Strategic Planning Framework

Purpose

Contribute to the growth of NA in the United States through information sharing and the coordination and collaboration of services.

Function

We will operate in a manner that compliments the services provided by the US Zones, Regions and NAWS and enhances unity and communications

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High Priority / Phase 1

Goal: To increase public awareness of NA, how to contact us, and how to get information about recovery of drug addiction throughout all the Regions in the US

1. US Website with basic common PR information
    a. Assist with updating national BMLT
        i. Helps NAWS as well
    b. Public facing first, NA resource second
        i. Include a way to connect to local resources
    c. Minimal financial impact
        i. Webspace can be donated by a service body
        ii. Domain name would have cost, but can likewise be donated
    d. _Central shared email for each US (Already in progress)_
        i. _Clarify responsibility for connecting incoming communications_
            1. _Slack_
            2. _Google Groups_
            3. _Google Drive_
    e. Who
        i. US Collaboration Web Task Team
            1. One lead / volunteer
            2. Open participation
            3. Possibly utilize mentorship in this process

Goal: Improved access to workshops and training material

1. Coordinate consistent (bi-monthly?) virtual workshops on prioritized topics such as PR 101 Sessions, FD, H&I, Website basics
    1. Possibly coordinate with MZ Video Collab Workgroup + NA Virtual Outreach
        i. Survey fellowship to prioritize topics / needs
    2. Who
        i. US Collaboration Training Task Team
            1. One lead / volunteer
            2. Open participation

3. Possibly utilize mentorship in this process

Goal: Foster a common understanding of the purpose of Fellowship Development to strengthen our Groups, build our service structure and grow our local NA communities.

1. Fellowship Development service materials
    a. Fellowship Development in NA pamphlet or bulletin
    b. Fellowship Development Basics / Handbook?
        i. Request this task of NAWS?
        ii. Coordinate with international zones as a task?
    c. Presenting as an IDT - Workshop for input – develop a session profile
        i. Definition from PR Handbook
        ii. Graphics / I.e. - the interconnection and the distinction between outreach
    d. Who
        i. US Collaboration FD Service Materials Task Team
            1. One lead / volunteer
            2. Open participation
            3. Possibly utilize mentorship in this process
            4. They would prioritize the service material / IDT's / etc internally

Lower Priority / Parking Lot – Reexamine / Reprioritize after 6 months

Issue: PR in the US lacks consistency in understanding, presence, and communications.

Goal: To increase public awareness of NA, how to contact us, and how to get information about recovery of drug addiction throughout all the Regions in the US

Approaches:

1. Public Relation coordinators
    a. Central resource for internal communications for PR requests which is disseminated efficiently and effectively with good follow up.
2. National PSAs
3. Video of PR presentation
    a. NA a resource in your community presentation video
        i. Possibly use one that already exists.
    b. Presenting to professionals how-to video
4. National phone-line
    a. Heavy potential financial impact
        i. $500/month with heavy usage (estimated)
        ii. Service bodies adopting the national hotline would increase the value / decrease the financial impact
5. System for identifying (grading) "mature" (sustainable) service committees

Issue: There is a lack of a common understanding of fellowship development within the US fellowship that contributes to weak, inconsistent internal development and slow external development/growth

Goal: Foster a common understanding of the purpose of Fellowship Development to strengthen our Groups, build our service structure and grow our local NA communities.

Approaches:

1. FD inventory tool to evaluate current FD needs and strengths.
2. Use data sets of existing meeting information from BLMT or other resources, overlay on top of population density maps. Prioritize FD based on where NA is not. Highlight prison, jails, treatment centers, etc.

Issue: Lack of consistent communication and information accessibility between service bodies and with groups.

Goal: Improve information accessibility between service bodies and with groups.

2. A "place" for members to post simple questions and get solutions to service problems.
    1. Low resource need
    2. Who
        i. US Collaboration Resource Coordination Task Team
            1. One lead / volunteer
            2. Open participation
            3. Possibly utilize mentorship in this process

3. Service material database that is searchable
    1. High resource need
    2. Who
        i. US Collaboration Service Database Task Team
            1. One lead / volunteer
            2. Open participation
            3. Possibly utilize mentorship in this process

1. Improve communications between service bodies and with groups.
   Approaches
        1. Creating a forum that encourages conversations with neighboring service bodies
            i. Medium resource need
        2. Develop and maintain ongoing relationships with near-by service bodies
            i. This is a goal, not an approach
        3. Further develop the BMLT tool "Beam"
            i. High resource need