

CARRY THE MESSAGE

Public Information & Professional Outreach

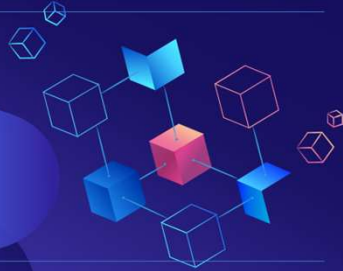


A Collaboration between the Virtual Region, Region 1, Region 2, Region 3, and Region 6

This literature has been locally produced. It is not OA Conference- or Board-approved and does not represent OA as a whole.

PART 1

The Basics: Why and
How to Carry the Message



PART 2

The Underpinnings:
Support Elements

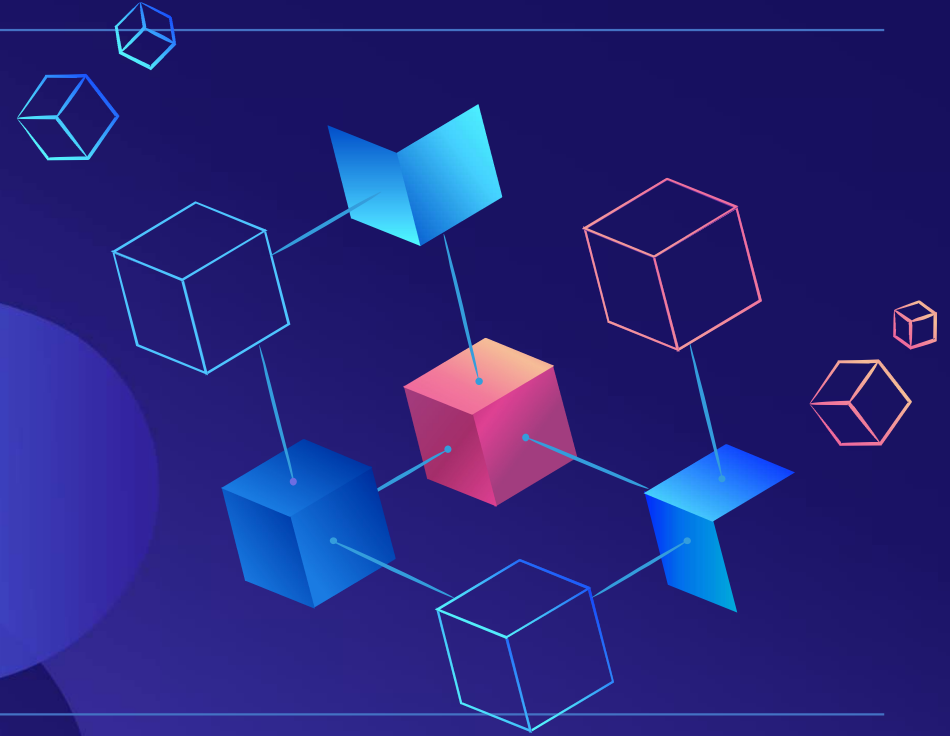


PART 3

Hands-On: Design and
Place Social Media Ads



PART 1



The Basics: Why and How to Carry the Message



Step 12

“Having had a spiritual awakening as the result of these steps, we tried to carry this message to compulsive overeaters, and to practice these principles in all our affairs.”

The Twelve Steps and Twelve Traditions of Overeaters Anonymous
© Overeaters Anonymous. All rights reserved.

Today's workshop is being held to share our experience, strength, and hope by Carrying the Message.

How do we work it, what tools are available, and what can we do better?
What are we doing to practice Step 12 and Tradition 5?

Step 12

- Outreach — working with others
- Speaking to newcomers
- Sponsorship
- We are the message — abstinence, practicing principles in all our affairs
- Speaking to professionals (doctors, clergy, nutritionists, social workers, etc.)

Tradition 5

- The structure of OA and what service bodies do
- Public Information
- Reaching out to professionals
- How can we improve and ideas you have
- How you and your meetings can support public information and professional outreach

“Prior to his journey to Akron ...the broker had worked hard with many alcoholics on the theory that only an alcoholic could help an alcoholic, but he had succeeded only in keeping sober himself. The broker had gone to Akron on a business venture which had collapsed, leaving him greatly in fear that he might start drinking again. He suddenly realized that in order to save himself he must carry his message to another alcoholic. That alcoholic turned out to be the Akron physician.

This physician had repeatedly tried spiritual means to resolve his alcoholic dilemma but had failed. But when the broker gave him Dr. Silkworth's description of alcoholism and its hopelessness, the physician began to pursue the spiritual remedy for his malady with a willingness he had never before been able to muster. He sobered, never to drink again up to the moment of his death in 1950. This seemed to prove that one alcoholic could affect another as no nonalcoholic could. It also indicated that strenuous work, one alcoholic with another, was vital to permanent recovery.

Hence the two men set to work almost frantically upon alcoholics arriving in the ward of the Akron City Hospital. Their very first case, a desperate one, recovered immediately and became A.A. number three. He never had another drink. This work at Akron continued through the summer of 1935. There were many failures, but there was an occasional heartening success. When the broker returned to New York in the fall of 1935, the first A.A. group had actually been formed, though no one realized it at the time.”

Reprinted from
Alcoholics Anonymous,
Forward to the Second
Edition (1955)
pp. xvi-xvii with
permission of A.A.
World Services, Inc.

How do we speak to Newcomers?

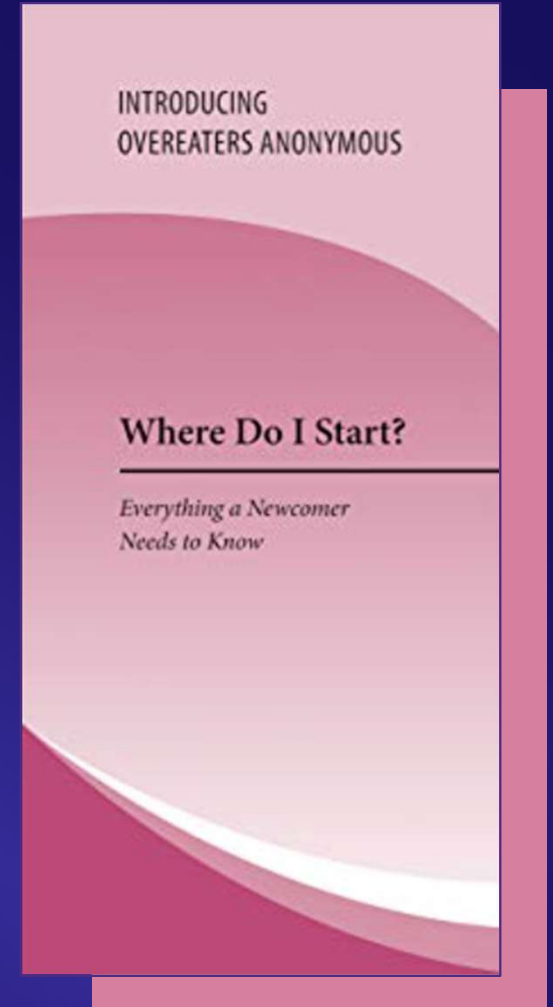
How does your meeting greet newcomers?

Are phone numbers given to newcomers?

When does your meeting make sure a newcomer's questions are answered?

Are newcomers called and made welcome after the meeting?

Do you have regular newcomer meetings?



A decorative graphic on the left side of the slide. It features four paper airplanes in a diagonal line from the bottom-left towards the top-right. A dashed white line starts from the bottom-left, loops around, and ends near the top-right. There are two overlapping circles: a solid blue circle in the foreground and a larger, semi-transparent blue circle with horizontal lines behind it, located in the top-right and bottom-left corners.

STATEMENT ON ABSTINENCE AND RECOVERY

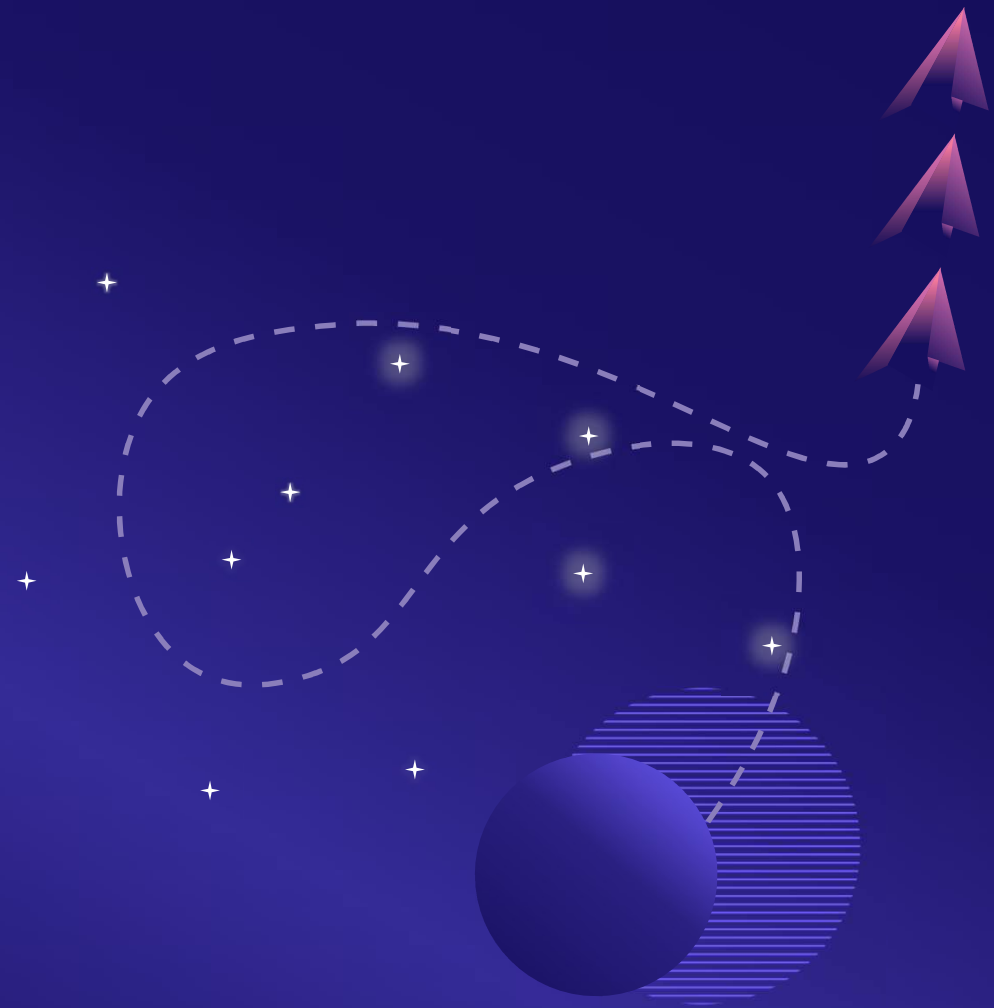
Abstinence is the action of refraining from compulsive eating and compulsive food behaviors while working towards or maintaining a healthy body weight.

Spiritual, emotional, and physical recovery is the result of living and working the Overeaters Anonymous Twelve Step program on a daily basis.

Tradition 5

Each group has but one primary purpose—to carry its message to the compulsive overeater who still suffers.

The Twelve Steps and Twelve Traditions of Overeaters Anonymous.
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Celebrating Sponsorship

Stories from the Global Fellowship of Overeaters Anonymous

What Is a Sponsor?

My Job Description
Tradition Eight says, in part, "Overeaters Anonymous should remain forever nonprofessional..." I must remember this Tradition when I am giving a computer to an overeater. My job as a sponsor



Abstinence Literature Resource Guide

The following literature is specifically helpful for obtaining and maintaining abstinence every day to support you in keeping your abstinence firm and strong to help them understand and find helpful topics.

WORKING THE PROGRAM

WORKING THE PROGRAM

WORKING THE PROGRAM

A Guide for Sponsors

Why, when, and how to be an OA sponsor

Sponsoring Through the Twelve Steps

The Tools of Recovery

Helping us live and work the Twelve Steps

Strong Abstinence Checklist and Writing Exercise

Use this valuable tool every day you do an abstinence practice. It is the single key.



Twelve Stepping a Problem

This writing exercise is an approach using the Twelve Steps of OA to deal with life's challenges without having to food. Enhance your recovery by using this document individually or as the focus of a workshop.



Sponsorship Kit



Keep the gifts of sponsoring ...

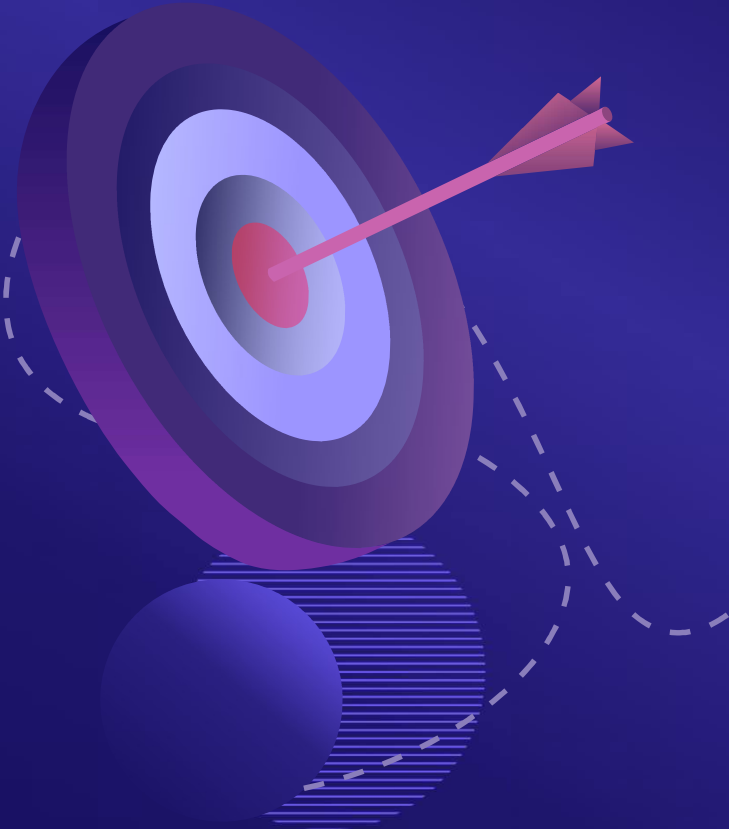
- visit with or help another person
- have to your recovery
- reminders of how far you have come
- one of twelve traditions as your sponsor
- gratitude received from those you sponsor
- knowing you make a difference

210

Sponsorship Kit

Don't Forget!

Temporary Sponsors: Newcomers' First Twelve Days



“Practical experience shows
that nothing will so much insure
immunity from drinking as intensive
work with other alcoholics. It works
when other activities fail.

This is our twelfth suggestion:

Carry this message to other alcoholics!
You can help when no one else can. You
can secure their confidence when
others fail. Remember they are very ill.”

Public Information Resources

Is Food A Problem For You?
 Contact Overeaters Anonymous.
You are not alone anymore.
 Local Contact Info: _____

 Overeaters Anonymous. WWW.OA.ORG 440
NO dues • NO fees • NO weigh-ins • NO diets

Does food control your life?

STOP
 Hurting Yourself With Food

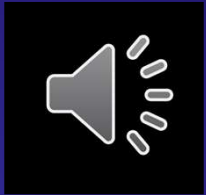
DON'T WALK AWAY – There is a place for you!

Do you overeat, binge, purge, or starve, even if you don't want to?
 Do you constantly diet and still not lose weight?
 Do you hate your body?
 Do you eat and feel guilty?
 Do you sneak or steal food?

VISIT WWW.OAQUIZ.ORG TO TAKE OUR QUIZ AND FIND OUT HOW WE CAN HELP. THERE ARE NO DUES OR FEES.

OVEREATERS ANONYMOUS. For local meeting information:

Take the quiz! www.oaquiz.org
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Hearing Is Believing

“Those of us who live this program don’t simply carry the message; we are the message. Each day that we live well, we are well, and we embody the joy of recovery which attracts other who want what we’ve found in OA.”

The Twelve Steps and Twelve Traditions of Overeaters Anonymous, Second Edition, pp. 86-89.
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How YOU Can Carry the Message



- Work the 12 Steps and 12 Traditions.
- Practice abstinence and the principles in all your affairs.
 - Attend and support meetings, workshops, and OA conferences.
 - Welcome newcomers, call missing members, and sponsor others.
 - Assume service positions.
- Volunteer to speak, run workshops, and attend your local Intergroup.
- Contact your doctor, clergy, social worker, or psychologist about OA.
 - Support Public Information and Professional Outreach efforts in your Region and Intergroup.

How Meetings and Intergroups Can Carry the Message



- Publicize your local meetings through flyers, bulletins, PSAs, and other free forms of communication.
- Maintain a website and Facebook page.
- Communicate with members through email or newsletters.
- Distribute OA literature to schools, colleges, libraries, healthcare professionals, and clergy.
- Participate in health fairs and other free or low-cost events .
- Offer presentations to local organizations.
- Purchase and distribute OA literature.
- Discuss Carrying the Message as part of your home group business meeting's agenda.

“Always to extend the hand
and heart of OA to all who
share my compulsion; for
this I am responsible.”

Responsibility Pledge

Thank you for
carrying the message!



PART 1

The Basics: Why and
How to Carry the Message

PART 2

The Underpinnings:
Support Elements

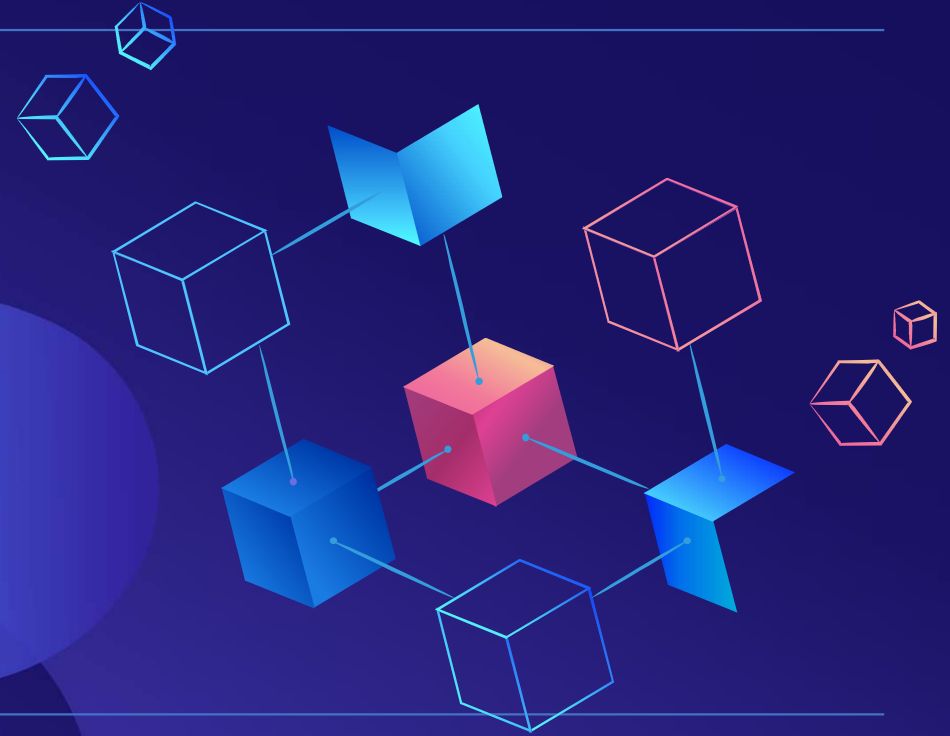
PART 3

Hands-On: Design and
Place Social Media Ads

End of Part 1

**To register for Part 3
see link in chat**

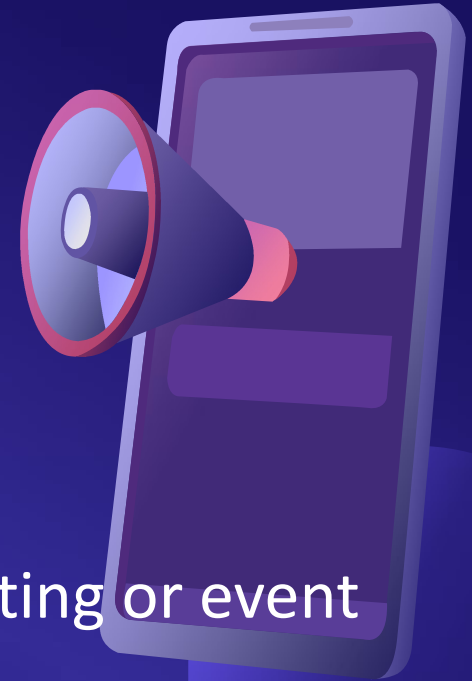
PART 2



The Underpinnings: Support Elements

Public Information Outreach Using Facebook Lead Ads

- ✓ For face-to-face
- ✓ For virtual settings
- ✓ For invitations to conventions
- ✓ For invitations to a welcome lounge
- ✓ To issue an invitation to a newcomer meeting or event
- ✓ General invite to check out OA



Before You Run the Ad

Here's the good news: you are going to attract people who want to find out more about OA.

Have a plan to make sure newcomers are warmly welcomed and provided needed help and support.



Your setting helps determine how you respond.

Minimum requirements:


Willing members are needed to follow up with all leads personally and promptly in the language of the newcomer. Follow-up can be by phone, email and/or Facebook messaging (depending on how you set up the leads).

A space is needed, in person or virtually, where newcomers can come to visit. This can be a Welcome Lounge, a meeting, a Newcomer Orientation, or an event, such as a Newcomer Marathon or a workshop focused on newcomer topics.

Welcome Lounge



Additional Resources that Would Be NICE

- A cadre of members willing and able to be starter sponsors and ongoing sponsors
- A 12-Step Study Workshop
- A group introductory program on the first three steps (30 questions, etc.)
- Other 



Protocol

Organize who will be responding to ad leads. One approach: have a point person who sends out info to team members in rotation for follow up. This keeps any one person from being overwhelmed.

Have a script of options available for your follow-up team so they know what resources they can link the newcomer to easily. For example, if you want to have the newcomers matched with meetings in their neighborhood, you need to know which members could meet them at the door and go into the meeting with them. (This can also be arranged for a virtual meeting.)

Alternately, if there is a regular schedule of New to OA Orientation Meetings, make sure your follow-up team knows when and where these are.

Follow Up Your Follow-Up

You will know the broad strokes of the impact of your ads — numbers reached, clicks, persons followed up — but there is more to learn to gauge effectiveness.

In order to know how your ads performed you need to know how many actual people came to a meeting or to a newcomer event. Ask your team to keep track of their results.

This could include:

- Got the brush-off
- Connected to a meeting
- Spoke to the new person again
- Etc.



From this, you can see what the impact of the connection was. Learn from this to refine your process and capitalize on what worked.

Questions About Public Information Campaigns



So You Want to Do Professional Outreach

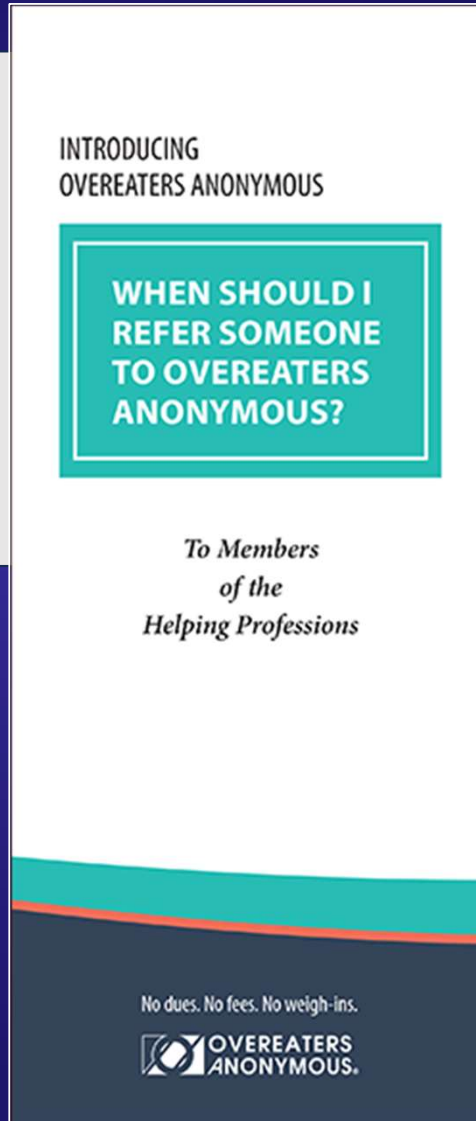


This is a combo of a one-on-one approach and follow up with digital resources.

In almost all cases, a personal relationship is what will give you access. Your own provider has seen the positive change in you. At your visits/sessions/meetings, you can mention OA and later follow up with an email.

**You have told your
Doctor, Dentist,
Therapist,
Nutritionist, and/or
Clergy about OA.**

Now what?



This pamphlet is available digitally. You can send it via email with a personal letter. See the *sample emails*.

Look at the [Professional Resources](#) web page (link in chat). Your service body can create your own landing page from the ideas on this page or add a link from your website to another service body's page. Include the link in your letter.

The web page also has *sample referral letters* to share with your provider(s).



Questions About Professional Outreach?



**Where can
you find all
the resources
that have been
mentioned?**

We made a resources web page with links to tons of resources to help you tailor the Public Information or Professional Outreach campaign that suits your needs.



The link is in the chat.

Public Information Resources

The link is in the chat.

CARRY THE MESSAGE

A COLLABORATION BETWEEN THE VIRTUAL REGION, REGION 1, REGION 2, REGION 3, AND REGION 6

PUBLIC INFORMATION

Resources

Contents

[Part 1: The Basics](#)

[Part 2: The Underpinnings](#)

[Part 3: Hands-On](#)

[Professional Outreach Resources ->>](#)



Public Information Resources

Part 1



The Basics: Why and How to Carry the Mess

The World Service Office of Overeaters Anonymous has published an **valuable resources for the foundational ways to carry the message.**

Download the [Carrying the Message Guide](#).

Find examples of ways to conduct Public Information and Professional Outreach projects in the [Documents Library](#). Click on these categories:

QUICK LINKS

[Carrying the Message Guide](#)

[Let People Know About Your Meeting](#)

[Carry the Message Person-to-Person](#)

[Sponsor's Toolbox](#)

[Guidelines for Public Information Events](#)

[Public Information Posters](#)

[Bulletin Board Attraction Sticky Notes](#)

- Carrying the Message
- Flyers
- Outreach to Professionals
- PI Posters
- Public Information

Publicize your meeting: [Let People Know About Your Meeting](#).

Within the fellowship, carry the message to others, [person-to-person](#), and make use of the [Bulletin Board Attraction Sticky Notes](#).

Make OA known in your area through public events, including publicity ideas, volunteer recruitment, and more. See [Guidelines for Public Information Events](#) for more.

Make use of professionally designed [Public Information Posters](#).

Carry around [Bulletin Board Attraction Sticky Notes](#) to stick up at coffee shops, libraries,

Part 2



The Underpinnings: Support Elements

Recruit a team of OA members to take referrals from your lead ads on social media.

The team leader assigns follow-up tasks that vary depending on how you work. For more information, see the convention that is free to newcomers, ["Where Do I Start?"](#)

QUICK LINKS

[OA Handbook for Members, Groups and Service Bodies: Recovery Opportunities](#)

[Where Do I Start? Everything a Newcomer Needs to Know](#)

[Our Invitation to You](#)

[Introduction to the 12 Steps](#)

[Temporary Sponsors: Newcomers' First Twelve Days](#)

[Take the OA Quiz](#)

[Public Information Resource List](#)

[Using OA's Public Service Announcements](#)

[Guidelines for Anonymity in the Digital World](#)

[Guidelines for OA C.A.P.E.S.](#)

Possible projects from our

Your service body can create your own page on your service body's website.

OA World Service

- [OA Quiz](#)
- [And Your Journey Begins](#)
- [Our Invitation to You](#)
- [Introduction to the 12 Steps](#)

Virtual Region: [Welcome Newcomers](#)

- [A Disease of the Body](#)
- [A Disease of the Mind](#)
- [A Disease of the Spirit](#)
- [Plan of Eating](#)
- [Virtual Region Welcome](#)

Region 1: [Newcomer Welcome](#)

- [Request a phone call](#)

Part 3



Hands-On: Design and Place Social Media Ads



Facebook / Meta How-To

[Facebook Non-Profit Help Center](#)

[How to Create and Manage a Page](#)

[Pages profile picture and cover photo dimension](#)

FACEBOOK PAGES

[Overeaters Anonymous, Inc.](#)

[OA Virtual Region](#)

[La Région Virtuelle d'Outremangeurs Anonymes](#)

[Ανώνυμοι Υπερφαγοί ομάδα Ξάνθης](#)

[Bienvenidos a la región virtual de OA](#)

[OA Region 1](#)

[OA Region 2](#)

[OA Region 6](#)

[Rejoignez-Nous sur le Chemin du Rétablissement](#)

[Create a Business Account](#)

[Give Access to a Page](#)

[Create an Ad in Ad Manager](#)

[About Privacy Policies for Lead Ads](#)

[Lead Ads Terms and Security](#)

[About Insights](#)

Professional Outreach Resources

The link is in the chat.

CARRY THE MESSAGE

A COLLABORATION BETWEEN THE VIRTUAL REGION, REGION 1, REGION 2, REGION 3, AND REGION 6

PROFESSIONAL OUTREACH Resources

<p>Contents</p> <p>Guidelines</p> <p>Speaking to Professionals</p> <p>What to Send and How to Send It</p> <p>Follow Up</p> <p>Sample Letters</p> <p>Public Information Resources ->></p>	
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Professional Outreach Resources

Guidelines

Resources

[What to Remember When You See Your Doctor](#)

[Guidelines for Health Fair Participation](#)

[Guidelines for Professional Outreach Committees](#)

[Professional Trade Shows Materials](#)

[Professional Exhibits Function Application](#)

Speaking to Professionals



Many of us have found it helpful to share the benefits changes it has made in us physically, emotionally,

Follow Up



MORE RESOURCES

[Overeaters Anonymous, Third](#)

What to Send and How to Send It



Having thanked the provider, we send literature, along with patients.

Let the provider know he/she is welcome to share our contact information with anyone we can help, including sample letters and emails that health professionals can use with their patients. Links for the professional may include access to OA flyers, professional brochures, etc.

Sample Letters

MATERIALS

[When Should I Refer Someone to Overeaters Anonymous?](#)
[Professional Community Courier](#)

Look for

- Check
- Follow
- Send
- If appropriate, have your Public Information / Professional Information speaker, special meeting, virtual or in-person event.
- If patients, parishioners, students, employees, or other staff can speak by phone or over Zoom before they attend.

Sample letters to send

- [Physicians](#)
- [Dentists](#)
- [Other Health Professionals](#)
- [Clergy](#)

Sample referral letters

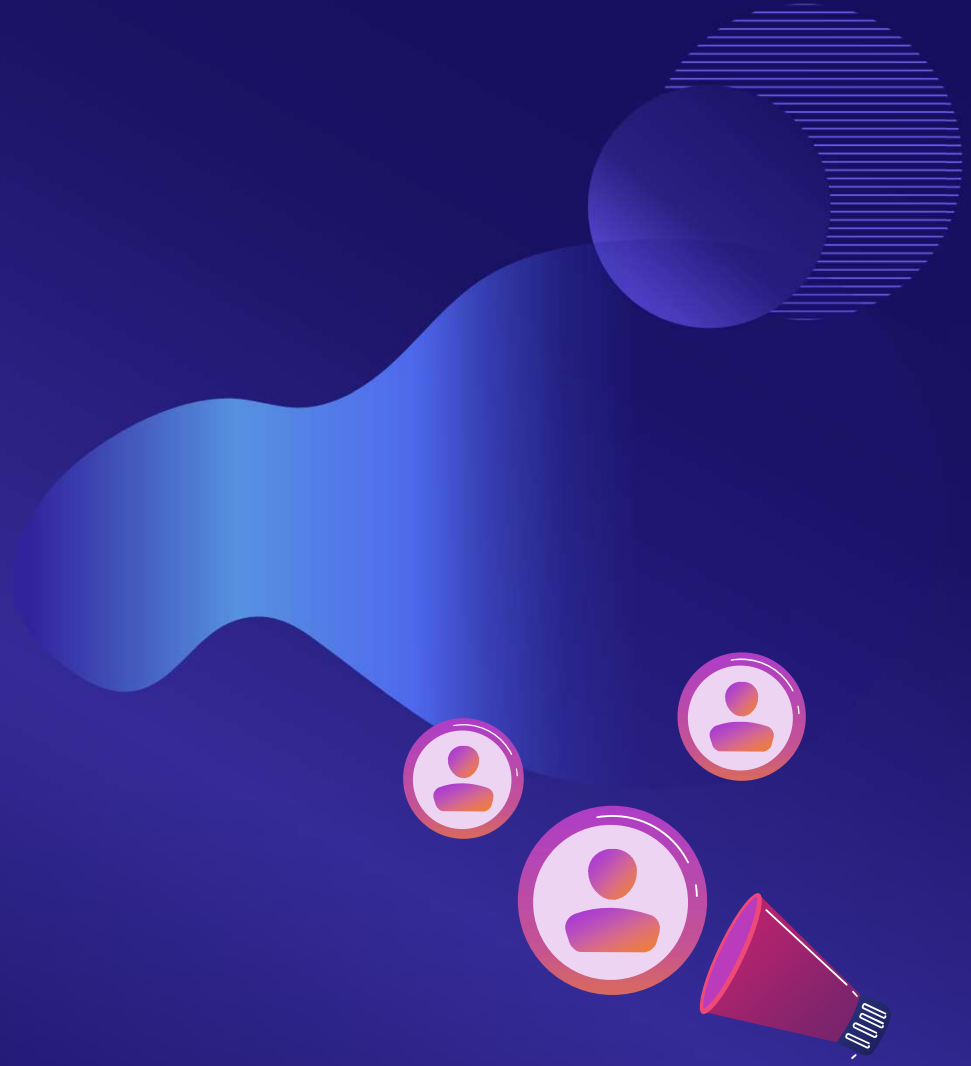
- [Physicians](#)
- [Therapists](#)
- [Nutritionists](#)

[Sample Follow-up Letter](#)

Questions About Resources?

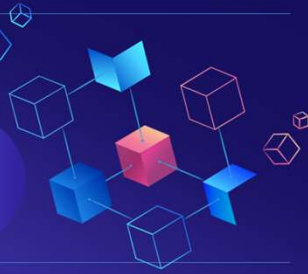


We can do this and together we can!



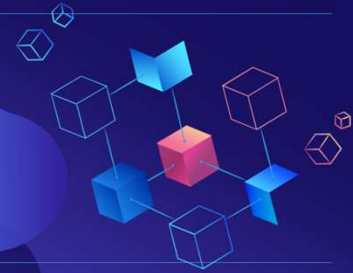
PART 1

The Basics: Why and
How to Carry the Message



PART 2

The Underpinnings:
Support Elements



PART 3

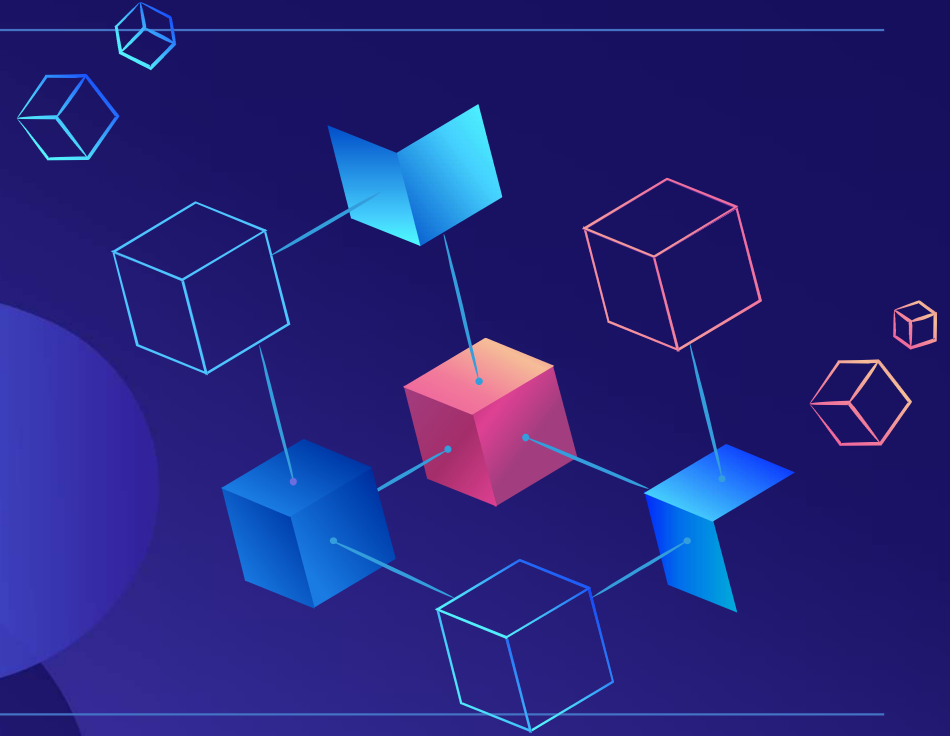
Hands-On: Design and
Place Social Media Ads



End of Part 2

**To register for Part 3
see link in chat**

PART 3



Hands-On: Design and Place Social Media Ads

Steps

1. Create a Facebook page for your group
2. Set up a business account
3. Switch to the group page
4. Gather your materials
5. Create a post
6. Post and add a button
7. Choose the ad type
8. Select the post
9. Change the goal
10. Adjust the audience, duration, and budget
11. Analyze the results



This is not an endorsement of any social media platform.

For instructional purposes for OA service bodies.

Create a Facebook Page

1. Go to facebook.com/pages/create.
2. Enter a page name, category, and bio.
3. Click Create Page.
4. Add a bio, a profile picture, and a cover photo. Profile pictures will be small and cropped to a circle.
5. Give your Page a custom URL: Go to the “About” section and edit the “Create Page @username” field under “General.”
6. Click done.
7. Add people to manage your page.




Pages > Create a Page

Create a Page

Your Page is where people go to learn more about you. Make sure yours has all the information they may need.

Page name (required)

Men's Intergroup of Overeaters Anon 

Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)

Category (required)

Health & wellness website  

Enter a category that best describes you.

Bio (optional)

OAMen.org is dedicated to distributing information about meetings, resources, and support for men.

Tell people a little about what you do.

Create Page

By creating a Page, you agree to the [Pages, Groups and Events Policies](#)

Men's Intergroup of OA



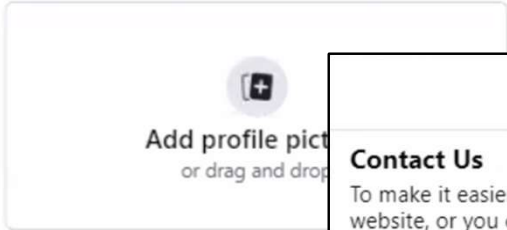
The image shows a Facebook page preview for the 'Men's Intergroup of Overeaters Anonymous'. The cover photo features a man in profile looking at a refrigerator, with the text 'ONE IS NOT' overlaid. The page name is 'Men's Intergroup of Overeaters Anonymous' with a profile picture of a blue circle containing a white 'M'. Below the name, it says '0 likes · 0 followers'. Navigation tabs include 'Posts', 'About', 'Mentions', 'Reviews', 'Followers', 'Photos', and 'More'. Action buttons for 'Promote', 'Manage', and 'Edit' are visible.

Edit and Customize Your Page and Invite Friends

Step 2 of 5

Customize your Page

Your profile picture is one of the first things people see. Try using your logo or an image people can easily associate with you.



Add Action Button

Action Button

Contact Us
To make it easier for people to take action, they can go to your website, or you can add the contact form here.

- Add contact form
- Add website link**

Edit Action Button

Contact Us
To make it easier for people to take certain actions, choose a website to open when they tap or click your button.

Add website link
<https://www.oamen.org/contact/>

Step 4 of 5

Build your Page audience

Grow Men's Intergroup of Overeaters Anonymous by inviting your friends to connect with it.

Invite friends

Manage Page

M Men's Intergroup of Overeaters Anonymous

- Professional dashboard
- Insights
- Ad Center
- Create ads
- Settings**

How healthy is your Page?

Complete these actions to keep improving Men's Intergroup of Overeaters Anonymous.

Page health: good

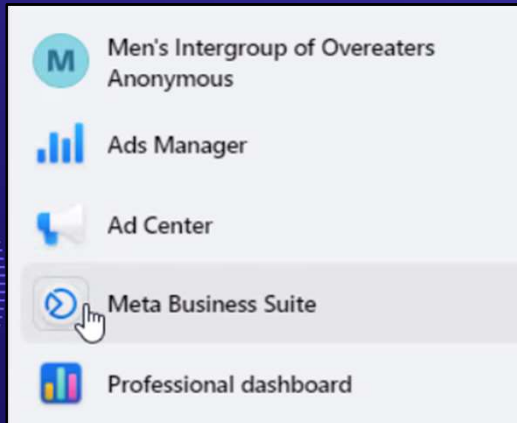
Compared to similar Pages with high engagement.

- Write a welcome post
- Link your WhatsApp account
- Invite friends to like your Page

Set Up a Business Account

Use a service body debit or credit card, checking account, or PayPal.

A personal account can also be used.



Create a Meta Business Account

Business Accounts bring your Facebook Pages, Instagram accounts and the people who work on them together, so you can manage them all in one place.

Business Account name
This should match the public name of your business since it will be visible across Meta. It can't contain special characters.

Enter your contact info
Enter your full name and business email to become a business admin. Your contact info will be visible to other people who are added to this Business Account.

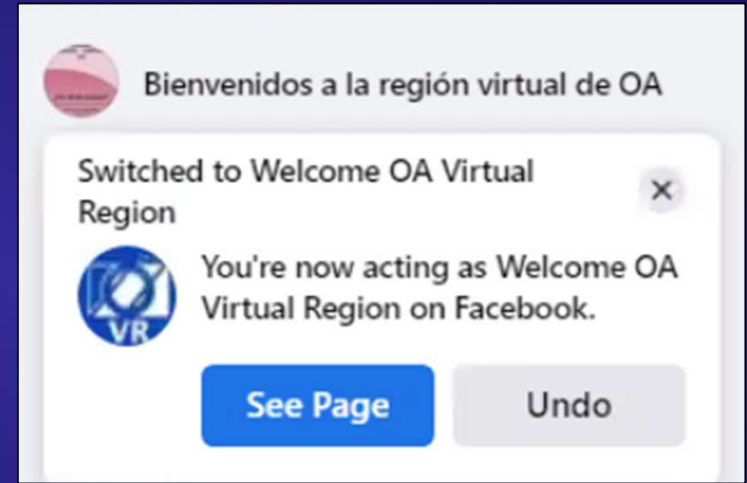
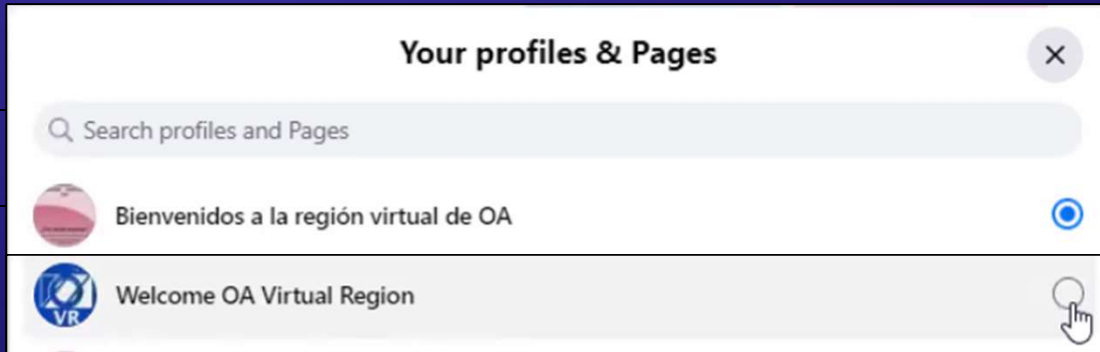
First name

Last name

Business email
We'll use this email to contact you about your business. It won't be visible to your customers.

Your contact info will be saved within this Business Account. You can edit this contact info anytime in your business settings. By creating a Business Account, you're agreeing to Meta's [Privacy Policy](#).

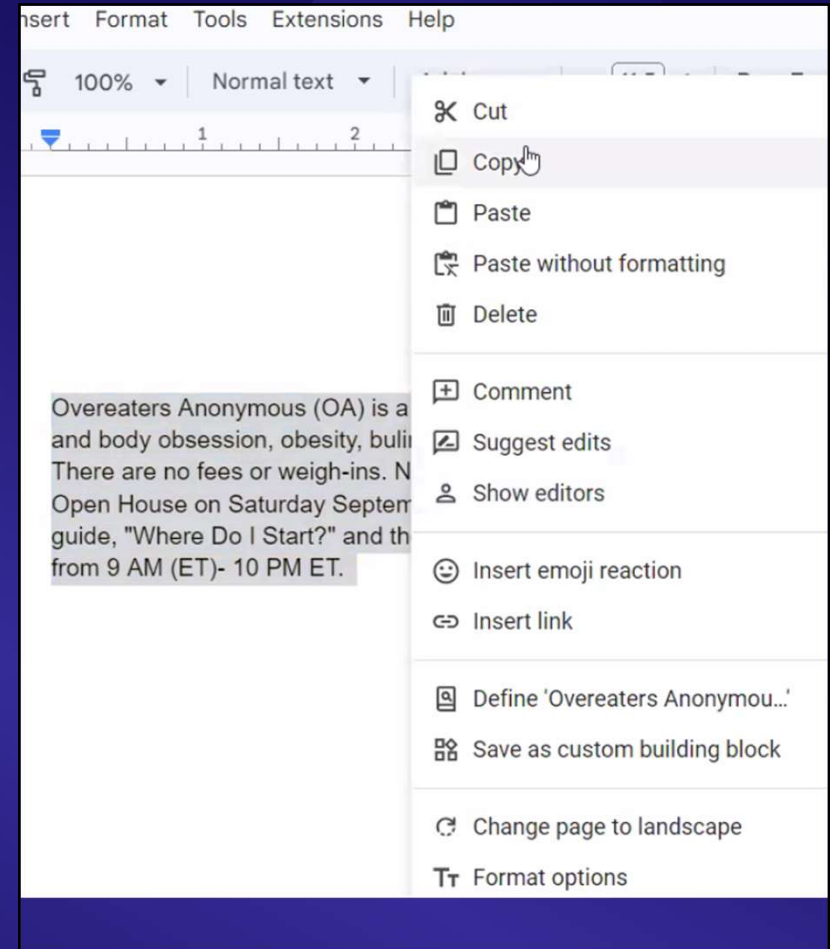
Switch to the Group Page



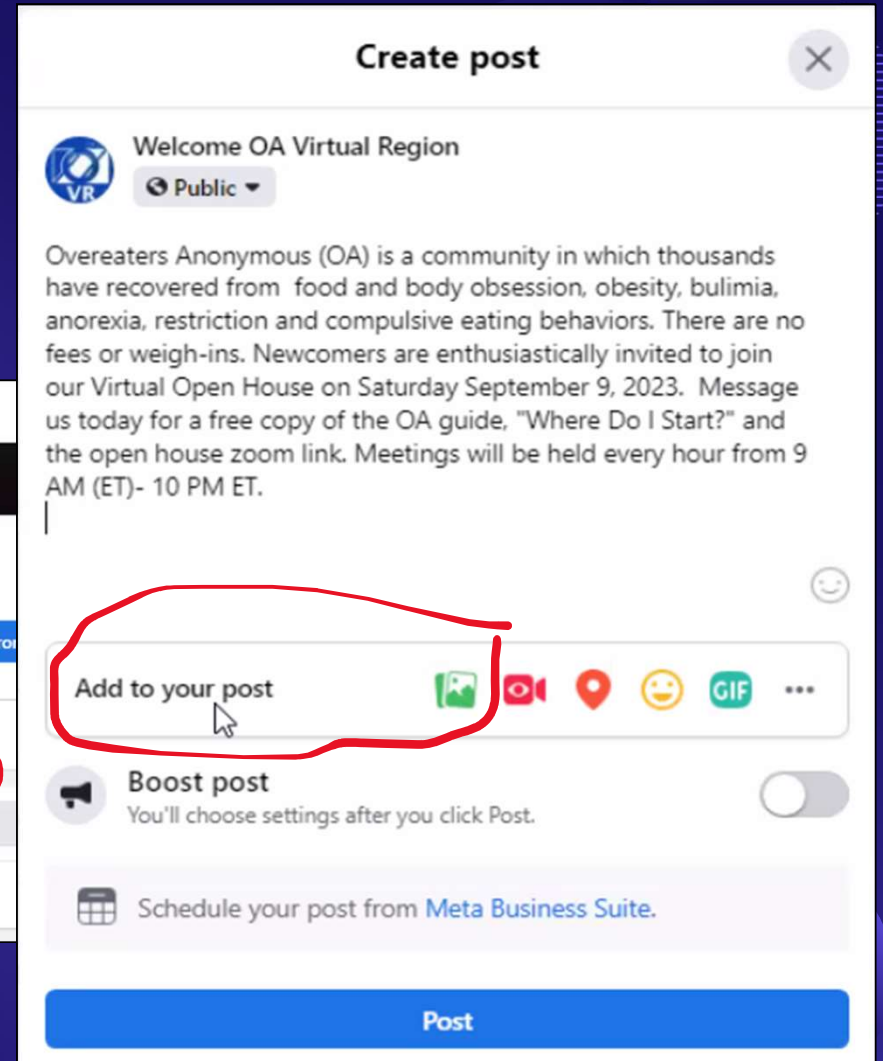
Create a Post

Write text and prepare graphic.

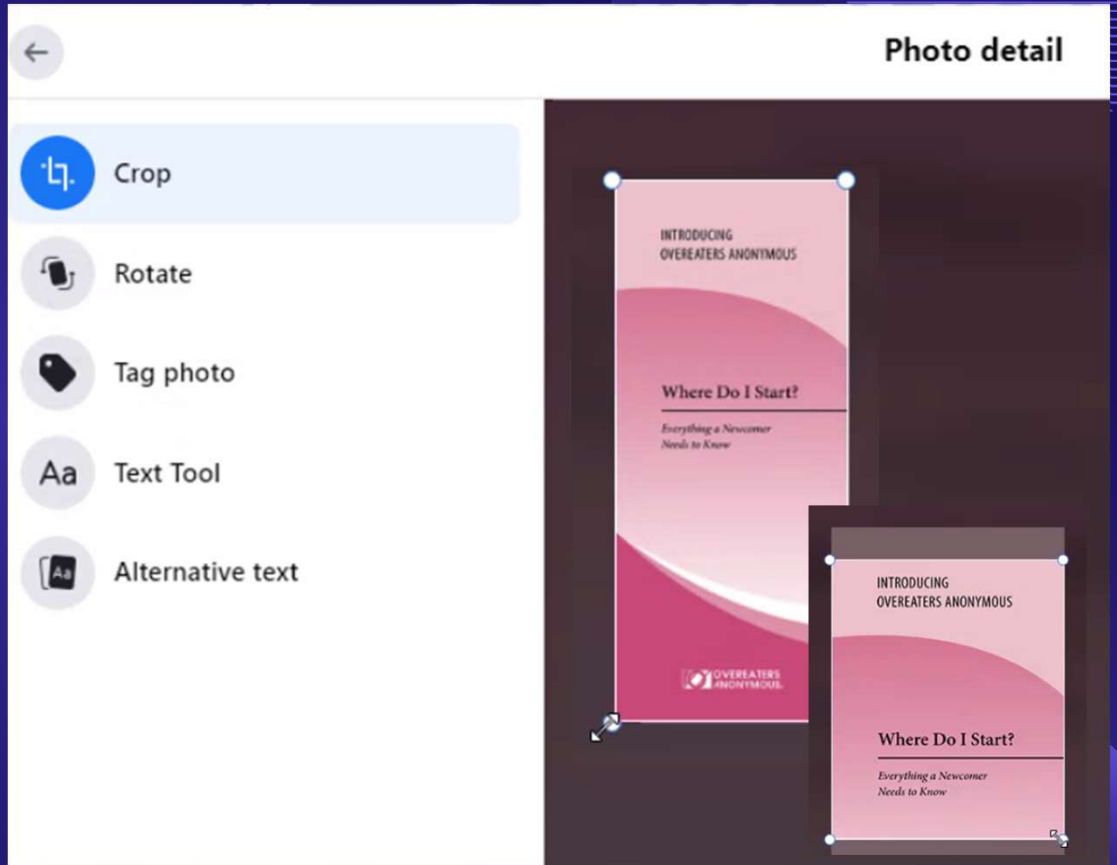
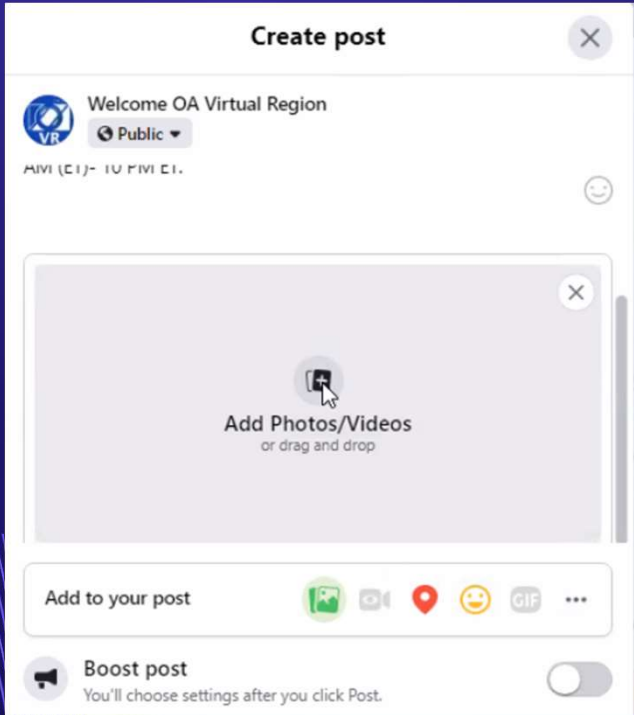
- Ask members to supply original graphics – get creative releases to use.
- Ask for permission from other OA service bodies.
- Subscribe to a stock image service – some offer non-profit discounts.
- Avoid using “free” images off the web.



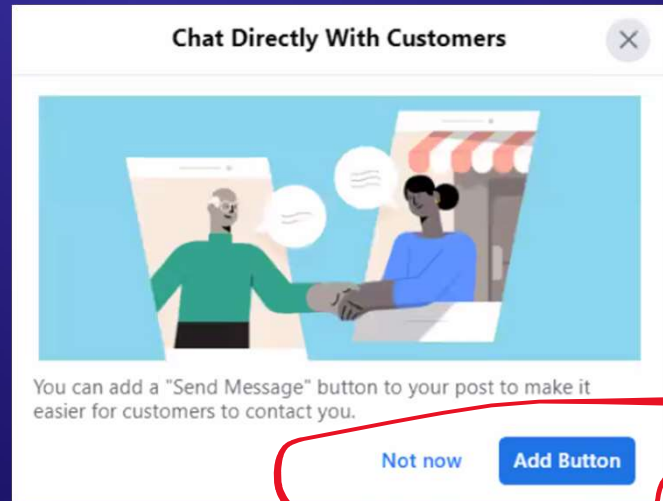
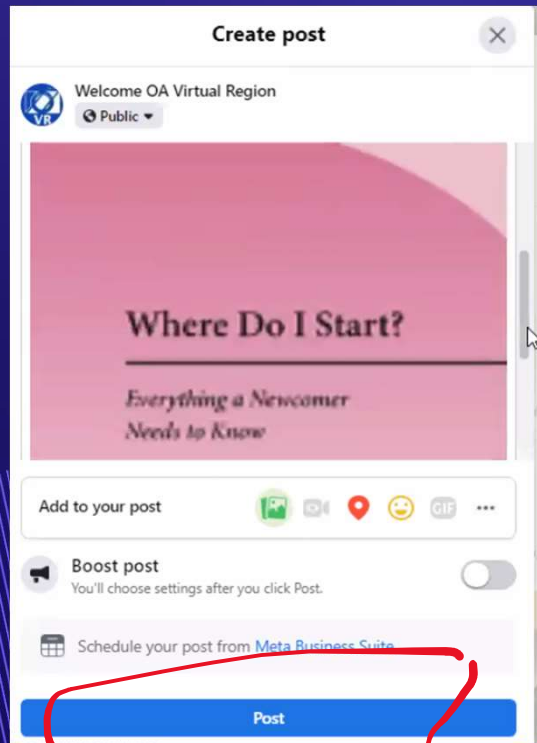
Add Text and Graphic



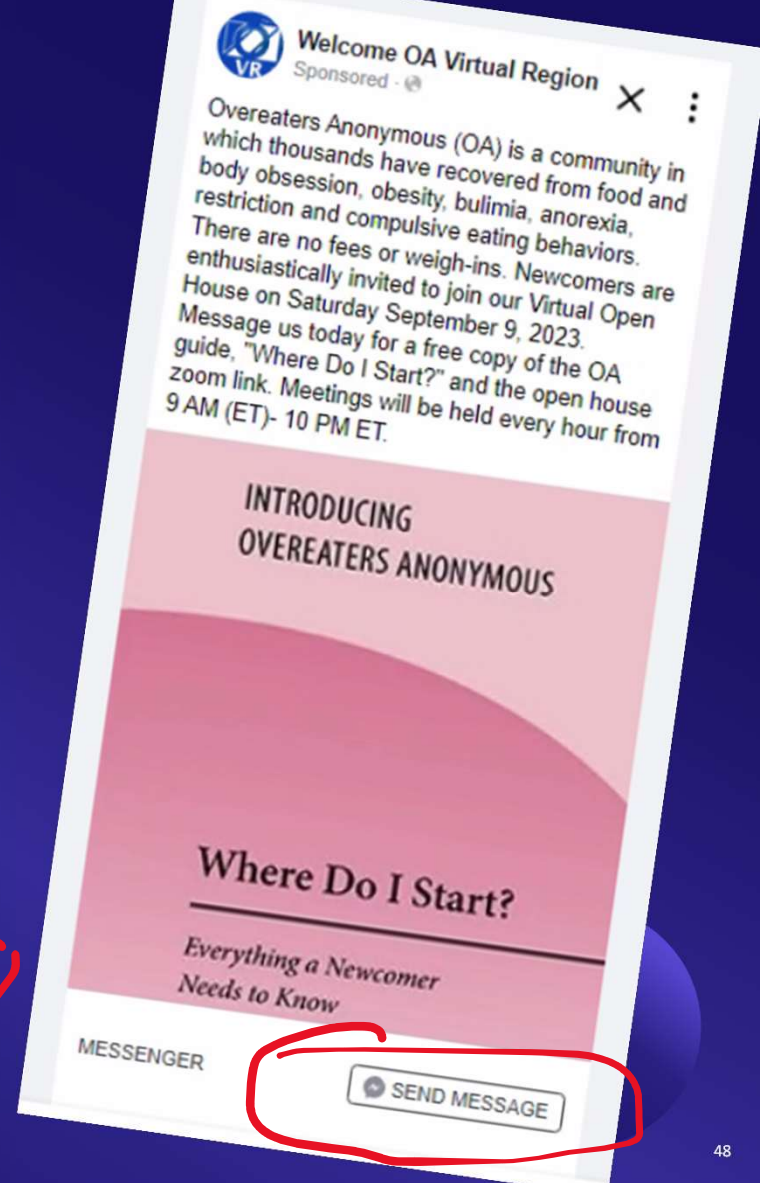
Crop Graphic



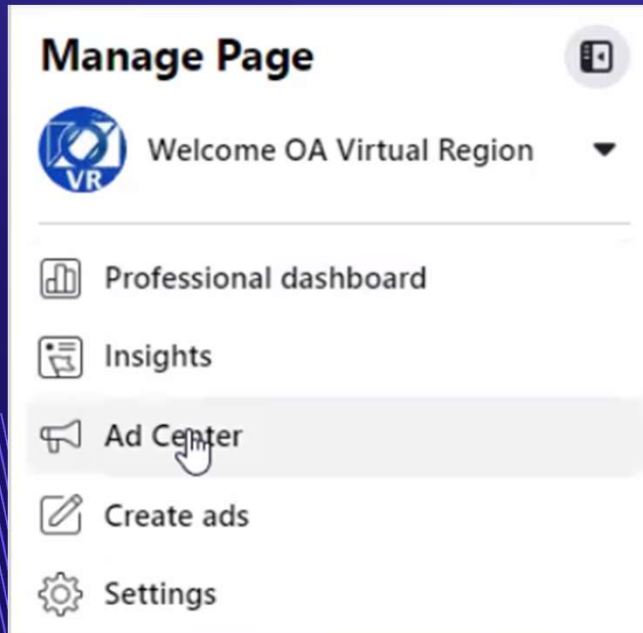
Post and Add a Button on Most Ads



“Learn More” or “Message”



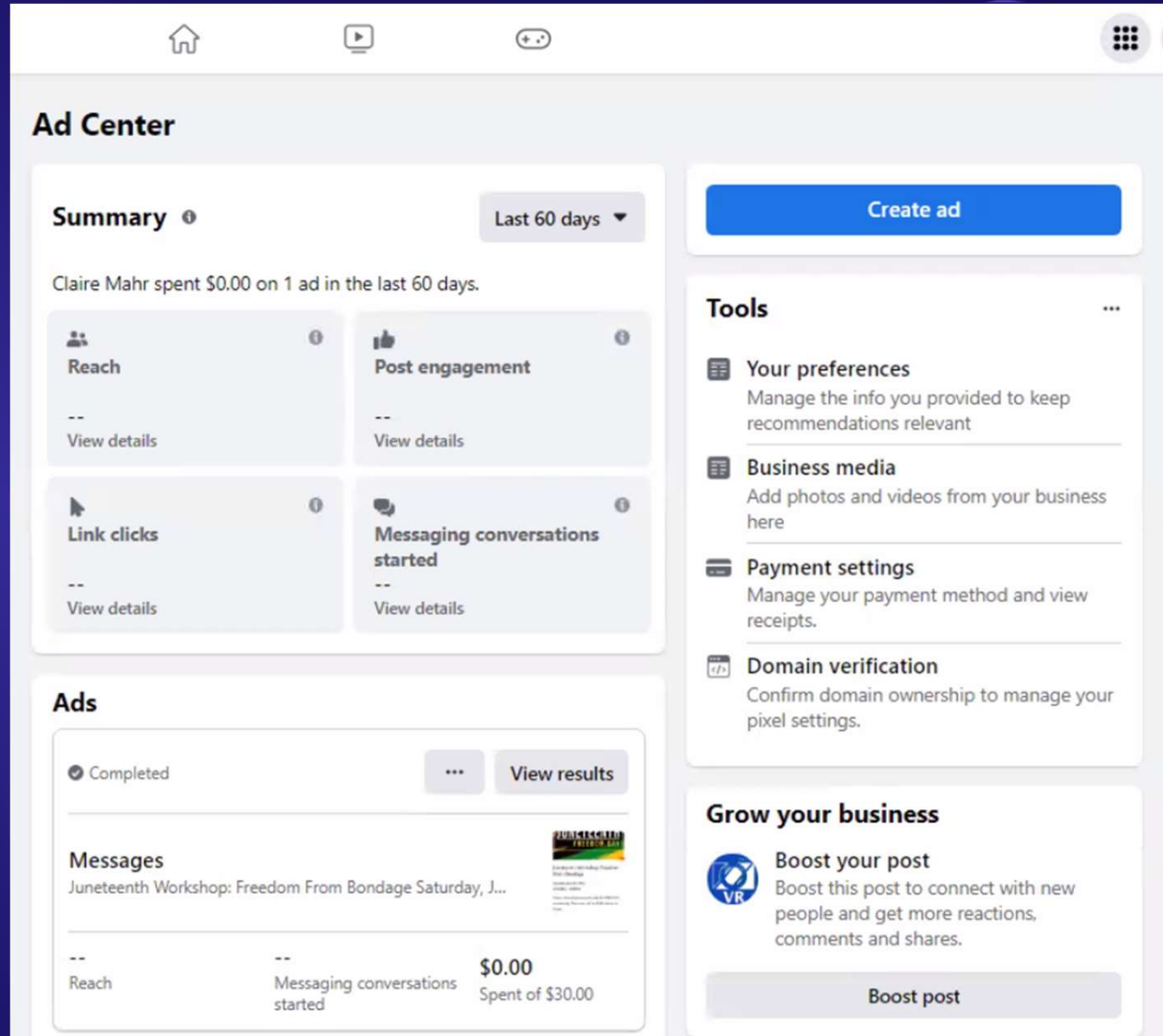
Go to the Ad Center



Manage Page

Welcome OA Virtual Region

- Professional dashboard
- Insights
- Ad Center**
- Create ads
- Settings



Ad Center

Summary Last 60 days

Claire Mahr spent \$0.00 on 1 ad in the last 60 days.

Reach View details	Post engagement View details
Link clicks View details	Messaging conversations started View details

Tools

- Your preferences
- Business media
- Payment settings
- Domain verification

Grow your business

Boost your post

Boost this post to connect with new people and get more reactions, comments and shares.

Ads

Completed View results

Messages

Juneteenth Workshop: Freedom From Bondage Saturday, J...

Reach	Messaging conversations started	\$0.00 Spent of \$30.00
-------	---------------------------------	-------------------------

Choose the Ad Type

Choose ad type



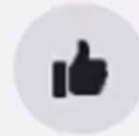
Get started with Automated Ads ⓘ

Get personalized ads that adjust over time to help you get better results.



Create new ad

Make an ad using text, photos or videos to promote your business



Boost a post

Get more people to see and engage with your Page posts



Boost an Instagram post

Get more people to see and engage with posts from your linked Instagram account

Select a Post

Select a post to boost



Recent posts

Published on Aug 23

by Claire Mahr

Boost post

Overeaters Anonymous (OA) is a community in which thousands have recovered from food and body obsession, obesity, bulimia, anorexia, restriction and compulsive eating behaviors. There are no fees or weigh-ins. Newcomers are enthusiastically invited to join our Virtual Open House on Saturday September 9, 2023. Message us today for a free copy of the OA guide, "Where Do I Start?" and the open house zoom link. Meetings will be held every hour from 9 AM (ET) - 10 PM ET.



Boost post

Goal

What results would you like from this ad?



Automatic

Let Facebook select the most relevant goal based on your settings.

Change

Change the Goal

➤ **Get more messages**

➤ **Get more engagement**

➤ **Get more leads**

➤ **Get more website visitors**

Goal ✕

What results would you like from this ad?

- Automatic**
Let Facebook select the most relevant goal based on your settings.
- Get more messages**
Show your ad to people who are likely to send you a message on Facebook, WhatsApp, or Instagram.
- Get more engagement**
Show your ad to people who are likely to react, comment and share.
- Get more leads**
Use a form to collect contact information from potential customers.
- Get more website visitors**
Show your ad to people who are likely to click on a URL in it.
- Get more calls**
Show your ad to people who are likely to call your business.

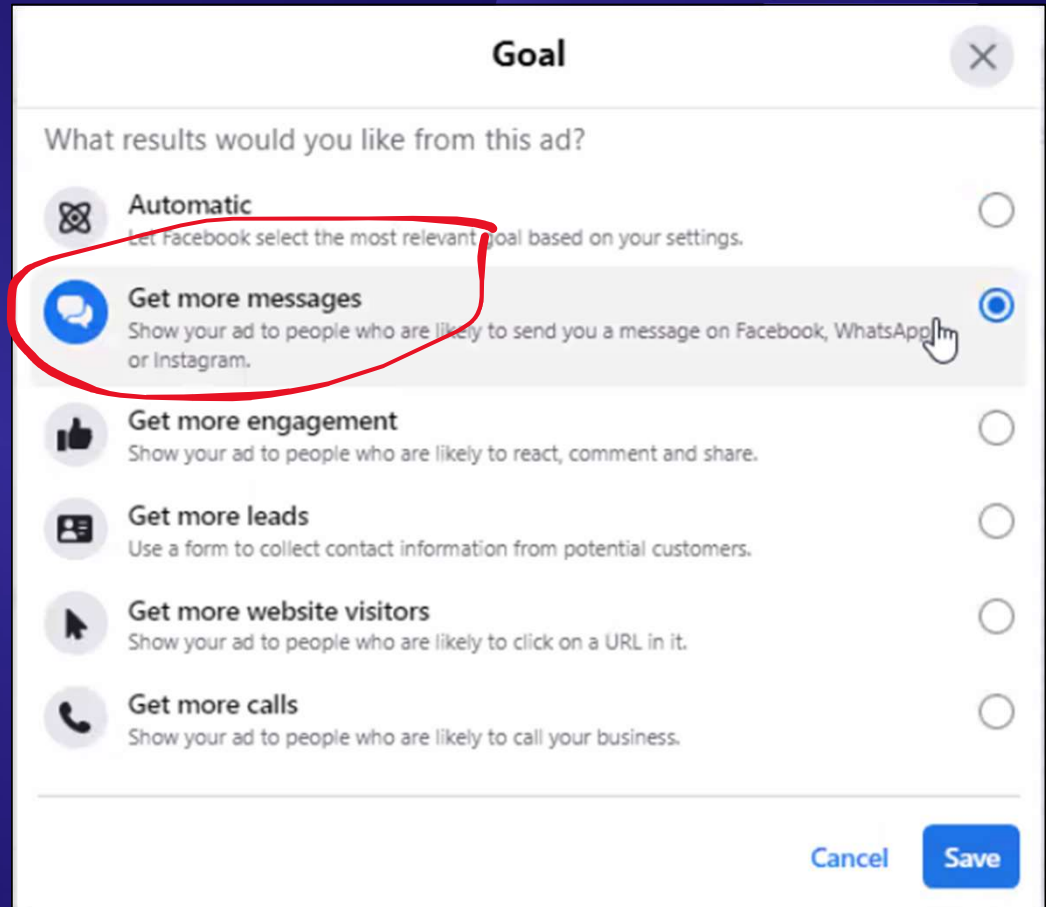
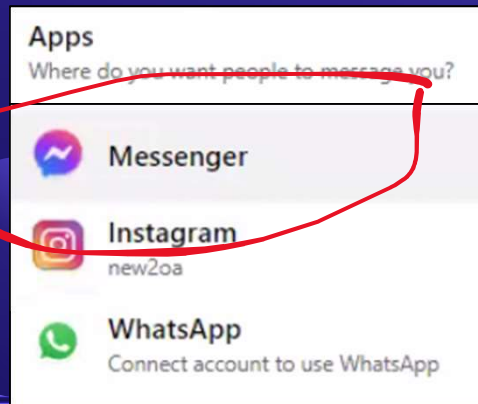
Cancel Save

Get More Messages

This requires service fellows to respond to ads. An automated response may be used, but a direct chat with a member is better.

Works best with women over 35-40, depending on your area.

Connect to Facebook Messenger.



Edit Messages

Customize welcome message and add frequently asked questions.

Messaging

Message template
How do you want to welcome people who tap on your ad?

Greeting
Hi Welcome! Please let us know how we can help you.

Questions

1. How do I get the zoom link for the newcomer open house?
2. Do I only get to attend newcomer meetings, and can I come at different times?
3. What if I do not use zoom?

Automated responses: Off ?

Greeting
Welcome people to the conversation after they tap on your ad.

Greeting text
Hi **Welcome** ! Please let us know how we can help you.

63 / 300 characters

Frequently asked questions
Suggest questions for people to ask. Then set up automated answers to questions.

Question 1

Question
How do I get the zoom link for the newcomer open house?

Answer • Optional
Here is where you put the answer. |

34 / 300 characters

Question 2

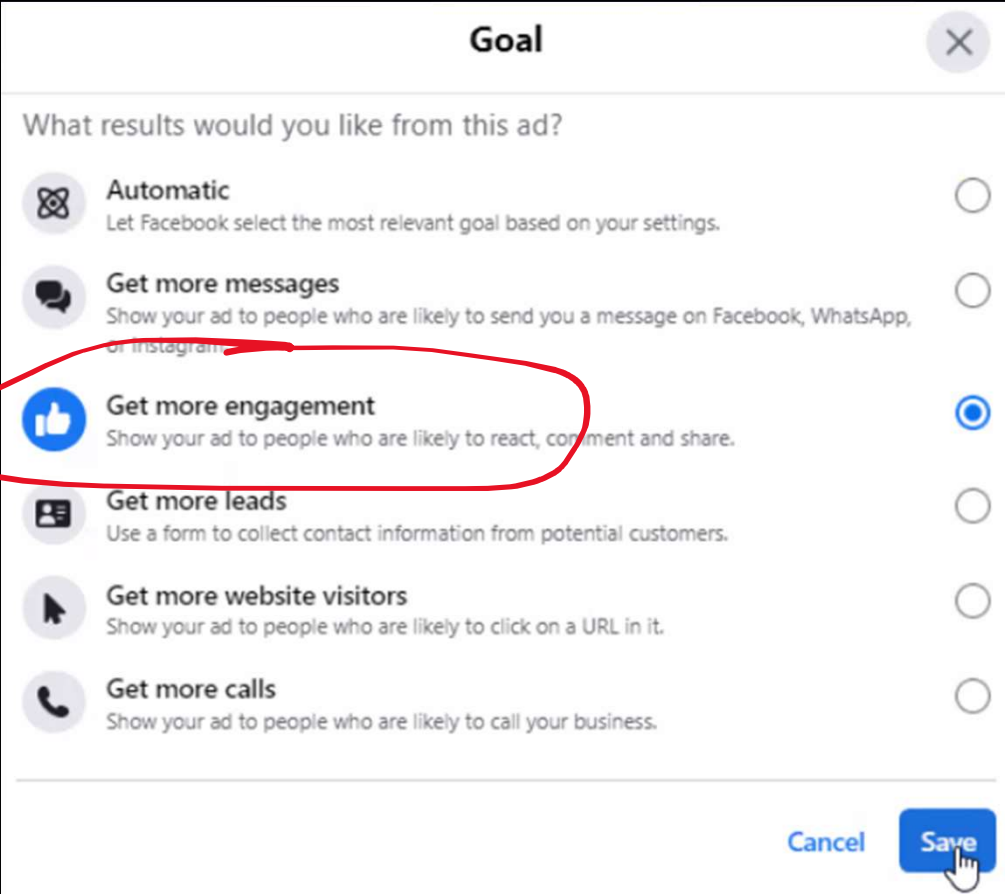
Question
Do I only get to attend newcomer meetings, and can I come at

Get More Engagement

This ad should be used with a statement such as --

“Thank you for liking our page. We appreciate the support of our communities, professionals, and families. Liking this page does not indicate someone is an OA member.”

Effective when accompanied by an event. Can be used in the EU and for young people and men. A similar ad can be used on Instagram.



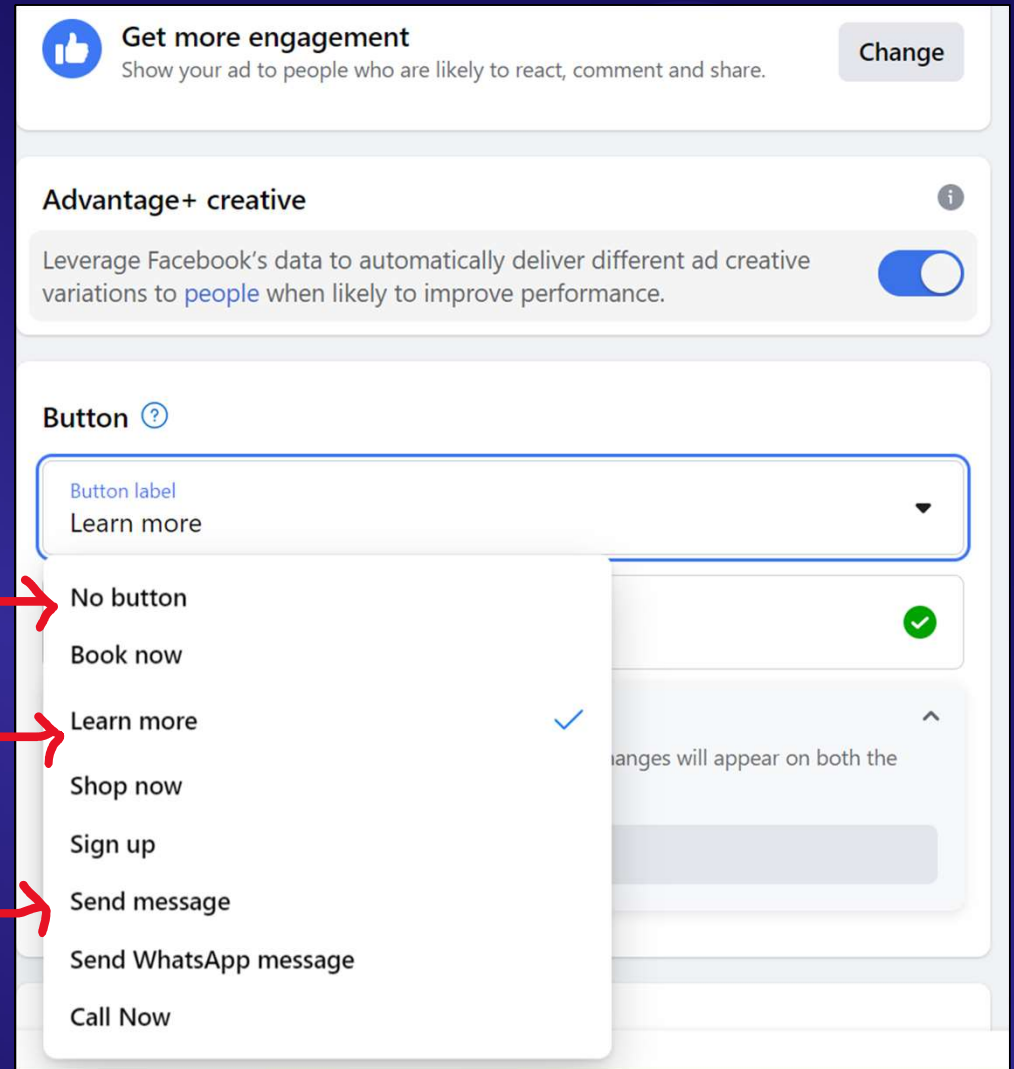
The screenshot shows a 'Goal' selection screen with the following options:

- Automatic**: Let Facebook select the most relevant goal based on your settings.
- Get more messages**: Show your ad to people who are likely to send you a message on Facebook, WhatsApp, or Instagram.
- Get more engagement**: Show your ad to people who are likely to react, comment and share.
- Get more leads**: Use a form to collect contact information from potential customers.
- Get more website visitors**: Show your ad to people who are likely to click on a URL in it.
- Get more calls**: Show your ad to people who are likely to call your business.

At the bottom right, there are 'Cancel' and 'Save' buttons. A hand cursor is pointing at the 'Save' button.

Add a Button

A call-to-action button encourages people to take an action directly from your ad. The button can link to your website or a conversation in Messenger.



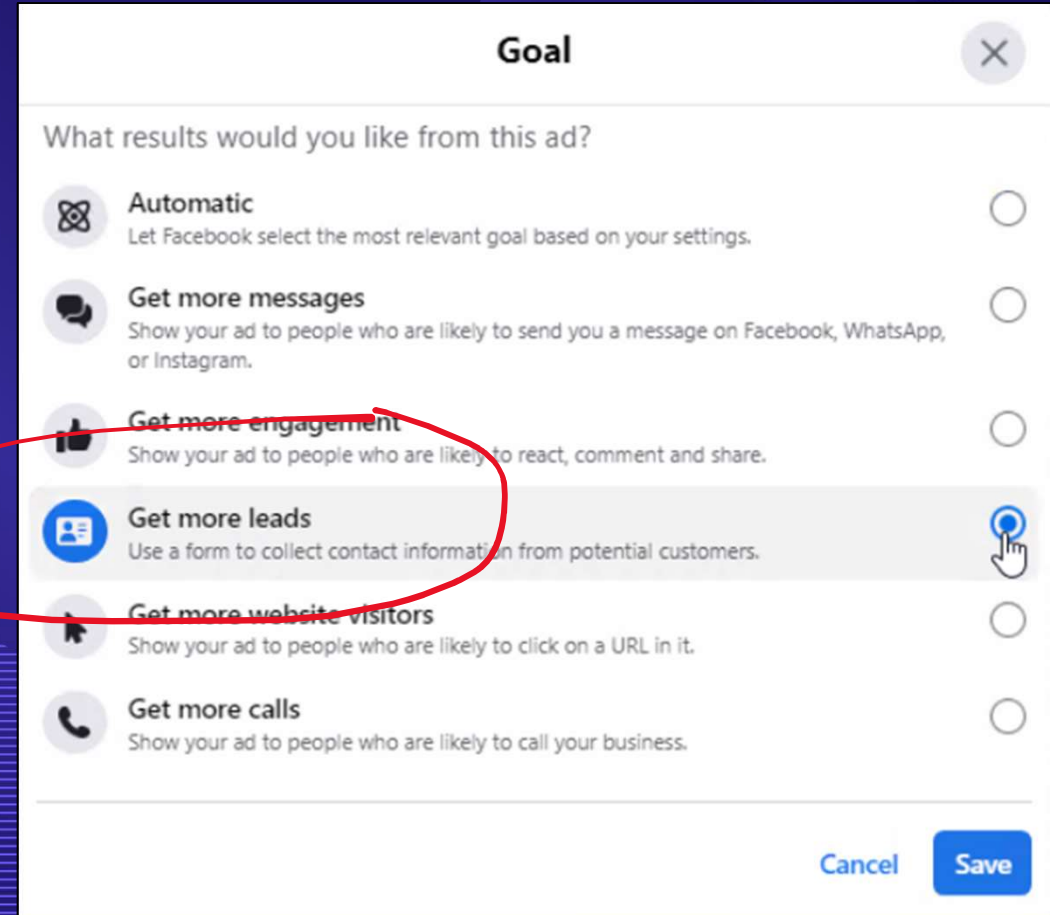
The screenshot displays the Facebook Ads Manager interface for an ad campaign titled "Get more engagement". The campaign objective is "Show your ad to people who are likely to react, comment and share." The "Advantage+ creative" feature is enabled. The "Button" section is highlighted, and a dropdown menu is open, showing the following options: "No button", "Book now", "Learn more", "Shop now", "Sign up", "Send message", "Send WhatsApp message", and "Call Now". Red arrows point to the "No button", "Learn more", and "Send message" options. The "Learn more" option is currently selected, indicated by a blue checkmark. The "Send message" option is also marked with a green checkmark. The "No button" option is marked with a green checkmark. The "Send WhatsApp message" option is marked with a blue checkmark. The "Call Now" option is marked with a green checkmark. The "Shop now" option is marked with a blue checkmark. The "Sign up" option is marked with a green checkmark. The "Send message" option is marked with a blue checkmark. The "Send WhatsApp message" option is marked with a green checkmark. The "Call Now" option is marked with a blue checkmark.

Get More Leads

Lead Ads ask for a person's name, phone number, or email.

This requires a service team to follow up on each lead and may be best suited for a geographic intergroup.

Facebook has detailed privacy policies. Please make sure your service team reviews these. Be prepared to link to your own service body's privacy policy.



Goal [Close]

What results would you like from this ad?

- Automatic**
Let Facebook select the most relevant goal based on your settings.
- Get more messages**
Show your ad to people who are likely to send you a message on Facebook, WhatsApp, or Instagram.
- Get more engagement**
Show your ad to people who are likely to react, comment and share.
- Get more leads**
Use a form to collect contact information from potential customers.
- Get more website visitors**
Show your ad to people who are likely to click on a URL in it.
- Get more calls**
Show your ad to people who are likely to call your business.

[Cancel](#) [Save](#)

Create Contact Form

Read and understand the Facebook Terms and Privacy Policies.
You are required to have a privacy policy to run lead ads.

Contact form
Create the form you want to include in your ad.

[Create new](#)

Create new ✕

Use a form to collect contact information from potential customers.

Form name (Required)
Welcome OA Virtual Region 's form created on Tue Aug 22, 2023 3:2

Customize Fields and Questions

Form language
English (US) ▼

Add a privacy policy (optional)

Link text
Privacy Policy ✓

Link URL
oavirtualregion.org ✓

Button ?

Button label
Sign up

Learn more

Sign up ✓

Customize form text (optional)

Contact info
What information would you like to ask for?

Full name


Phone number


Email


Company name

See Less ^

Short answer question
Request additional information with custom short answer form questions.

Question
What is the best day and time to call you? 

Question
Can we leave a message? 

Question
Would you prefer to text? 

Add question +

Form Preview

Welcome OA Virtual Region

What is the best day and time to call you?

Enter your answer.

Can we leave a message?

Enter your answer.

Next

Custom Questions 1 of 4

This screenshot shows the first step of a four-part form. It features a header image of a man in a kitchen with a VR logo. Below the image is a white box with the text 'Welcome OA Virtual Region'. The main content area contains two questions: 'What is the best day and time to call you?' and 'Can we leave a message?'. Each question has a text input field with the placeholder 'Enter your answer.'. At the bottom of the form is a blue 'Next' button. A progress indicator at the very bottom shows 'Custom Questions 1 of 4' with left and right navigation arrows.

Contact information ⓘ

Sign up by providing your info below.

Full name

Enter your answer.

Phone number

Enter your answer.

Next

Prefill information 2 of 4

This screenshot shows the second step of the form. It features the same header image. Below the image is a white box with the title 'Contact information ⓘ' and the instruction 'Sign up by providing your info below.'. There are two input fields: 'Full name' and 'Phone number', each with a placeholder 'Enter your answer.'. At the bottom is a blue 'Next' button. The progress indicator at the bottom shows 'Prefill information 2 of 4' with left and right navigation arrows.

Welcome OA Virtual Region

Thanks, you're all set.

Your info has been sent to Welcome OA Virtual Region. Tap below to visit Welcome OA Virtual Region.

if You successfully sent your info to Welcome OA Virtual Region

View Website

Message for leads 4 of 4

Back **Save**

This screenshot shows the final step of the form. It features the same header image. Below the image is a white box with the title 'Welcome OA Virtual Region' and the message 'Thanks, you're all set. Your info has been sent to Welcome OA Virtual Region. Tap below to visit Welcome OA Virtual Region.'. Below this is a blue 'View Website' button. At the bottom, there is a 'Message for leads 4 of 4' indicator with left and right navigation arrows, and two buttons: 'Back' and 'Save'.

Get More Website Visitors

This ad can be used to build traffic to a site or a specific landing page.

It is most effective when members monitor Facebook Messenger or another technology. Use it for events dedicated to newcomers, conventions, marathons, or open houses. Viable for outreach to men, intergroups in the EU, and during live events.

Goal

What results would you like from this ad?

- Automatic**
Let Facebook select the most relevant goal based on your settings.
- Get more messages**
Show your ad to people who are likely to send you a message on Facebook, WhatsApp, or Instagram.
- Get more engagement**
Show your ad to people who are likely to react, comment and share.
- Get more leads**
Use a form to collect contact information from potential customers.
- Get more website visitors**
Show your ad to people who are likely to click on a URL in it.
- Get more calls**
Show your ad to people who are likely to call your business.

[Cancel](#) [Save](#)

Learn More Button

Link clicks measure interest.


Ad creative

How do you want your ad to look? [Use a post](#)

Description

Recorded at the OA San Diego Intergroup Within Committee's Workshop: Lighten Up! Let Go! Laugh! on [July 23, 2024](#).
<https://sites.libsyn.com/470871/workshop-lighten-up-let-go-laugh>

Media 1/5 · Select multiple images or videos to create a carousel. [Select media](#)




[Edit options](#)

Headline


Inspiring Podcasts [18/25](#)

Ad preview

[See all previews](#)

 **OA San Diego** Sponsored

Recorded at the OA San Diego Intergroup Within Committee's Workshop: Lighten Up! Let Go! Laugh! on [July 23, 2024](#).
<https://sites.libsyn.com/470871/workshop-lighten-up-let-go-laugh>



oasandiego.org
Inspiring Podcasts [Learn more](#)

[Like](#) [Comment](#) [Share](#)

Estimated daily results

Edit Audience

Audience ?

Who should see your ad?

Advantage audience

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

People you choose through targeting

Audience details

Location - living in: United States: Detroit (+)
Age: 30 - 65+
People who match: Interests: Health & well-being, Happiness, Self-confidence, Well-being or P

Edit audience

Select the location of people you want to reach with your ad.

Gender ?

All

Men

Women

Age ?

32

65+

When using audience targeting such as gender or interests, you can only reach people over 18. [Learn more](#)

Locations ?

Locations

Type to add more locations

United States

United States + 25 mi

Canada

Canada + 25 mi

Locations

detr

Detroit, Michigan, United States

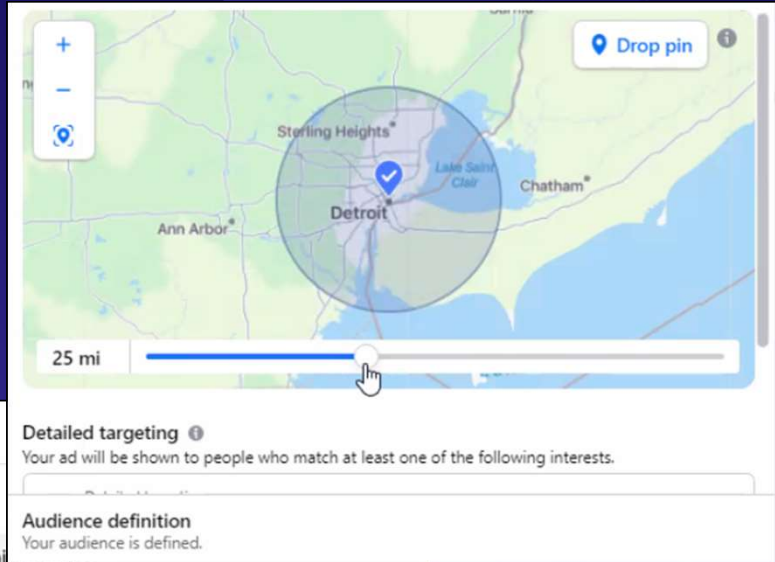
City

Děčřichov nad Bystřicí, Lomnice, Moravskoslezský Kraj, Moravian-Silesian Region, Czech Republic

Address

Detroit Ave, Cleveland, Ohio, United States

Address



A map interface for editing audience location. The map shows a circular radius around Detroit, Michigan, with a blue checkmark indicating the selected location. A slider below the map is set to 25 miles. The map includes labels for Sterling Heights, Ann Arbor, and Chatham. A 'Drop pin' button is visible in the top right corner. Below the map, there are sections for 'Detailed targeting' and 'Audience definition'.

Detailed targeting ?
Your ad will be shown to people who match at least one of the following interests.

Audience definition
Your audience is defined.

Gender, Age Range, Geographic Area

Detailed Targeting

Audience ⓘ

Who should see your ad?

Advantage audience
This audience is based on your Page details and will automatically include interests related to your business.

People you choose through targeting ⓘ

Audience details ⓘ

Location - living in: United States: Detroit (+10 mi) Michigan
Age: 30 - 65+
People who match: Interests: Health & wellness, Healthy diet, Physical exercise, Health care, Fast food, AA, Happiness, Self-confidence, Well-being or Personal development, Job title: Addictions Counselor

Detailed targeting

Search: Detailed targeting
diet

- Diet
- Demographics
- Interests
 - Healthy diet (personal care)
 - Paleolithic diet (diets)
- AA Interests

Detailed targeting

Physical exercise (fitness) × Health care (health & medical) ×
AA (website) × Clean and Sober (movie) ×
Fast food (food & drink) ×

Demographics
Diet ×

For advanced targeting features, go to [Ads Manager](#).

Demographics **Interests** Behaviors

Reach specific audiences by looking at their interests, activities, the Pages they have liked and closely related topics.

Business and industry ▾
Entertainment (leisure) ▾
Family and relationships ▾
Fitness and wellness (fitness) ▾
Food and drink (consumables) ▲

Demographics, Interests, Behaviors

Audience Definition

Audience definition

Your audience is defined.



Estimated audience size: 375.5K - 441.8K ⓘ

Duration ⓘ

Days

5



End date

Aug 27, 2023

Total budget ⓘ

Estimated 521 - 1.5K Accounts Center accounts reached per day

\$ 60.00 ✎

\$1.00



\$1,000.00



Similar businesses typically spend \$60.00 and are able to get 170 replies. ⓘ

Estimated daily results

Accounts Center accounts reached ⓘ

816 - 2.4K

Post Engagement ⓘ

135 - 391

Payment summary

Your ad will run for 5 days.

Total budget

\$60.00 USD

Total amount

\$60.00 USD

Adjust Duration and Budget

people similar to them

Create new

End date
Aug 27, 2023

7.2K Accounts Center accounts reached per day

\$ 300.00

Estimated daily results

Accounts Center accounts reached ⓘ	2.5K - 7.2K
Replies ⓘ	2 - 11

Payment summary
Your ad will run for 5 days.

Total budget	\$300.00 USD
Total amount	\$300.00 USD

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)

Estimated daily results

Accounts Center accounts reached ⓘ	2.9K - 8.4K
Post Engagement ⓘ	401 - 1.2K

Payment summary
Your ad will run for 5 days.

Total budget	\$150.00 USD
Total amount	\$150.00 USD

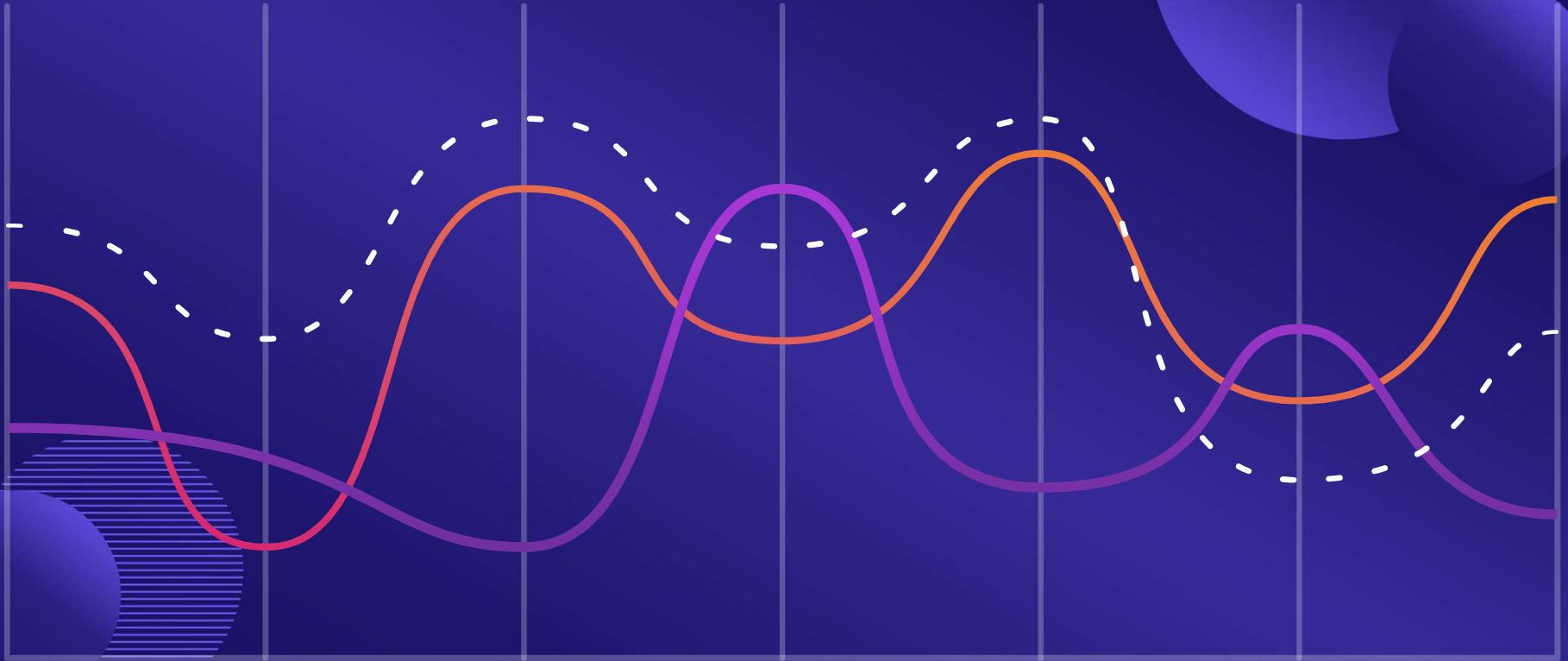
We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)

8.4K Accounts Center accounts reached per day

\$ 150.00

Evaluate Results

Facebook provides many statistics to assess your ad's success.



Metrics

Syndesis/Ανώνυμοι Υπερφάγοι ομάδα Σύνδεσης (Greek Intergroup)

Newcomer Open House

View results

Performance

\$239.99 spent over 4 days.

Page Likes

1,619

Reach

71,856

Cost per Page Likes

\$0.15

Activity

Post engagement

2477

Link clicks

1776

Page Likes or followers

1619

Post reactions

583

Audience

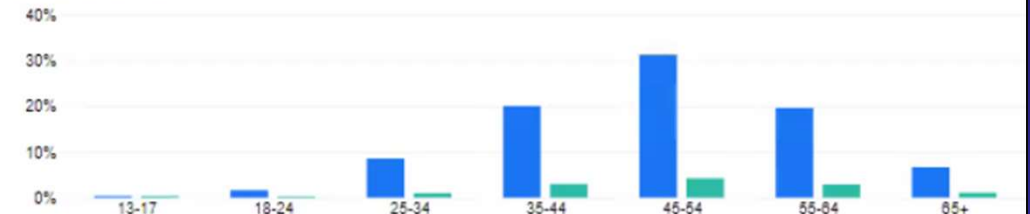
This ad reached 71,856 people in your audience.

People

Placements

Locations

87.6% Women 12.4% Men



Συνεδριο Εικονικής Περιφέρειας των ΑΥ στις 3, 4 και 5 Μαρτίου 2023.
Συναντηθείτε μαζί μας στο Κέντρο Υποδοχής για ερωτήσεις
Πέμπτη, 2 Μαρτίου, 6.00-7.00 μ.μ. //
Παρασκευή, 3 Μαρτίου 4.00-5.00 μ.μ. //
Σάββατο, 4 Μαρτίου 8.30 – 9.30 μ.μ. // Κυριακή,
5 Μαρτίου 2.00 – 3.00 μ.μ.
Zoom ID 82376699051
Passcode 852741
Ελάτε μαζί μας στις συναντήσεις
α) των Νεοφερμένων, την
Παρασκευή 3 Μαρτίου 5.00 – 6.00 μ.μ. και το
Σάββατο 4 Μαρτίου 3.00 – 4.00 μ.μ.
στην πλατφόρμα Zoom
Zoom ID 82376699051
Passcode 852741

ΑΝΩΝΥΜΟΥΣ ΥΠΕΡΦΑΓΟΥΣ

Από πού ξεκινάω;

*Όλα όσα χρειάζεται να ξέρει
ο Νεοφερμένος*

Ανώνυμοι Υπερφάγοι ομάδα
Σύνδεσης
Health & wellness website

Metrics

Young People
Virtual Intergroup

Meet & Greet



Get More Website Visitors

Ad preview

Welcome OA Virtual Region × ⋮
Sponsored ·

Overeaters Anonymous is a fellowship where thousands have found freedom from food and body obsession, obesity, bulimia, ...See more

Meet & Greet
Get the 101 on OA, Recovery from unhealthy eating/food behaviors, and obsession with body image/weight, and a FREE COPY of OA Where do I start? Guide
SATURDAY, JUNE 3
2PM - 6PM EST
NEWCOMER'S EVENT
Thrive Recovery Center

OA Meet & Greet Learn more OA Meet & Greet

Comment Share

[See All Previews](#)

Results From This Ad ⓘ

Results

Overeaters Anonymous is a fellowship where thousands have found freedom from food and body obsession, obesity, bulimia, anorexia, restriction, binge eating, and other compulsive eating behaviors. There are no dues, fees, or diets. Young People (18-35+) are invited to join us for an hybrid meet and greet. This Saturday, June 3, 2-7PM ET (UTC-4). Location Thrive Recovery Center 1025 Old Country Road, Westbury, New York (use Bond St Entrance) or Zoom Meeting ID: 813 2949 0352 | Password 121212 Get a free copy of the "OA Where Do I Start Guide" Learn more at oavirtual.org

Performance ⓘ
\$471.59 spent over **5** days.

Link clicks	People Reached
1,168	96,625
	CPC (cost per link click) \$0.40

Metrics

Virtual Region

Newcomer Open House



Get more messages

Welcome OA Virtual Region Sponsored ·

OA members have issues such as obesity, food obsession , anorexia, bulimia, binge eating disorder, restricting and body image obsession . Together we recover. Saturday May 6 Newcomer Virtual (zoom) Open House from 7:00 AM ET- 10:00 PM ET. Make sure to get a link to ou... See more

INTRODUCING
OVEREATERS ANONYMOUS

Where Do I Start?

*Everything a Newcomer
Needs to Know*

OPENS IN MESSENGER
Newcomer Open House

Share

Results

Performance ⓘ
\$337.00 spent over **4** days.

Messaging conversations started	People Reached
98	6,420
	Cost per messaging conversations started
	\$3.44

Thu, May 4: 29

The line graph shows performance starting at approximately 30 on May 4, rising to a peak of 35 on May 6, and then dropping to 0 by May 7. The x-axis is labeled with dates from May 4 to May 8, and the y-axis has markers at 0, 18, and 35.

Activity

Some of the actions people took involving your ad.

Post reactions	65
Post comments	26
Post shares	15
Page Likes or followers	1

Metrics

La Brigade du
Rétablissement Virtual
Intergroup

Newcomer Open House



Ad results

Ad preview

 **Welcome OA Virtual Region** Sponsored · 

Overeaters Anonymous est une communauté où des milliers de personnes se sont libérées de l'obsession alimentaire, de l'obésité, de la boulimie, de l'anorexie et de l'obsession corporelle. Il n'y a pas de cotisations, de frais ou de régimes. ... See more

OUTREMANGEURS ANONYMES

Où est-ce que je commence?

Tout ce qu'un nouveau venu doit savoir

Save Changes

By tapping Save Changes you agree to [Meta's Terms and Conditions](#).


Results

Performance ⓘ

\$190.83 spent over **4** days.

Link clicks	People Reached
607	38,600
	CPC (cost per link click)
	\$0.31



Thu, Sep 29: **28**



The graph shows a peak in performance on Sep 29 and Sep 30, followed by a decline on Oct 1 and Oct 2. The y-axis represents a metric value ranging from 0 to 290.

Activity

Some of the actions people took involving your ad.

 Post reactions	6
 Other Clicks	1222

Audience

This ad reached **38600** people in your audience.

Metrics

Valor Para Cambiar Virtual Intergroup

Region 2 Convention

Ads summary ⓘ

You spent **\$402.92** on **9** ads in the last **60** days.

Reach ⓘ	Post engagement ⓘ	Messaging conversation s started ⓘ
115.6K ↑ 40.7%	4.4K ↑ 100%	1.1K ↑ 254.3%

Ad results

Bienvenidos a la región virtual de OA
Sponsored · 🌐

Comedores Compulsivos Anónimos (OA) es una comunidad en la que miles de hombres y mujeres se han recuperado de la obsesión por la comida, la obesidad, la bulimia, la anorexia, la restricción y la obsesión por la imagen corporal. No hay cuotas, ni honorari... See more

PRESENTAMOS A COMEDORES COMPULSIVOS (OA)

¿Por dónde empezar?

Todo lo que el recién llegado necesita saber

Save Changes

By tapping Save Changes you agree to [Meta's Terms and Conditions](#).

Results

gratuita.

¡Los invitamos a esta experiencia maravillosa.!

También nosotros les proporcionaremos una copia electrónica del folleto: **POR DONDE EMPEZAR, PREGUNTAS Y RESPUESTAS.**

Porfavor envíanos un mensaje

Performance ⓘ
\$271.87 spent over **3** days.

Messaging conversations started	People Reached
526	86,657
	Cost per messaging conversations started
	\$0.52

Wed, Jul 5: **6**

258
129
0

Doctor Bob Says:

“I spend a great deal of time passing on what I learned to others who want and need it badly. I do it for four reasons:

1. Sense of duty.
2. It is a pleasure.
3. Because in so doing I am paying my debt to the man who took time to pass it on to me.
4. Because every time I do it I take out a little more insurance for myself against a possible slip.”

Reprinted from *Alcoholics Anonymous*, “Dr. Bob’s Nightmare,” Second Edition (1955), pp. 180-181, with permission of A.A. World Services, Inc.

Thank you
for carrying
the message!