

**2016 DA World Service Conference**  
**Public Information Committee 2016-2017 Action Plan**  
**PLEASE MAKE COPIES FOR YOUR GROUPS AND INTERGROUPS**

All D.A. members are encouraged to email [pi@debtorsanonymous.org](mailto:pi@debtorsanonymous.org) to find out more.

TO ALL MEMBERS OF DEBTORS ANONYMOUS:

We, on your WSC PI Committee, are excited about the action plan we have created for the coming year. Below you will see the focuses we've selected and the actions we've got planned. If you, your group, or Intergroup are interested in joining us in carrying the message of D.A. in your town or region, or if you find anything below of interest, we welcome you to reach us via the email address above. Below are our subcommittees and action plans for this year. Actual results may vary. **Your assistance may make all the difference.**

### General Public Subcommittee

12 step meetings, places, locations, bulletin boards, making connections

Create interfaces with other 12-step fellowships and members

Research hospitals, collaborative 12-step events, display D.A. literature at community colleges

Contact Librarians as a resource and expand into other public places

Atlanta treatment centers and V.A. in eastern U.S.

Contact churches and interfaith alliances to supply literature explaining what D.A. is and how it can help their members

Places of last resort, pawn shops, payday lenders

### Helping Professionals Subcommittee

Create a spending plan for subcommittee's first choice national PIPE (Public Information for Professional Events) event and present for review and approval on our September call

Submit a spending plan to GSB for \$500 to print 20,000 contact cards at GSO's cost (via Vistaprint) and work with GSO to get bundles of 500 or 1,000 free cards sent to every North American intergroup. Provide Intergroups with info on how to best use the cards, including suggestions for where, when, and to whom to distribute them.

Regional outreach and presentations within individual areas of passion or interest:

Therapists, clergy, banking and credit counseling centers, helping organizations and associations, and V.A. in western U.S.

Send conference approved letter from PI manual to Indiana Medical Association, United way, Indiana Psychological Association

Possible collaboration with Media subcommittee producing a short video

[pi@debtorsanonymous.org](mailto:pi@debtorsanonymous.org)

## WSC Public Information subcommittees and action plans for this year – continued:

### Media Subcommittee

Invite other websites to link to D.A. North America and to D.A. U.K.

Create a spending plan for an animated short film, 3-5 minutes, that best depicts D.A. to the masses. (Likely collaboration with Helping Professionals subcommittee.)

Explore pathway to guidelines for safe social media as it relates to D.A.

### Fellowship at Large Subcommittee

Complete planning, preparation, and execution of PI interactive training sessions for all D.A. members.

Continue to maintain the online storage account started by the 2015 WSC PI Committee for record keeping and sharing of documents within the WSC PI Committee, including subcommittees.

Complete work related to the approval of the PI Tear-Off Flyers.

Complete work on new D.A. Public Information Handbook following guidance of GSB PI. The title of the document is "Sharing Debtors Anonymous: Public Information Handbook for D.A. Members."

**Additionally, 10 of 18 of us committed to making an average of one PI-related outreach call each week of the coming year.** A commitment of one PI/outreach call per week = 50 per year x 10 WSC PI members =

500 direct PI/outreach contacts committed between now and WSC 2017

We will work to help and support one another in this effort.

How can we support you in joining us in making a similar outreach commitment to carry the message to our fellow debtors who haven't heard of us yet?

Our goal in these personal commitments is to answer the following questions together:

Who, exactly, are we trying to carry the message to in each of our subcommittee audiences and the organizations within them?

What, exactly, do we need to provide or contribute toward each of our subcommittee audiences' needs to become a trusted and well-remembered resource?

Where, exactly, is the best place to start our outreach in each of these audiences and the organizations within them?

When, exactly, is the best time to reach these audiences – time of day, time of week, time of month, time of year – and the organizations within them?

Why, exactly, should these audiences be interested in our message and the voluntary services we provide to compulsive debtors like us?

How, exactly, can we reach the still-suffering debtor through each of these audiences?

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