



Forum Subscriptions

Craig M.
Alternate Delegate
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Forum Facts

- Subscriptions to *The Forum* have dropped below 20,000 for the first time in 35 years
- At 19,000 subscriptions that's less than 1.4 subscriptions per registered Al-Anon Group
- Ten years ago there were 30,000 subscribers to *The Forum*
- Five years ago about 27,000 subscribers

Forum Facts

- WSO sells *The Forum* at cost (cost of printing and mailing). Staff time of editing and designing the publication is not covered by the subscription cost
- WSO would like *The Forum* to become a more integral part of the fellowship
- WSO estimates 90% of our members never look at a copy of *The Forum*

The Forum Challenge

- If only a tiny minority of members are engaged by *The Forum*, how much longer should WSO subsidize it?
- Will *The Forum* grow or continue to fade away?

Area	# groups	total # subs	subs/g roup		Area	# groups	total # subs	subs/g roup
AK	47	45	0.96		MT	115	116	1.01
AL	169	147	0.87		NC	339	462	1.36
AR	113	141	1.26		ND	51	91	1.78
AZ	320	311	0.97		NE	161	204	1.27
CA	1000	1000	1.00		NH	75	121	1.61
CO	1000	1000	1.00		NJ	346	283	0.82
CT	1000	1000	1.00		NM	145	109	0.75
DC	1000	1000	1.00		NV	119	164	1.38
DE	1000	1000	1.00		NY	787	786	1.00
FL	1000	1000	1.00		OH	510	847	1.66
GA	1000	1000	1.00		OK	173	168	0.97
IA	1000	1000	1.00		OR	233	393	1.69
ID	98	96	0.98		PA	491	648	1.32
IL	514	687	1.34		RI	60	51	0.85
IN	238	341	1.43		SC	145	217	1.50
KS	158	218	1.38		SD	85	106	1.25
KY	216	285	1.32		TN	208	240	1.15
LA	147	214	1.46		TX	693	930	1.34
MA	425	481	1.13		UT	69	95	1.38
MD/DC	326	277	0.85		VA	326	409	1.25
ME	105	156	1.49		VT	71	59	0.83
MI	487	391	0.80		WA	399	565	1.42
MN	504	504	1.00		WI	406	372	0.92
MO	256	389	1.52		WV	58	55	0.95
MS	95	100	1.05		WY	49	74	1.51

Nebraska ranks 25th in Forum subscriptions per registered groups

Nebraska Area 33 Challenge

- If Nebraska added 33 new subscriptions to *The Forum* we would rank 10th among the 50 United States in Forum subscriptions per registered group
- If Nebraska added 83 new subscriptions to *The Forum* we would rank 1st with North Dakota in Forum subscriptions per registered group

How to Attract Interest in *The Forum*

- Group Representatives, remember you are the Forum representative to your group
- Consider buying an extra group subscription to *The Forum* to share with newcomers
- Mention *The Forum* at your meetings and distribute photocopies of the subscription form often
- Include old *Forums with your newcomer packets*

Thank you!