

# Public Outreach Toolkit

Project Name:

## Library Bookmarks

**Project Brief:** A low-cost project to place bookmarks in a convenient location for readers who can take advantage of the utility while putting the Al-Anon message into the hands of those who may need our program.

**Target Audience:** General Public

**Size of Project:** Group(s), AIS/Intergroup, District

**Project Cost:** PO Bookmarks are Free + cost of shipping.

**Project Length:** 2-4 months

### Description:

Leaving the public outreach bookmark at libraries is an inexpensive project with minimal time investment. The [Outreach Bookmark \(M-76\)](#) includes thought-evoking text to encourage the reader to consider if alcoholism may be a problem in their lives and the national toll-free meeting information phone number and a URL for the [Newcomer Welcome](#) page on Al-Anon World Service Office's (WSO's) website. There is also space on the back of the bookmark where local contact information can be added.

To make this project a success, planning is needed. First you will decide how many libraries you would like to include in the project and how many bookmarks will be needed. The bookmarks are free of charge, you will only pay for shipping.

Once you have received the bookmarks, if desired, create labels with local information. This could include the Area or District website, AIS, or group contact information. Do not include members' names or personal contact information. Ask for volunteers to help affix the labels to the bookmarks.

When the bookmarks are ready, visit each library and ask for permission to leave the bookmarks. Be prepared to share basic information about the Al-Anon and Alateen program with library staff, including the bookmark itself. If permission is granted, be sure to ask how often you should return to replenish the stock.

After dropping off the bookmarks, report back on your experience with the rest of your team and begin planning when to begin the process again – order, label, deliver!