

Washington County Narcotics Anonymous General Flyer Guidelines

March 2024

I. Purpose

- A. To communicate to the fellowship at large about events, meetings, services, or opportunities within our fellowship.
- B. All flyers should be considered and reviewed to ensure that they adhere to all local Washington County Narcotics Anonymous Guidelines, 12 Steps, 12 Traditions, and 12 Concepts of Narcotics Anonymous.

II. Flyer Requirements-All flyers should have:

- A. All NA Logos should have the registered trademark.
- B. The Washington County Narcotics Anonymous Name
- C. The Group (Groups) or Subcommittee sponsoring the event.
- D. Complete information regarding the event/function: Date, time, location with address, nature of event is required.
- E. Additional information regarding accessibility to site.
- F. Cost of any item or service at the event. Please specify if the event is free.
- G. If an NA meeting is being held before, during, or after the event.
- H. No symbols or logos affiliated with any other organization. Ensure that graphics are not trademarked or protected as well.
- I. Point of contact-either person or subcommittee. No personal emails or full names. Flyer can include personal phone number of member who has agreed to be the point of contact. Please see the PR Subcommittee if you desire to use info@washingtoncountyna.org email as a point of contact.










III. Limitations

- A. Flyers not adhering to these guidelines will not be posted on Washington County's NA website per the website's guidelines and should not be distributed during the ASC meeting.
- B. Flyers should be created and designed to be printed and posted in soft copy format.

IV. Suggested Flyer Guidelines for PR Handbook, Chapter 5 Resources, Suggested Flyer Guidelines

SUGGESTED FLYER GUIDELINES

A random viewing of an NA flyer may be the first exposure a potential member or nonmember has to Narcotics Anonymous. If we keep that in mind, we are more likely to present an attractive and effective flyer. Trusted servants can consider the following ideas when preparing a flyer for an NA event or an event open to the public:

-  Remember to include all pertinent information about the time, date, and location of the event.
-  State the purpose of the event as briefly and as clearly as possible.
-  Add information about refreshments, wheelchair accessibility, etc.
-  Prior to distribution, have the committee or trusted servants review the flyer for accuracy of information and typographical errors.
-  Distribute the flyers where they will have the best chance of getting into the hands of the audience you want to reach.
-  Be careful not to include potentially offensive or off-putting material. One person's idea of a joke may be offensive to someone else. Avoiding controversial images, slogans, and comments can help ensure the flyer is not considered offensive. For public events, avoid NA slang or jokes that only NA members would understand. Also, to avoid potential legal conflict, be careful not to include any copyrighted materials such as song lyrics, professional cartoons, etc.
-  When it comes to public events, it helps to use language that will attract that audience. If NA is participating in an event with another organization (such as county fairs, health fairs, etc.), using the words "in cooperation with" on the flyer will help make clear that there is no implied endorsement or affiliation with the other organization.
-  If trusted servants are planning to leave flyers at professional offices, hospitals, etc., be sure to get permission from a person who is authorized to give such permission. This kind of communication can help to ensure that NA flyers are not merely thrown away.
-  Proofread, proofread, and proofread!

These suggestions are offered in the spirit of our primary purpose. Creating flyers that portray NA in a positive light can only help us continue to present NA as an attractive choice for still-suffering addicts.