



## **Gratitude Month Campaign**

**1-30 November 2017**

Purpose: To establish a National Public Outreach campaign involving the fellowship of Nicotine Anonymous to distribute contact information (business cards and flyers), and introductory pamphlets to various locations across the United States and Canada. Every member and group in Nicotine Anonymous is welcome to participate.

Background: Over the past few years, members of the fellowship have discussed several ideas for outreach to find new members with a desire to be free from nicotine. Some have stated that we need “something big” to happen, to rejuvenate our fellowship. Most have said our meetings are getting smaller. This is your opportunity as a member of NicA to give back to the fellowship and help carry the message to the still suffering addict. Why November? Because this is a month when families and friends get together for Veteran’s Day and Thanksgiving. Oh, the Great American Smoke-out is one week prior to Thanksgiving. It is also a national awareness month for COPD and Cancer. And, the weather is not too bad in most parts of the country!

### **Participant Activities:**

Members and Groups are encouraged to participate in any of the activities listed below in their local community.

- Distribute Business Cards
- Distribute Pamphlets “Introducing Nicotine Anonymous”, “Introducing Nicotine Anonymous To the Medical Profession”, “Are you Concerned About Someone Who Smokes or Chews Tobacco?”, and “Facing the Fatal Attraction”
- Distribute Flyers “Get Help From Nicotine Anonymous”
- Participate in a Blog on the NAWS Outreach Site
- Publish Press Releases or Ads in local paper.
- Talk to a Smoker About NicA!

### **Intergroup Activities**

- Encourage Group/Individual Participation
- Provide Business Cards and Pamphlets
- Assist in other ways

### **Committee Activities:**

- Email Campaign/Newsletter
- Use Social Media (Twitter, Facebook, YouTube, Google+)
- Manage the NAWS Outreach Blog
- Encourage Group/Individual Participation