

Crystal Meth Anonymous®

PUBLIC INFORMATION & OUTREACH COMMITTEE (PI&O)

OUTREACH GUIDELINES



CMA PI&O Committee Approved Literature

This document has been approved by the Public Information & Outreach Committee and it is to be used widely by the Fellowship. We encourage feedback and comment so that they may be considered in the future updates.

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Purpose

The CMA Public Information and Outreach (PI&O) Advisory Committee is responsible for ensuring the following is an outline to assist you in the planning process for Public Information and Outreach (PI&O) outreach efforts. Please refer to the **PI&O Workbook**, in particular the **PI&O Presentation** and the **Presentation Guidelines**, the **PI&O Speaker Guidelines** and other resources that may be available through General Services or your local fellowship. These resources will help to ensure that the message you are delivering is in line with the Twelve Steps, Traditions and Concepts of Crystal Meth Anonymous.

Below please find some suggested topics for consideration in each of the four major areas of outreach efforts: Identify, Plan, Execute and Debrief. These broad guidelines can be used to plan for a wide range of possible outreach opportunities including, but not limited to: attending professional events, purchase of targeted ad space or sending outreach letters.

This outline has been developed by the PI&O Advisory Committee of Crystal Meth Anonymous. If we may address any questions or concerns, please feel free to reach out.

Identify - to whom are we presenting CMA's message and do we think it's a good use of our resources?

- How do we identify targets?
 - Initial outreach and follow-up
 - Join email lists or newsletter broadcasts
 - Visit their offices
 - Internet searches
- Targets
 - Treatment facilities and other recovery organizations
 - Prisons, jails and other legal system entities
 - LGBTQ associations
 - Hospitals, clinics, and mental health facilities
 - Government offices
 - Colleges and universities
 - Homeless services entities
 - Places of worship
 - Philanthropic organizations
 - The general public
- Frequency
 - What's the frequency with which this event occurs? Will we attend or participate again in the future? Or, is this a one-time opportunity?
- Method of outreach and audience access

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- How will we participate? Is this a live event where we host a booth? Is it a mailing of introductory letters? Or, are we purchasing space in printed materials?
- Who is the audience of this event? How likely is it that we will be able to introduce them to CMA's message?

Plan - how will we make this effort successful?

- Timing
 - Advance planning is imperative
 - How long will it take us to secure the materials, resources and/or space for this event?
- Staffing
 - How many people can/will participate? How many are needed for success?
 - It may be useful to create a committee to plan
 - Have a back-up plan or extra folks on call
 - For long events, plan shifts of participants
 - Only CMA members from the local fellowship or are others involved?
- Financial
 - The Seventh Tradition
 - What's the cost of materials?
 - Pamphlets
 - Flyers
 - Insurance
 - Books
 - Travel
 - Booth rental
 - Airfare and accommodations
 - Shipping
 - Fees and incidentals
 - Who is paying for this event and do we have enough?
 - Do we need to fundraise?
 - Designated second collection
 - Special fundraising events
 - Professionalism
 - How do we deliver CMA's message through this event in a spiritual, presentable and professional manner?

Execute - following through with our plans to deliver CMA's message

- Setup
 - Are table presentation or booth aesthetic materials needed?
 - Do we need to prepare a draft letter and get it approved?
 - What other resources or materials need to be prepared for the event?
- Engaging Audience
 - Ensure our messaging is consistent with CMA's Traditions, Concepts and approved literature
 - Speak or write professionally
 - Listen, answer questions to the best of your knowledge and offer solutions
- Follow-up and Referral
 - Send follow-up emails shortly after the event, thanking folks for their interest and offering your fellowship's materials or website
 - Reach out on a regular basis, as appropriate
 - Creating a database of voluntary contacts may be useful for ongoing outreach

Debrief

- Pros/Cons of the event
- Should we consider attending again?
 - Percentage of audience interest
 - Percentage of qualified contacts made