



ICYPAA

International Conference of Young People in Alcoholics Anonymous
P.O. BOX 22987, DENVER, CO 80222 WWW.ICYPAA.ORG

OUTREACH BEST PRACTICES

A. General

- i. What's the ultimate truth about Outreach? That's right...OUTREACH IS EVERYONE'S RESPONSIBILITY! No matter what position you hold on a committee, whenever you are at a meeting or AA event you should be making announcements for ICYPAA.
- ii. We want to drive people to the ICYPAA website, where they will be able to find all the information they could ever want about ICYPAA in general, this year's conference, how to register and how to book their hotel room.

B. Local

- i. Distribute registration fliers and make announcements at all meetings. The best announcements are fun, enthusiastic, personal, and contain the basic info needed for the conference: dates, location, and where to register (the website!).
- ii. Bring a sign-up sheet where people can provide their email to be added to the Constant Contact list.
- iii. Develop and maintain a cooperative relationship with your local Central Office, District, and Area. Show up at business meetings and volunteer to be of service at events; in other words, participate in General Service! In addition to being of service, ask if you can set up outreach tables and/or make announcements at meetings and events.
- iv. Submit ICYPAA flyers to be included in local Central Office and District newsletters.

C. State-Wide/National

- i. Send out regular Constant Contact email blasts to update everyone on the latest info and encourage them to go to the website and register.
- ii. Add all your sober friends and acquaintances to the ICYPAA Facebook page and post regular updates about conference info and pre-registration.



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- iii. Send Host Committee representatives or enlist local help to set up outreach/pre-registration tables at state YP conferences and events. Don't forget to bring a banner! Making the effort to show up at other conferences can go a long way toward encouraging others to make the trek to yours.
- iv. Enlist ICYPAA enthusiasts from around the country to be part of the extended Outreach Committee, acting as local "ICYPAA Liaisons." These liaisons can carry out the General and Local outreach in their areas on the Host Committee's behalf. Establish monthly conference calls to update your liaisons with the latest information and pump them up about outreaching for the conference.
- v. Submit information about ICYPAA to Box 4-5-9 (GSO's quarterly bulletin) and the AA Grapevine to be included in the list of upcoming events.

D. International

- i. Be careful about sending mass email blasts to international central offices and/or service centers as many of these offices do not understand what ICYPAA is and might consider this non AA-related "spam."
- ii. Make use of the international YP conferences, committees, groups, and individuals in the program to get the word out abroad.

E. For Bidders

- i. Find out which cities or states haven't bid in a long time or ever before and try to drum up enthusiasm for bidding in those areas.
- ii. Direct current and potential bidders to the webinar section of the website for tons of info on bidding.