



**CONTACTING ORGANIZATIONS/WEBSITES ABOUT FA BY
PHONE, THEN FOLLOWING UP BY EMAIL**
- 6-STEP INSTRUCTIONS

**** NOTE: VOLUNTEERS NEED 2+ YEARS ABSTINENCE FOR PHONE OUTREACH**

1. BEFORE YOU CALL (OR WRITE), look up the location of the organization you're contacting. Go to the [FA website](#) to check if we have any meetings nearby, so you can reference any in your email or conversation(s) with the organization.

2. CALL: Make the call using this phone script (below) as a rough guide. (You do not need to use this script - it's only a rough guideline)

ORGANIZATION PHONE CALL TEMPLATE

Intro	Hi, my name is _____, and I'm a volunteer with Food Addicts in Recovery Anonymous. I'm calling to see if [organization] would consider putting a link to foodaddicts.org on your website. Are you the person in charge of deciding which links go on your website? (pause)
Background	(Once you have the decision maker) Food Addicts in Recovery Anonymous is a free 12-Step program with groups all over the world, <including <u>closest meeting place(s)</u> >. I'm one of many people who've lost weight and kept it off using this simple free program. As you probably know,

	obesity has recently been recognized as a disease by the AMA, and has been linked to diabetes, heart disease and other health related problems that affect individuals as well as families and communities.
Need	We'd like to make it easier for people who are suffering with food-related issues such as weight gain, bulimia, and body image issues to find us.
Ask	Would you be willing to include a link to FA on <webpage name>? STOP TALKING
YES	If YES: Great! I'm so glad! The link is www.foodaddicts.org . <Ask when they'll have the link up by.>
NO- Questions	If NO, Find out why. · If they're not sure: "Do you have any questions about FA that I might be able to answer? Can I send you an email about FA and its success in helping individuals with food-related addictions?"
Wrap up	(Make sure you have their correct contact information. Tell them you'll send them a followup email with all the info.)

- SEND a FOLLOW-UP EMAIL to the person you spoke to using one of the two email formats (below) as a rough template (for example, you may want to reference some part of your call, or the local meetings in their area to support their clients, or include additional information about FA if they request it):

Dear [NAME],

Following up our phone conversation just now, I'm writing to thank you for your time talking to me, and for your consideration with regard to including www.foodaddicts.org as a link on your website.

Here is our link:

[Food Addicts in Recovery Anonymous](http://www.foodaddicts.org) (FA) is a 12-step program of recovery for anyone who suffers from overeating, undereating, bulimia, or obsession with food, weight or body size. There are no dues or fees, and meetings are open to anyone who wants to stop eating addictively. For a list of meetings, see our website: www.foodaddicts.org or call 781-932-6300. Click here to find out ["Am I a Food Addict?"](#)

FA is a community-based program fashioned after the Alcoholics Anonymous (AA) program which has been so successful in helping alcoholics live healthy and productive lives without abusing alcohol. The FA program employs the same 12 step recovery model as AA. Membership is open to anyone, and there are no dues or fees for participation.

Please let me know if you have any questions. I'd be grateful if you would keep me posted in the process.

Thanks again,

[YOUR FIRST NAME and LAST INITIAL]

Phone: [xxx-xxx-xxxx]

On behalf of FA and the FA Public Information Committee

Dear [NAME],

RE URL : [PASTE ORG URL WHERE FA WOULD GO HERE]

Following up our phone conversation just now, I'm writing to thank you for your time talking to me, and for your consideration with regard to including www.foodaddicts.org as a link on your website.

FA is a free community-based program modeled after the Twelve Step program of Alcoholics Anonymous and as such, has had much of the same success AA has had with alcohol, with food.

Please visit our website for more information about FA, such as, [What is FA](#) or [Am I A Food Addict?](#)

Here is the Food Addicts In Recovery Anonymous website link with a short description:

[Food Addicts in Recovery Anonymous](#) (FA) is a 12-step program of recovery for anyone who suffers from overeating, under eating, bulimia, or obsession with food, weight or body size. There are no dues or fees, and meetings are open to anyone who wants to stop eating addictively. For a list of meetings, see our website: www.foodaddicts.org or call 781-932-6300. Click here to find out ["Am I a Food Addict?"](#)

Please let me know if you have any questions. I'd be grateful if you would keep me posted in the process.

Thanks again,

[YOUR FIRST NAME and LAST INITIAL]

Phone: [xxx-xxx-xxxx]

On behalf of FA and the FA Public Information Committee

Food Addicts in Recovery Anonymous (FA)

www.foodaddicts.org

4. RECORD YOUR PROGRESS so that you can remember who you spoke with, what they said, when you will be following up next, and their contact number and email address, as well as any details about the conversation that you wish to remember. If the organization has a publication or magazine, offer to email them our [generic FA article](#) to use as fodder for a published piece on food addiction in their local newsletter. Use this [Organization Weblinks Tracking Sheet](#) for each organization or website you speak to. You can print or download it. This is what it looks like:

HOW TO CONTACT ORGANIZATIONS ABOUT FA

- 1) Please BCC weblinks@foodaddicts.org (website) on all email correspondence.
- 2) If you are contacting an organization, here are some questions you may want to ask: Who is the right person to speak to regarding your list of health/community resources? Is there anyone in the organization that deals with eating disorders resources on the web? Would you like us to provide you with any FA literature or trifolds? Do you have a newsletter we could provide a piece on FA for? Are there any other ways we could work together?

ORGANIZATION INFORMATION

Name of Organization: _____

Contact Name & Title: _____

Contact Email: _____ Phone: _____

Mailing Address (if sending trifolds or pamphlets): _____

Where the FA link should be posted (Name of the web page and URL)

TRACKING LOG

Date Contacted	Contact Info	Response	Follow-Up Date
Date Contacted	Contact Info	Response	Follow-Up Date
Date Contacted	Contact Info	Response	Follow-Up Date
Date Contacted	Contact Info	Response	Follow-Up Date

5. REPORT on your progress to Weblinks@foodaddicts.org the last week of each month or contact: Margaret L - 415 336 5529 with any questions. Use your [Organization Weblinks Tracking Sheet](#) to recall where you left off with each organization or website.

6. Finally, CHECK THE ORGANIZATION'S WEBSITE to make sure the link gets posted (if they said they wanted to post it). Often, organizations will say "yes," but then you will need to bookend it with them to make sure they

actually posted the link. If the link doesn't go up when your contact said it would, follow up with them by phone or email to remind them or to see what happened. Many times people bury the work order under papers and are always grateful for the reminder call. Once the link is up, email weblinks@foodaddicts.org with the URL where the link is posted, to let me know
