



**BOARD OF TRUSTEES
FIVE-YEAR STRATEGIC PLAN 2008–2013
OPERATIONS PLAN 2010**

I. STRONG MEETINGS

Filled with abstinent members; all service positions filled; active rotation of service; meeting is growing; newcomers stay and become abstinent; sufficient sponsors; operates in the spirit of all 12 Traditions.

| MAIN GOAL | OBJECTIVE | TASKS | ASSIGNED PARTY | STATUS REPORT | SCHEDULED COMPLETION |
|---|--|--|--------------------------------------|---------------|----------------------|
| By 2013 , the member base of Overeaters Anonymous will increase by at least 20%. | | | | | |
| By end of 2011 , increase member base by 15% of 2008 census by increasing service in meetings. | Educate the Fellowship about the importance of service. | 1) Ask sponsors to encourage sponsees to give service at all levels via LL articles, region newsletters, and IG newsletters. | • Region trustees • Region chairs | | May-11 |
| | | 2) Create and distribute tent card with a region map and service structure. | • Region Chairs • Region Trustees | | May-11 |
| | Educate Fellowship about rotation of service. | 1) Create skit on rotation of service. | • Region chairs | | Feb-11 |
| | | 2) Make skit available for distribution. | • Staff | | May-11 |
| | | 3) Present skit at WSBC '11 "Concepts: A Guide for All Who Serve" workshop. | • Region chairs | | May-11 |
| By 2010 , the member base of Overeaters Anonymous will increase by at least 10%. | Educate the Fellowship about goal to increase membership | 1) ASA article | • Trustee (Wanda) | Complete | May-10 |
| | | 2) LL article | | Complete | May-10 |
| | | 3) Pass out attraction cards at assemblies | • Region trustees | | Dec-10 |
| (Ongoing) Educate Fellowship about strong meetings | Increase number of sponsors in Fellowship | 1) Distribute sponsorship pamphlet at region assemblies | • Region trustees | | Dec-10 |



I. STRONG MEETINGS (cont.)

| MAIN GOAL | OBJECTIVE | TASKS | ASSIGNED PARTY | STATUS REPORT | SCHEDULED COMPLETION |
|---|--|---|---|---------------|------------------------------------|
| (Ongoing) Educate Fellowship about strong meetings | Increase number of newcomers who become abstinent members and stay in the Fellowship | 1) Review newcomer meeting leaders packet (for ideas/new name?) 2) Promote 12 th Step Within workshops to SBs 3) Make available, promote, and track Abstinence Workshop. | • BAL Comm. • TSW Comm. • Region chairs | Complete | Apr-10 Aug-10 May-11 |
| | Increase frequency of Step and Tradition studies in meetings | 1) Modify Suggested Meeting Format to encourage Step and Tradition studies | • Board Lit. | | Nov-10 |
| ONGOING ITEMS | | | | | |
| Educate Fellowship about strong meetings | Increase number of sponsors in Fellowship | 1) More sponsorship workshops at SB 2) Articles in region newsletters to ask sponsors to encourage sponsees to sponsor | • Region Chairs • Region trustees | | Dec-10 |
| | Increase number of newcomers who become abstinent members and stay in the Fellowship | Promote newcomer meeting packet/format | • BOT • Region Chairs | | Dec-10 |
| | Increase frequency of Step and Tradition studies in meetings | Encourage IGs to establish Step and Tradition study meetings | • Region Chairs • Region trustees | | Dec-10 |
| | Promote Steps as the solution, regular study of Traditions, service and sponsorship | Remind others re: steps, traditions, sponsorship during sharing and encourage others to do the same. | • BOT • Region Chairs | | Dec-10 |
| | Educate members re: available support materials | Regions provide OA Handbook to all intergroups | • Region Chairs | | Dec-10 |



II. PUBLIC/PROFESSIONAL AWARENESS

All members, groups and service bodies working at carrying the message so that the possibility of recovery is offered to the still-suffering compulsive eater.

| MAIN GOAL | OBJECTIVE | TASKS | ASSIGNED PARTY | STATUS REPORT | SCHEDULED COMPLETION |
|--|---|---|------------------------|---------------|----------------------|
| By 2013, OA will have invested \$100,000 additionally to money already budgeted on public/professional awareness. | | | | | |
| By the end of 2011, OA will target five professional organizations for the purpose of raising awareness that OA is a recovery organization that works for compulsive eating and compulsive food behaviors. | Work with staff and Professional Outreach Committee create outreach plan. | 1) Target five organizations | • Agency • PO Comm. | | Jan-11 |
| | | 2) Strategize how to reach them. | • Agency • PO Comm. | | Feb-11 |
| | | 3) Begin implementation. | • Agency • Staff | | Mar-11 |
| In 2011, continue with public awareness activities. | Redistribute publicity materials to media. | 1) Redistribute radio PSA to stations. | • Agency | | Aug-11 |
| | | 2) Distribute press releases. | • Agency • PAC | | Dec-11 |
| | | 3) Distribute print PSA ad. | • Agency | | Dec-11 |
| | | 4) Purchase Internet pay-per-click ads. | • Agency | | Dec-11 |



II. PUBLIC/PROFESSIONAL AWARENESS (cont.)

| MAIN GOAL | OBJECTIVE | TASKS | ASSIGNED PARTY | STATUS REPORT | SCHEDULED COMPLETION |
|---|--|--|----------------------|----------------|----------------------|
| By 2010 , OA will have invested \$50,000 additionally to money already budgeted on public/prof. awareness. | Distribute and track radio and TV PSAs in conjunction with the rollout of the TV PSA | 1) Distribute and track TV PSA (to stations) | • Agency | Complete | Aug-10 |
| | | 2) Sell radio and TV PSA to Fellowship | • Staff, PAC | Radio complete | Oct-10 |
| | Raise awareness of and attract people to oa.org web site including use of virtual media (Facebook, etc.) | 1) Lifeline Weekly link to oa.org | • Staff | Complete | Jan-10 |
| | | 2) Investigate social networking and anonymity issues involved | • PAC | Complete | Feb-10 |
| | Start rolling out PAC internationally | 1) Research use of PSAs in other English speaking countries | • PAC, Region Chairs | Complete | Feb-10 |
| | | 2) Create podcasts in other languages (French) | • Staff, agency | Complete | Aug-10 |
| By the end of 2010 , increase awareness of OA in professional community | Track effectiveness of professional awareness efforts | 1) How many prof kits/folders are being requested by SB and professionals | • Staff | Complete | Feb-10 |
| | | 2) Track growth of <i>Courier</i> database | • Staff | Complete | Feb-10 |
| | | 3) Investigate social networking for professionals interested in OA (Facebook, LinkedIn) | • Prof. Outreach | Complete | Aug-10 |



II. PUBLIC/PROFESSIONAL AWARENESS (cont.)

| MAIN GOAL | OBJECTIVE | TASKS | ASSIGNED PARTY | STATUS REPORT | SCHEDULED COMPLETION |
|--|--|--|---|---------------|----------------------------------|
| By the end of 2010 , conduct survey to determine critical demographics of membership | Research translating survey | 1) Translate into other languages based on determination of which languages/countries to send to | • IP, IIC, Staff | Complete | May-10 |
| | Conduct, tabulate, and evaluate results of survey | 1) Conduct, tabulate, and evaluate results of survey | • Staff, Survey company | | Dec-10 |
| | Disseminate results of survey | 1) ASA, LL, assemblies, exhibits 2) Publish new survey pamphlet | • Region trustees, Region Chairs, Staff, UwD • Board Lit., Staff | | Jan-11 May-11 |
| By 2013 , selected sections of oa.org will be available in two languages. | | | | | |
| By the end of 2010 , selected sections of oa.org will be available in Spanish or French. | Select company to do translations | 1) Solicit and evaluate quotes, write contract | • Staff, Executive Comm. | Complete | Aug-10 |
| | | 2) Translate site | • Staff, IP, IIC | | Dec-10 |
| | Widely promote new language features in appropriate areas of the world | 1) ASA, LL, SB mailings | • Staff, BOT, Region Chairs, UwD | | • Staff, BOT, Region Chairs, UwD |
| | Incorporate new feature into PAC | 1) Coordinate with PR firm | • Staff, PAC | | Feb-11 |
| By the end of 2013 , oa.org will be updated relative to programming, functionality, design, marketing, and content to improve public face in/outside Fellowship | | | | | |



III. COMMITTED SERVICE BODIES

All service positions filled; active rotation of service; operates within the spirit of the 12 Traditions and 12 Concepts; involved in carrying the message locally, regionally, internationally.

| MAIN GOAL | OBJECTIVE | TASKS | ASSIGNED PARTY | STATUS REPORT | SCHEDULED COMPLETION |
|--|---|---|--------------------------------------|---------------|----------------------|
| By 2013, at least 50% of registered service bodies will be represented at WSBC and region assemblies. | | | | | |
| By the end of 2011, increase to 38% attendance of registered service bodies at conference and region assemblies. | Re-evaluate structure | 1) On WSBC evaluation, ask about barriers to attending and get suggestions on how to increase WSBC participation. | • Staff | | May-11 |
| | Reduce barriers | 1) Within regions, brainstorm potential options for WSBC/assembly attendance. | • Region chairs • Region Trustees | | Dec-11 |
| | | 1) Generate interest by inviting people to share about attendance and how it has benefitted their recovery via region newsletters and assemblies. | • Region chairs • Region Trustees | | Dec-11 |
| By 2010, at least 42% of registered service bodies will be represented at WSBC and region assemblies. | Eliminate barriers to participation in regards to time, funds, distance, and bylaws | 1) Investigate virtual participation options (webcasting) at all levels | • Staff, BOT, Region Chairs | | Aug-10 |
| | Generate enthusiasm for participation | 1) Revise/expand green dot mentor program | • Region Chairs | Complete | May-10 |



III. COMMITTED SERVICE BODIES (cont.)

| MAIN GOAL | OBJECTIVE | TASKS | ASSIGNED PARTY | STATUS REPORT | SCHEDULED COMPLETION |
|---|---|---|--|---------------|----------------------|
| By 2010 , at least 42% of registered service bodies will be represented at WSBC and region assemblies. (cont.) | At WS and region, increase available funds to attend WSBC/assemblies and advertise it. | 1) Regions have fundraisers at region assemblies and conventions to raise money for delegates and regional reps (WSO DSF, Region DSF, and Regional Reps Support fund) | <ul style="list-style-type: none"> • Region Trustees • Region Chairs | | Dec-10 |
| | | 2) Encourage cooperation between SBs in regions to attend WSBC (“Fund a Friend”) | <ul style="list-style-type: none"> • Region Trustees • Region Chairs | | Dec-10 |
| | Train all region board members and trustees to do STC Workshops and provide with manual | 1) Workshop in STC training at WSBC ‘10 | • Conference Planning | Complete | May-10 |
| ONGOING ITEMS | | | | | |
| By the end of 2011 , increase to 38% attendance of registered service bodies at conference and region assemblies | Re-evaluate structure | Poll IGs not attending WSBC and/or region assemblies to find out why they have not attended. | • Region chairs | | Dec-11 |
| By 2010 , at least 42% of registered service bodies will be represented at WSBC and region assemblies. | Generate enthusiasm for participation | Educate mentors at WSBC/region assemblies | • Region Chairs | | Dec-10 |
| | Research why service bodies are not represented at WSBC/assemblies | Develop strategies to address barriers | <ul style="list-style-type: none"> • Region Chairs • Tech Committee | | Dec-10 |
| | Train all region board members/trustees to do STC Workshops and provide with manual | Actively contact service bodies to schedule them (start with intergroups who have not attended) | <ul style="list-style-type: none"> • Region Trustees • Region Chairs | | Dec-10 |



| MAIN GOAL | OBJECTIVE | TASKS | ASSIGNED PARTY | STATUS REPORT | SCHEDULED COMPLETION |
|-----------|-----------|-------|----------------|---------------|----------------------|
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| ONGOING ITEMS | | | | | |
|---|---|--|--|--|--------|
| By 2010 , at least 42% of registered service bodies will be represented at WSBC and region assemblies. (cont.) | Personally invite and encourage service bodies to attend region assemblies and WSBC | 1) Promote assemblies at region conventions. | <ul style="list-style-type: none"> • Region Trustees • Region Chairs | | Dec-10 |
| | | 2) At STC Workshops, talk about the importance of attending WSBC and assemblies. | | | Dec-10 |
| | | 3) Phone calls to service bodies not represented at WSBC (by Aug. of each year). | | | Dec-10 |



IV. FINANCIAL HEALTH

Sufficient contributions to enable OA to grow: sufficient contributions to do outreach to the public and professionals; all levels of service structure are fully self-supported; and sufficient contributions to decrease the reliance on literature sales for income.

| MAIN GOAL | OBJECTIVE | TASKS | ASSIGNED PARTY | STATUS REPORT | SCHEDULED COMPLETION |
|--|---|--|--|---------------|--|
| By the end of 2013 , increase in contributions will represent 30% of total revenue. | | | | | |
| By the end of 2011 increase in contributions will represent 26% of total revenue. | Recommend local groups and IGs establish a group conscience re: collecting/distributing their contributions appropriately among their service bodies. | 1) Present at region assemblies, in newsletters, IG mailings and STC workshops. | <ul style="list-style-type: none"> • Region Chairs • Region Trustees | | Dec-11 |
| | Define ways to increase contributions. | 1) Develop one-page document called "This Is What It Takes." 2) Create a mechanism for easy virtual meeting contributions. 3) Set up recurring contributions (Automated Recurring Billing). 4) Develop contribution "hot button" on Web site. | <ul style="list-style-type: none"> • Finance Committee • Staff/Web developer • Staff • Staff/Web developer | | Aug-11 May-11 Aug-11 Nov-11 |



IV. FINANCIAL HEALTH (cont.)

| MAIN GOAL | OBJECTIVE | TASKS | ASSIGNED PARTY | STATUS REPORT | SCHEDULED COMPLETION | |
|---|---|--|---|---------------------------------|----------------------|--------|
| By 2010 , OA revenue will increase by 12% over 2006 revenue through 7 th tradition contributions (2006: \$357,502 including restricted funds) | Translate 7 th tradition pamphlet into two languages | 1) Complete summary of pamphlet | • Finance Committee | Complete | Feb-10 | |
| | | 2) Determine which two languages for pamphlet | • Finance Committee | | Nov-10 | |
| | | 3) Invite service body translation of pamphlet or summary | • IP, Staff | Complete | Apr-10 | |
| | | 4) Make funds available if required | • Translation Committee | | Jan-11 | |
| | Increase contributions to Delegate Support Fund by 10% over 2009 (contributions received for WSBC 2009 were \$10,715) | Explore ways to contain costs | 1) Promote at region assemblies | • Region Chairs/Region Trustees | | Dec-10 |
| | | | 2) Invite a recipient to speak at assemblies or IGs of benefits of DSF | • Region Chairs/Region Trustees | | Dec-10 |
| | | | 3) Provide info in annual letter (how much per IG is needed to meet the goal, how much is asked for & how much is needed) | • Treasurer | Complete | Jun-10 |
| ONGOING ITEMS | | | | | | |
| By the end of 2011 increase in contributions will represent 26% of total revenue. | Define ways to increase contributions. | Publicize Seventh Tradition skits. | • Region Chairs • BOT • Staff | | Dec-11 | |
| By 2010 , OA revenue will increase by 12% over 2006 revenue through 7 th tradition contributions | Explore ways to contain costs | Share successes w/regions & SBs to be more cost effective and encourage others to do so (at board meetings/WSBC/region assembly workshops) | • Region Chairs • BOT | | Dec-10 | |