



Nar-Anon Midwest Region



JUNE OUTREACH CHALLENGE 2014

From the outreach committee

Hello Nar-Anon Family Groups,

As the weather warms we notice things are changing. Attendance tends to drop off. People get out more. On my way into work I notice the Star Bucks and coffee shops are getting more crowded. What a great way to reach out to people on their way into work.

Coffee Shops

This month's challenge is going to be coffee shops! There are many kinds of them. There are the Starbucks, Dunkin Donuts, and there are a lot of Mom and Pop type coffee shops.

In our research we have learned that the Starbucks have a Community Board. They only allow you to put something on their board if it is within the local community or town. So this kind of location has to be the local Starbucks close to your meeting location. Their board has stars that you can write a message on and post. Though they will allow a poster with tear off tabs if room allows on their particular board.

The Mom and Pop type shops are a bit less formal and welcome flyers, and even literature to be placed in their shops. My favorite coffee shop "The Crocket Tree" is set in a Historic district in an old brick building with large storefront windows. They do something really unusual. They have wires stretched across the windows and allow you to hang your flyer/poster on the wire with clothespins. They also allow you to put literature out somewhere in the room, on a table or bookcase, even the piano. Then once in a while they take that literature and place it next to the register, they rotate it randomly. It is something I found that was really nice and impressive to do.

There are also the coffee shops near Universities and Colleges that draw the students. They are usually pretty good about allowing us to place some literature in their shops around the window or on some coffee tables. They know the students are always into learning or finding help for others. I did manage to get some literature places at an on campus Starbucks in a brand new building at Washington University.

We have no specific recommendations for this challenge as you may have to write your own notice on a star for Starbucks. The Nar-Anon poster with tear off tabs would work. Though smaller shops may allow you to place some literature.

- ◆ Don't forget to keep a list of places your group has been.
- ◆ Remember to check & restock places you have been.
- ◆ Keep Tradition 11 in mind when doing outreach.

*If you don't have newcomers coming to your meetings, you're not doing enough outreach!
As Nar-Anon doesn't advertise outreach is the main way to get the word out there.
So we are challenging you to get the word out.*

<http://www.naranonmidwest.org>