

DRAFT

Sexaholics Anonymous Chicago

**2019 SA Chicago Area Intergroup (CAIG)
Outreach Plan for Attracting Newcomers**

The Purpose of this Plan

This plan was developed by the new Outreach Committee of the Chicago Area SA Intergroup (CAIG).

The purpose of this plan is to identify ways that CAIG can actively address SA Tradition 5:

Each group has but one primary purpose—to carry its message to the sexaholic who still suffers.

as well as support the 12th Step work of the program:

Having had a spiritual awakening as the result of these Steps, we tried to carry this message to other sexaholics, and to practice these principles in all our affairs.

We feel that there is much work that can be done on this front, since:

- Attendance at recent Open Meetings has been low, attracting very few newcomers, therapists, or others with an interest in helping suffering sexaholics.
- Email and Phone Hotline contacts have diminished significantly in the past 12 months.
- While we have a healthy network of meetings in the Chicago area, we remain committed to helping other sexaholics in the area who are not yet aware of who we are or how we can help them.

On the following pages are descriptions of several strategies that we have identified to address this purpose.

Strategy 1: Schedule Open Meetings

Objective:

Make it easier for therapists, clergy, students and other interested parties to plan to attend open meetings. Ensure that Open Meetings are available as a primary resource for the outreach initiatives described in the remainder of this document

Description:

Create a schedule of quarterly Open Meetings that can be posted on ChicagoSA.org web site, identifying the month and location when upcoming meetings are planned. While scheduling will always be subject to last-minute changes, we feel it will be helpful to publish a tentative quarterly schedule. For example, we may choose to ask the Swedish Covenant Sunday meeting to host an Open Meeting in October, Arlington Heights Tuesday meeting to host one in February, etc. Once exact dates are nailed down closer to the meeting dates, we can post those on the site.

Issues:

- Meetings will have to be willing to commit to an Open Meeting well in advance.

Planned Activities:

- Discuss plan with CAIG and develop a proposed schedule.
- Identify primary contact information for the candidate groups.
- Reach out to individual groups to get a commitment to host a meeting in the proposed month.

Strategy 2: Outreach to Therapists

Objective:

Educate therapists about SA and how we can help their clients who are suffering from sexual addiction.

Description:

Identify a source of information on therapists and counselors in our region. Reach out to them directly to promote Open Meetings and resources available on our site.

Issues:

- The current email list that we have been using for months (if not years) has only 58 names on it. An internet search of the email addresses indicates that many of those email addresses are no longer valid. This has been our primary target list of Open Meetings awareness for a long time. As we continue to reach out to the same list over and over, it is no surprise that attendance at Open Meetings has diminished significantly. Despite the great deal of time and energy in holding Open Meetings, the benefit is minimal.
- The therapists who are on our list are generally those who signed up on the Chicago SA web site, so they are obviously aware of what SA is and how we might help their patients. We feel that in order to make an impact, we need to be reaching out to those who are ***not*** aware of SA, so they understand what the fellowship is about and when it is advisable to refer clients to us. So rather than “singing to the choir”, we are getting our message to therapists who might not consider sending a client our way.

Planned Activities:

- We have identified these resources that will help with this initiative:
 - A listing of Certified Sexual Addiction Therapists (CSATs) [here](#).
 - A comprehensive listing of therapists in the Chicago region [here](#).

These lists can form that basis of our outreach. Specifically, we propose pasting a common message into the form submission page that therapists typically have either individually or as part of their group practices. Therapists with offices near the Open Meeting will be targeted each quarter.

- Provide CAIG information to these contacts on a regular basis. Information should include CAIG hotline and scheduled Open meetings.
- We also believe it can be helpful to represent SA (and SANON) at conferences. In particular, CAIG has previously participated in the **IAODAPCA** (Illinois Alcohol and Other Drug Abuse Professional Certification Association) conference in Itasca in March. We recommend staffing a table at that conference in March of 2019.

Strategy 3: Outreach to Clergy

Objective:

Inform local clergy of SA as a resource for individuals and couples seeking counseling related to a sexual addiction.

Description:

As clergy are often the first people that those suffering with sex addiction go to for help, it is important that they are aware of SA and know how to get information when they need it.

We believe the most effective way to make clergy connections is by having a presence at regional conferences or meetings, perhaps in the form of a table with literature and a SA member who can speak about the program.

Issues:

- How do we learn about the clergy events?
- How do we gain access to the events?

Planned Activities:

- Reach out to members in the Chicago region to request assistance from those who have connections within local faith communities.
- Utilize those connections to gain approval to have a presence at upcoming gatherings, events and conferences.
- Provide CAIG information to these contacts on a regular basis. Information should include CAIG hotline and scheduled Open meetings.

Strategy 4: Online Outreach

Objective:

Connect with addicts who are actively researching sexual addiction resources using online tools.

Description:

Online research is perhaps the second-most used source of information on sexual addiction resources (behind therapists/clergy). The online venue provides an opportunity to reach struggling addicts at precisely the time that they are seeking support. Additionally, we will be able to quickly assess the effectiveness of our online activities by tracking clicks, form submissions, etc.

We propose using search engines as the primary tool to connect with struggling addicts in the Chicago region. Our link is currently buried far down on the second page (or lower) for most relevant search terms, beneath a number of therapists, rehab centers, and other S programs.

Issues:

- Are there ways to use free Search Engine Optimization (SEO) techniques to raise our search engine rankings sufficiently?
- If not, are there opportunities to use highly targeted keyword buys to cost-effectively connect with struggling addicts seeking help?

Planned Activities:

- Reach out to members in the Chicago region to request assistance from those who have the skills and experience to help us optimize search engine results.
- Test their recommended strategies to identify cost-effective strategies.
- In the longer term, investigate and consider social media strategies, e.g., Facebook.

Strategy 5: Other Channels

Objective:

Test other outreach channels that may be effective in reaching sex addicts who are seeking a solution.

Description:

Consider, evaluate and test additional strategies that might include:

- Flyers or other outreach to schools with programs for helping professionals.
- Provide CAIG information to other Addictions groups (NA, AA, SLAA, etc.). Post flyers at Alano clubs and other 12-step meeting locations.
- SA billboards in the Chicago area available at not-for-profit rates.
- Outreach to area probation officers and other law enforcement officials who work with sex offenders.
- Other ideas generated by Chicago-area members participating in the CAIG Outreach committee.

Measuring Impact

An important element of all of the above-mentioned strategies will be measuring their impact, both positive and negative:

- Identifying positive impacts will enable us to allocate our time, money and resources into the most effective activities.
- Identifying negative impacts will enable us to identify those strategies that might be resulting in undesirable or unanticipated results, and curtail them immediately.

While it is the nature of the process that we may not be able to measure impacts with 100% accuracy, we believe that we can go a long way by setting up tracking mechanisms such as:

- Measure click-through to the “For Clergy and Healing Professionals” links provided in therapist and clergy outreach.
- Identify newcomers at open meetings and inquire how they heard about us.
- Measure the number of new people signing up for the CAIG mailing list
- Monitor changes in traffic volume to our site from search engines and other relevant sources
- Train CAIG email and phone hotline contacts to ask inquirers how they heard about the program.
- Request that area meetings ask newcomers how they heard about the program, and report back to CAIG. Provide a checklist of ways newcomers may have found out about SA, so they can easily report back in a standardized format.
- Maintain open communications with area meetings for input on any positive or negative impacts they see resulting from our outreach activities.

Calls to Action

We welcome input, comments and suggestions related to this plan from any Chicago-area SA group or individual member. Please reach out to your Intergroup rep or any member of the CAIG with your thoughts.

Any meeting members interested in participating in outreach planning and execution are encouraged to join the new CAIG Outreach Committee. Requirements are one year of sobriety and approval of your sponsor.

We are also hoping to identify members with specific expertise and experience, such as:

- Those with expertise in Search Engine Optimization and Marketing
- Those with connections with local faith communities
- Those who participate in AA meetings, and can post flyers in meeting locations
- Those with connections with area law enforcement organizations

If interested, please contact one of the following:

- Your group Intergroup rep.
- Ed P. and Dan S., Chairs of the CAIG Outreach Committee, at outreach@chicagosa.org