

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	SCHEDULED COMPLETION
By 2013 , the member base of Overeaters Anonymous will increase by at least 20%.					
By end of 2012 , educate Fellowship about how personal abstinence impacts strength of group	Increase awareness of current literature on abstinence	1) Write feature article/ad for LL /ASA/SB newsletters quarterly dealing with specific abstinence literature.	IIC Region trustees Region chairs		Publication production deadlines
		2) Have workshops at region/IG events that feature abstinence literature resources.	Region trustees Region chairs		Dec-12
	Increase awareness of abstinent sponsors	1) Amend SMF/Meeting Record Book to specify abstinent sponsors	Board Literature		Apr-12
		2) Encourage identification of abstinent sponsors at all OA events	Region trustees Region chairs		Dec-12
By end of 2012 , educate Fellowship about value of service positions at group level	Encourage sponsors to educate sponsees about service positions	1) Feature LL/ASA ad/article asking sponsors to educate sponsees.	BAL (Events guidelines) Region charis/trustees		Publication production deadlines
		2) Encourage use of "Sponsorship Workshop" at region to encourage sponsees to serve at group level.	Region trustees Region chairs		
By end of 2012 , educate Fellowship about value of focusing on solution instead of problem	Raise awareness of Steps and Traditions studies in meetings	1) Publicize concepts skits at region assemblies, conventions and future WSBCs.	Region trustees Region chairs Conf. Planning		Dec-11
		2) Promote use/understanding of OA Handbook.	Staff IIC Region chairs		Aug-12

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MAIN GOAL	OBJECTIVE	TASKS	ASSIGNED PARTY	STATUS	SCHEDULED COMPLETION
		3) Encourage use of available resources at region/IG like multiple meeting formats and OA download page.	Staff IIC Region chairs Region trustees		Dec-12
	Raise newcomers' awareness of how to become abstinent and stay in Fellowship	1) Expand statement on sharing solution not problem in meeting format which is "abstinence through working OA's 12 step program of recovery."	BAL		Apr-12
		2) Feature articles on positive pitches in LL/ASA.	IIC		Publication production deadlines
By end of 2011 , increase member base 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		Nov-11
		2) Create and distribute tent card with a region map and service structure.	• Region trustees • Region chairs		Nov-11
	Educate Fellowship about rotation of service.	1) Create skit on rotation of service.	• Region chairs	Complete	Apr-11
		2) Make skit available for distribution after BOT approval	• Staff		Nov-11
		3) Present skit at WSBC '11 "Concepts: A Guide for All Who Serve" workshop.	• Region chairs	Complete	May-11
	Increase number of newcomers who become abstinent members and stay in the Fellowship	Promote 12 th Step Within workshops to SBs	• Region trustees • Region chairs	Complete	Aug-11

MAIN GOAL	OBJECTIVE	TASKS	ASSIGNED PARTY	STATUS	SCHEDULED COMPLETION
	Increase frequency of Step and Tradition studies in meetings	Modify Suggested Meeting Format to encourage Step and Tradition studies	• Board Lit.	Complete	Nov-11
ONGOING					
Educate Fellowship about strong meetings	Raise awareness of benefits to individuals and the Fellowship regarding sponsorship				Dec-12
	Educate members re: available support materials				Dec-12
	Educate re: goal to increase membership				Dec-12
	Increase number of sponsors in Fellowship	1) More sponsorship workshops at SB	• Region trustees • Region chairs		Dec-11
		2) Articles in region newsletters to ask sponsors to encourage sponsees to sponsor	• Region trustees		Dec-11
	Increase number of newcomers who become abstinent members and stay in the Fellowship	Promote newcomer meeting packet/format	• BOT • Region chairs		Feb-12

MAIN GOAL	OBJECTIVE	TASKS	ASSIGNED PARTY	STATUS	SCHEDULED COMPLETION
	Increase frequency of Step and Tradition studies in meetings	Encourage IGs to establish Step and Tradition study meetings	<ul style="list-style-type: none"> • Region trustees • Region chairs 		
	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.	<ul style="list-style-type: none"> • BOT • Region chairs 		Dec-11
	Educate members re: available support materials	Regions provide OA Handbook to all intergroups	<ul style="list-style-type: none"> • Region chairs 		Dec-11
	Educate re: goal to increase membership	Pass out bulletin board attraction cards at assemblies	<ul style="list-style-type: none"> • Region trustees 		Dec-11

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	SCHEDULED COMPLETION
By 2013, OA will have invested \$100,000 additionally to money already budgeted on public/professional awareness.					
By end of 2012, develop and implement outreach plans for each targeted professional organization	Work with staff, PAC/PO Committees, and PR firm to create and implement outreach plan	1) Continue work with staff, committees and PR firm on outreach plan.	Staff Agency PAC/PO Comm.		Dec-12
In 2012, continue to create name recognition for OA in professional community	Encourage attendance at professional tradeshows	1) Regions will encourage intergroups to attend local tradeshows and utilize Prof. Exhibits Fund	Region chairs	Is this achievable?	Dec-12
	Provide guidelines/materials to local service bodies for distribution to local professionals	1) Make regions/SBs aware of outreach plan and materials	Region trustees Region chairs Staff		Dec-12
		2) Encourage intergroups to use PI/PO committees or volunteers to complete specific activities.	PO Comm. Region trustees Region chairs		Dec-12
By end of 2012, evaluate Spanish and French OA Web sites for ease of use so OA can evaluate whether to move forward with other language OA Web site translations.	Collect and evaluate feedback about Spanish and French OA Web site translations	1) WSO develop a letter and survey and have translated into French and Spanish. Post survey on WSO website.	Staff		Jul-12
		2) Encourage local Service Bodies to post a link to the survey on OA website.	Staff Region chairs Region trustees Tech/Web Comm.		Jul-12
		3) Announce at meetings to encourage local members to go to website	Region trustees Region chairs		Nov-12
		4) Send reminder notice shortly before end of deadline.	Staff		Nov-12

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Public/Professional Awareness 1

MAIN GOAL	OBJECTIVE	TASKS	ASSIGNED PARTY	STATUS	SCHEDULED COMPLETION
		5) WSO will tabulate survey results.	Staff		Dec-12
In 2012 , continue with public awareness activities	Work with PI Committee and regions to inform what publicity materials are available.	Encourage regions to establish and keep current page on web sites to post info and/or links to PI/PO pages on oa.org.	Region chairs		Aug-12
	Redistribute publicity materials to the media	1) Encourage intergroups to fill PI/PO positions	Region chairs		Aug-12
		2) Encourage use of posters and radio/TV PSAs in local media contacts	Staff PAC		Aug-12
		3) Redistribute and track TV PSA	Staff Agency		Aug-12
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 Committee	Complete	Jan-11
		2) Strategize how to reach them	• Agency • PO Committee	Complete	Feb-11
		3) Begin implementation	• Agency • Staff	Complete	Mar-11
		4) Publish/distribute new survey pamphlet	• Staff • Board Lit.	Complete	May-11
In 2011 , continue with public awareness activities.	Redistribute publicity materials to media.	1) Redistribute radio PSA to stations.	• Agency	Complete	Aug-11
		2) Distribute press releases.	• Agency	Complete	Dec-11
		3) Distribute print PSA ad.	• Agency	Not feasible; posted on oa.org	Dec-11
		4) Purchase Internet pay-per-click ads.	• Agency	Complete, but disc. 7/11	Dec-11
By 2013 , selected sections of oa.org will be available in two languages.					

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MAIN GOAL	OBJECTIVE	TASKS	ASSIGNED PARTY	STATUS	SCHEDULED COMPLETION
By the end of 2011, selected sections of oa.org will be available in French	Select company to do translations	1) Solicit and evaluate quotes, write contract	• Staff	Complete	Nov-11
		2) Translate site	• Staff		Dec-11
	Widely promote new language features in appropriate areas of the world	ASA, LL, SB mailings	• Staff • BOT • Region Chairs	Complete for Spanish	Aug-11
ONGOING					
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	SCHEDULED COMPLETION
By 2013, at least 50% of registered service bodies will be represented at WSBC and region assemblies.					
By end of 2012 , increase by 5% attendance of registered service bodies at Conference and Region Assemblies	Review 2011 WSBC and Region Assembly evaluation results; develop action plan to address financial barriers	1) Increase awareness of Delegate Support Fund (DSF)	Treasurer, BOT Staff, Region chairs		Nov-12
		2) Review DSF contribution letter to service bodies.	Treasurer Staff		Jun-12
	Review 2011 WSBC and Region Assembly evaluation results; develop action plan to address personal barriers and apathy/negative perception barriers	1) Create podcast/handbook (podcast transcript) for members to share positive experiences at WSBC and region assemblies.	Conference Planning Staff Region chairs		Nov-12
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	Complete	Jun-11
	Reduce barriers	1) Within regions, brainstorm potential options for WSBC/assembly attendance	• Region chairs • Region trustees		Dec-11
		2) Generate interest by inviting people to share about attendance and how it has benefitted their recovery via	• Region chairs • Region trustees		Dec-11
	At WS and region, increase available funds to attend WSBC/assemblies and advertise it.	1) Encourage cooperation between SBs in regions to attend WSBC ("Fund a Friend")	• Region chairs • Region trustees		Ongoing Feb-2012

MAIN GOAL	OBJECTIVE	TASKS	ASSIGNED PARTY	STATUS	SCHEDULED COMPLETION
ONGOING					
In 2012, focus on increasing attendance of registered service bodies 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) Poll IGs not attending WSBC and/or region assemblies to find out why they have not attended.	• Region Chairs		Dec-11
	Generate enthusiasm for participation	1) Educate mentors at WSBC/region assemblies	• Region Chairs		Dec-11
	Research why service bodies are not represented at WSBC/assemblies	1) Develop strategies to address barriers	• Region Chairs • Tech Committee		Dec-11
	Train all region board members/trustees to do STC Workshops and provide with manual	1) Contact service bodies to schedule them (start with intergroups who have not attended)	• Region Trustees • Region Chairs		Dec-11
	Personally invite and encourage service bodies to attend region assemblies and WSBC	1) Promote assemblies at region conventions.	• Region Trustees • Region Chairs		Dec-11
		2) At STC Workshops, talk about the importance of attending WSBC and assemblies.	• Region Trustees • Region Chairs		Dec-11
		3) Phone calls to service bodies not represented at WSBC (by Aug. of each year).	• Region Trustees • Region Chairs		Dec-11

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	SCHEDULED COMPLETION
By the end of 2013, 50% of all OA groups would be contributing at recommended percentages beyond the group level.					
By end of 2012, number of SBs and groups	Regions will encourage unaffiliated groups to affiliate	1) Region level committees contact unaffiliated groups.	Region chairs		Aug-12
	Educate Fellowship of the importance of identifying contributions by group/service body number	1) Encourage individual contributors to use group numbers.	Staff		May-12
		2) Each group identify group number in meeting format.	BAL		May-12
	SBs will conduct annual workshops on financial service structure	1) Educate members that "Money Matters" workshop is on oa.org	Staff/IIC Region chairs Region trustees		May-12
		2) Perform financial workshop (regions, IGs)	Region trustees Region chairs		Nov-12
	Help SBs/groups understand what being self supporting means in regards to contributing to beyond the group level through workshops and promoting available resources	1) Educate meeting treasurers on specific contribution procedures.	Region trustees		Nov-12
By end of 2012 , number of LL subs will increase 10% above 2011 level	Increase number of Lifeline Reps by 10%	1) Encourage each IG and region to have a Lifeline rep, and each trustee and region chair becomes a Lifeline rep.	IIC Region chairs/trustees Staff		Nov-12
	Initiate Lifeline campaign to have all groups purchase a group subscription	Notify Fellowship of campaign throughout the year	BOT Region chairs/trustees Staff		Dec-12
In 2012 , integrate virtual services into OA financial structure to encourage contributions and service	Establish method of financial self-support for virtual groups and SBs	1) VS Committee encourage forming SBs and educate them in method for making contributions account	Virtual Services Committee		Aug-12
		2) Create bank account for virtual SBs and groups	Staff		Aug-12

MAIN GOAL	OBJECTIVE	TASKS	ASSIGNED PARTY	STATUS	SCHEDULED COMPLETION
	Amend Suggested Meeting Format with clear suggested contributions (go back to \$3 or more)	1) Revise Suggested Meeting Format	BAL Treasurer/Finance Committee		Apr-12
		2) Encourage Fellowship to use Suggested Meeting Format	Staff Region chairs/trustees IIC		Nov-12
		3) Hand out Suggested Meeting Format at assemblies and workshops	Region chairs Region trustees		Dec-12
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.	• Region Chairs • Region trustees		Dec-12
	Define ways to increase contributions.	1) Develop one-page document called "This Is What It Takes."	• Finance Committee	Complete	Feb-12
		2) Create a mechanism for easy virtual meeting contributions.	• Staff/Web developer		Feb-12
		3) Set up recurring contributions (Automated Recurring Billing).	• Staff		May-12
		4) Develop contribution "hot button" on Web site.	• Staff/Web developer		May-12
ONGOING					
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
	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-11

MAIN GOAL	OBJECTIVE	TASKS	ASSIGNED PARTY	STATUS	SCHEDULED COMPLETION
	Increase contributions to Delegate Support Fund by 10% over 2009	Invite a recipient to speak at assemblies or IGs of benefits of DSF	<ul style="list-style-type: none"> • Region Chairs • Region trustees 		Dec-11