TIPS N TRICKS FOR GENERATING PUBLIC INFORMATION

* Use Google voice to forward calls
* Email newcomers the *Where Do I Start Pamphlet*
* Ideas a member did during a time when meetings were live: Pink Cans, signs on buses, bookmarkers in libraries, packets for professionals

**Google Voice**

We used a GV number to route calls to the local intergroup answering service. They had a 24/7 person answering the phone paid service.  They gave that up by turning it into a volunteer service with scheduled shifts for volunteers.  The beauty of using the GV# was that we could track calls made from any public signs we posted.  You just need a Gmail account to get a GV#.  Google tends to hand out random area codes.  For $20, GV will transfer an existing phone number to GV.  That way you can ensure getting the Area code of your choice and whatever prefix you might have.  GV has plenty of directions online for how to forward to somebody’s landline or cell phone.  Gi7ves details with how to look up call history

**Bus Signs**

Sign can be posted on buses running the main commuter routes between Seattle and the Eastside.  There are only 2 bridges so we got good exposure on busy routes.  The signs were on the inside of the bus above the windows.  They were 11x17.  It did seem like calls to the intergroup increased during that time and dropped down after the signs were removed.  I know I saw a few people at the local meeting that saw the signs and went to a meeting.  It made a difference.   Like virtually all 12-step PI work, we had no way to measure the cost effective value of the signs.

**Emailing Newcomers the *Where Do I Start* pamphlet.**

The pamphlet cost $1. With tax in WA State, it is $1.10.  I bought them one at a time and emailed them to people via the Amazon web page.  They got a linked, clicked on that and downloaded the pamphlet in Kindle format.  \*OR\* purchase 5 at a time with no email address, get a link to a spreadsheet to download.  The Spreadsheet listed 5 vouchers that you can copy and paste into emails to send to interested newcomers. Its works great!  If a voucher goes unused, it stays ‘live’ on the Amazon web page.  If it does not get claimed in a month, the recipient did not want it, and you can reuse the link for someone else.

**Other Things We Tried**

Libraries: some have a deal where if a socially acceptable non-profit brings bookmarkers or flyers in 50 bundles, the libraries will put them in all associated community libraries.  Make bookmarkers 6-to-a-page at a print shop on heavy card stock paper.  Every 6 months, I would drop off a box of bookmarkers at the library distribution center bundled up in 50 packets.  That is good for at least 10,000 bookmarkers.  Get them printed, bundle them into 50 bundles and drop them off.

Put together packets for professionals and email them to willing group reps to share with members of their home groups.  The members shared the packets with their doctors, lawyers, social workers, judges and others that would interact with potential OA members.