

*You are cordially invited to*

## **Pass the Basket, Carry the Message**

### ***Support the Public Awareness Campaign!***

#### ***What is it?***

A motion to support a national public awareness campaign, managed by an outside agency, passed overwhelmingly at the 2007 World Service Business Conference. Member contributions to a special OA Public Awareness Campaign fund will support the campaign.

#### ***How to contribute to the special fund***

Each service body and group can provide opportunities for members to contribute to this important campaign beyond regular contributions to WSO. For example, service bodies may contribute from their reserve funds, while groups may pass the basket a second time at meetings. Some options are to pass the basket a second time at a meeting once a month for several months, or to pass the basket a second time at every meeting for a month or more. Individual contributions are also welcome.



*Please submit contributions by cash, check or credit card and indicate "Public Awareness Campaign."*

### ***Purpose of the Public Awareness Campaign***

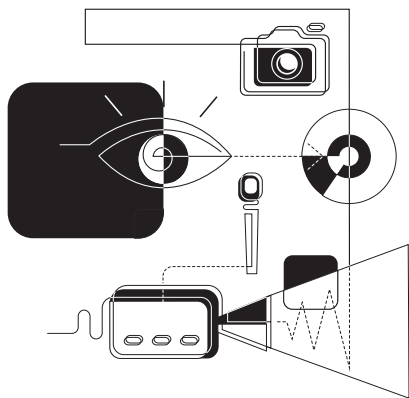
To *inform* and *educate* the public that Overeaters Anonymous offers a solution to the problem of compulsive eating and to provide information on how to contact OA. In keeping with our Eleventh Tradition of attraction rather than promotion, the campaign will make no promises regarding weight loss, time frames or other guarantees.

#### ***Timeline***

The full board will review the final plan at its August 2007 meeting. Following approval, the campaign will launch in the fall, ensuring a public awareness of OA during the holiday season.

#### ***More Information***

The OA Web site, *Lifeline* magazine, *A Step Ahead*, and flyers sent with literature orders and intergroup mailings will update service bodies and groups on the campaign's progress. For more information on the campaign, please read the article in the Third Quarter 2007 *A Step Ahead* on the OA Web site at [www.oa.org/stepahead\\_3rdqtr07](http://www.oa.org/stepahead_3rdqtr07). For questions, please contact Sarah Armstrong at the World Service Office ([sarmstrong@oa.org](mailto:sarmstrong@oa.org)).



**Together We Can!**