

General Service Board

Brainstorming Items for Consideration By the 66th General Service Conference

Exhibit 1

1. Brainstorming ideas on improving internal and external communications

Assuming that we undertake an effort to identify and develop a more effective internal and external communications for:

- Still suffering alcoholics looking for help,
- A.A. members,
- “Friends of A.A.,” and
- the general public,

how can that be accomplished? What should those efforts specifically include?

2. Brainstorming ideas for increasing revenues

Reflecting on the Seventh Tradition of self-support as it currently exists today, what specific changes or enhancements could be made to both increase the dollars contributed and the participation involvement by groups and individuals?

Reflecting on the AAWS literature being sold today, both in terms of variety of items being sold and their price, are there specific changes that could be made, such as the creation of additional types of literature that could be sold?

Reflecting on the magazines and other publications currently being sold by Grapevine and La Viña, what changes could be made to further enhance their desirability so that the Fellowship would be enticed to increase their subscriptions and purchases of such materials?

3. Brainstorming ideas for reducing expenses

Reflecting on the specific service activities provided to the Fellowship by the GSO, what specific services or items could be either changed or eliminated to reduce expenses?

Reflecting on the current organizational operating structures of AAWS and Grapevine, what back office functions could be combined to reduce operating expenses?

4. Brainstorming ideas on structure

Reflecting on the current organizational operating structures of GSB, AAWS and GV and without regard to either costs or efficiency, are there better structures that could be developed that would allow A.A. to better deliver its spiritual message of hope and recovery?

Reflecting on the current organizational operating structures of GSB, AAWS and GV but this time considering costs and efficiency, are there better structures that could be developed that would allow A.A. to better deliver its spiritual message of hope and recovery?