

Boosting Attendance at New Local Online Meetings

- **E-mail Lists: Start an Email Chain**
 - Start with the participant's emails you have already to create a list.
 - Ask those participants to share other contacts for you can add to the list.
 - Search your own email box for people who have inquired about your meeting previously. These could be good online prospects.
 - Ask other local facilitators, who did not migrate to an online meeting to promote your meeting to any of their former participants and for those participants to extend the chain.
 - Include a link to your meeting information on the SMART Local Meeting finder, for example: <https://www.smartrecoverytest.org/local/meeting/boston-massachusetts-thursday-at-530-pm-to-700-pm/>
 - This will preserve the securing of your Zoom link but take people right to the info they need.
- **Ask Your Regulars to Help**
 - Ask your participants to reach out to their contacts as appropriate.
 - Your regular participants may know people from treatment programs, other self-help groups, or elsewhere for whom your face-to-face meeting might not have been convenient, but who would be great attendees while hosting online.
- **Addiction Counselors / Treatment Centers**
 - Who do you know in the professional community?
 - Counsellors, CBT psychologists, addiction centers, IOP programs, recovery coaches.
 - They can help extend your communication chain to both potential participants and other professionals knowing there is an online meeting for local participants.
 - Invite local treatment professionals to attend your online meetings
 - They will learn more about SMART and, potentially, turn into reference sources.
 - Find new resources at <http://www.psychologytoday.com>
 - Get lists of therapists, psychologists, treatment centers, and support groups in your city, from the home page.
- **Local 211 Community Resource Hotlines**
 - Many towns and counties have 211 hotlines for people to find local help.
 - These organizations provide referrals for many local services including addiction recovery, support groups.
 - Talking with their operators may get you listings under several categories.
- **Local Newspapers & Other Media**
 - Most local papers are able to provide a listing of your meeting in their community events or services columns.
 - Date, time, and connection info (smartrecovery.org / Find a Local Meeting).
 - Newspapers may also publish a short article if you email the text
 - Radio stations will give short public service announcements if you send them copy for their local bulletin board segments.
- **Please Share Your Ideas:**
 - Share methods that have worked for you to: importantnews@smartrecovery.org and we'll post them.