitive plan and present it to the full board at the August meeting of the Board of Trustees. Local service bodies will be informed when the initial plan is in place, so they can coordinate their PI efforts with the national campaign.

The board suggests that each service body determine the method to promote this special fund campaign in the manner that best suits its particular membership. Some service bodies may decide to send in a contribution from their reserve funds. Another may decide to pass the basket a second time at its meetings once a month. Others may decide to pass the basket a second time at every meeting for a month. Whatever the method, it is important that all members have the opportunity to contribute to this important campaign. When submitting contributions, the check should be marked "Public Awareness Campaign." By creating and executing a plan, service bodies will fulfill the motion's intent that member contributions support the initial phase of the public awareness campaign.

The OA Web site, *Lifeline* magazine, *A Step Ahead* and flyers sent with literature orders and intergroup mailings will keep service bodies updated about the progress of the campaign. Any service body or member who has a question about this new initiative may contact Sarah Armstrong at the World Service Office. Together we can.

— *Dodie H., Chairman, Board of Trustees*