

STRATEGIC OBJECTIVES

Members:

1. Provide access to the Al-Anon program for all
2. Advance support to underserved and diverse communities
3. Understand member and group needs

Recovery & Service Tools:

1. Create attractive, new content by gathering, processing, and disseminating pertinent information
2. Communicate the message of hope in a way that is current, appealing, and widely available
3. Reduce barriers to accessing information created by cultural and linguistic obstacles

Awareness:

1. Identify and reduce the effects of biases that may be preventing effective outreach
2. Validate the effectiveness of the Al-Anon Family Groups program in helping our members
3. Educate the public and professionals about who we are, what we do, and why
4. Build relationships with the media, governmental and non-governmental agencies, and professionals

Financial Sustainability:

1. Align resources to support the needs of the fellowship in accordance with Al-Anon's spiritual principles
2. Create opportunities for members to support AFG, Inc.
3. Improve transparency of the financial needs of AFG, Inc.
4. Manage risk to reputation, operations, and assets

Global Engagement:

1. Reinforce the process for passing experience on to incoming trusted servants using effective approaches for the new generation
2. Communicate leadership skills required for trusted servants and create development pathways
3. Collaborate globally to share knowledge and evolve our programs and communications