

Projects for Attracting More Members to Conference Approved Literature

The following ideas are suggestions from the Literature Committee that can be used by Area Literature Coordinators to engage the interest of our fellowship in Conference Approved Literature. Some Areas are already doing some of these projects. If there are other projects your Area has done that you would like to share with others, send them in and I'll add them to the list!

- Make Area calendars that highlight a different piece of CAL each month. (Please seek reprint permission from the WSO if you intend to include quotations.)
- Request submissions for articles about CAL for your Area, AIS, or district newsletter or have Literature Coordinator write an article for each issue sharing experience in using literature as part of personal recovery.
- Create CAL workshop guidelines similar to the ones we have for *Opening Our Hearts* (B-29) and *Discovering Choices* (B-30).
- Hold district or Area CAL workshops—could be as simple as several members sharing about their favorite CAL, and how they use it.
- Add fliers and/or order forms for literature in Area/local mailings.
- Encourage districts to use a CAL Quote of the Month that could be shared with groups—for those with a calendar or a monthly newsletter feature, it could come from the “CAL of the month.”
- Write skits about CAL and present them at Assemblies, workshops, or conventions.
- Develop a “Match Game”—match a CAL quotation to the piece of CAL it comes from. It could be a great lunch or break activity at Area or district level.
- Hold an Area-wide contest to create a PowerPoint using one of the pieces of literature.
- Have a literature trivia contest at Area assemblies.
- Put the names (or pictures from our Catalog) of all our books and pamphlets in a box. At the end of each meeting, pick the name of a book or pamphlet. Ask the members who have that book to bring it the following week, and the next week's Chairperson will use a topic taken from that book.
- Recommend that groups develop a lending library.
- Survey each group in the Area to determine what books members have. The form should have all the books listed. This would give the Area a good idea of what books would be good candidates for special promotions, reports in the Area newsletter, etc.
- Present a game or “quiz show” like "Deal or No Deal" or "Jeopardy" at Assemblies or other gatherings to get members interested. A book could be drawn among the participants.
- Encourage districts to start literature study meetings or chair meetings using one of our books besides daily readers. Suggest that meetings use CAL as a regular meeting topic at least once a month—this can be a general topic or a specific discussion about a passage from a pamphlet, booklet, or book.
- Encourage speakers to incorporate CAL other than the daily readers into their talks at groups, districts, or conventions with speaker meetings or open talks.