



LifeRing Service Center Meeting Builder Bulk Mailing Program

The LifeRing Service Center now has the capability to assist LifeRing meetings in metropolitan areas with a program of bulk mailings to referral sources at treatment facilities.

The program consists of a series of six mailings, spaced approximately two or three weeks apart. This was developed because mail marketing experts say that a single mailing is completely ineffective. It takes at least five or six impressions on the reader's mind before a new name achieves recognition.

We can do these mailings for any meeting in a metropolitan area that has at least 200 referral sources. [We can combine meetings in two or more cities to reach the 200 minimum.] We draw our mailing list from the federal database of licensed treatment facilities maintained by SAMHSA (the Substance Abuse and Mental Health Statistical Association). However, a local meeting is invited to replace and/or supplement this source with a list of its own, e.g. from local psychological associations, counselors' associations, and the like.

For each series of mailings, we need about a half dozen testimonials about LifeRing from local LifeRing participants. One or two sentences plus a first name plus a town is enough.

We ask the local meeting to pitch in financially to the extent it is able. Because of our nonprofit bulk mailing permit and our volunteer labor, our costs are extremely low. However, the Service Center's resources are modest and some contribution from the local meeting is necessary.

To see full-size copies of the first series of six mailings, sent this year to Los Angeles area facilities, go to the unhooked.com Meeting Starter Kit page. The documents are aimed specifically at treatment professionals, not at a general recovery audience. Thumbnail sketches of the face page of the flyers are on the reverse. We can tailor the content to your location and welcome your comments.

To take advantage of this program, you need at least one LifeRing meeting in place with a stable core group, a commitment to sticking it out, and a local contact phone number; you need to collect half a dozen testimonials; and you need to get in touch with the Service Center to discuss details and timing. It is also important that you keep track of your meeting attendance and referrals as a way of gauging the effectiveness of the effort.

Mailings are not a magic bullet that brings instant results. It may take months before you see a significant change. The treatment profession is very slow to respond to new ideas. But once you are established on their mental map, you will see a beginning or an increase in referrals that you would never have had otherwise. Hundreds or thousands of people newly in recovery go through treatment centers every week. If counselors and other treatment professionals refer even a small percentage of them to your meetings, you will have a steady stream of newcomers. It will be up to you to make the meeting a quality experience so that many of them come back, become regulars, take up the convenor role, start new meetings, and gradually make LifeRing an established presence in your local recovery community. The mailings can help your meeting get started on that path.