

Based on our stated “Responsibilities and Activities” posted at <https://www.helpfordebtors.org/about-bda>:

Reaching out to and fielding inquiries about BDA from the [public, the media, and various professional communities](#).

Goals:

1. Duplicate the success of our 2021 radio outreach projects by performing similar projects in both April and October 2022, while also adding follow-up calls to radio stations as additional service from the media special workers we’ve outsourced to.
2. Attract 1 or 2 solvent BDA members who are interested in performing public information as a 12th Step activity in their recovery from compulsive debting.

Handling other inter-meeting communication, especially publication of a BDA Help for Debtors [newsletter](#).

Goals:

1. Publication of our monthly 4-page newsletter *in at least 10 of 12 months* in 2022.
2. Continue to send information — newsletters, event flyers, PSA reports, and other information and invitations — to our contact list and Intergroups at least twice per month.

Maintaining and distributing a [current list of interested BDA meetings](#) — days, times, and locations.

Goals:

1. Double the number of BDA meetings who have voluntarily added themselves to our meeting list — from seven at the end of 2021 to 14 or more at the end of 2022.
2. Host a helpful guide to online BDA meetings, especially for non-US BDA members, based on locations and time zones, by spring of 2022.

Maintaining a website with relevant information for the worldwide BDA community — [BDA events](#), [free DA and BDA literature](#), [meeting support materials](#), [public information](#), and other resources — and for people interested in finding out more about DA and BDA.

Goals:

1. Continue to add vital services and information via our website throughout 2022.
2. Improve our website analytics by 33% over 2021 — this or something better, if it is Higher Power’s will for us.

Site sessions — 3,000 in 2021 — 4,000 is goal in 2022

Unique visitors — 1,800 in 2021 — 2,400 is goal in 2022

Page views — 6,000 in 2021 — 8,000 is goal in 2022

OUR 2022 BDA HELP FOR DEBTORS GOALS AND TARGETS — continued

Reaching out to the international community of BDA groups and members.

Goals:

1. Continue to engage and welcome non-US DA and BDA members into our growing online BDA community and to provide them with free conference-approved literature upon request.
2. Attract 1 or 2 solvent BDA members who are interested in coordinating our efforts to serve and support our fellow BDA groups and members in international locations.

Hosting BDA workshops and special events.

Goals:

1. Duplicate the success of our 2021 schedule of recovery events:
 - DA and BDA Visioning Conference (9-part) — New Year and Summer 2022
 - BDA Business Planning Conference (12-part) — Spring and Fall 2022
 - Holiday Spending Plan workshops (2-part) — October and December 2022
 - Just for This Day (No-Drama Llamas) Drop-In — December 2022
 - More events if we receive guidance and interest from our community.
2. Attract 20 to 40 registered DA and BDA members to each of these events — more if Higher Power is willing, the more the merrier! — and work toward higher retention (fewer dropouts) throughout each conference or workshop cycle.

Offering the following pieces of physical or digital [DA and BDA literature at no cost](#) to BDA newcomers and members who request them:

- DA's *Currency of Hope* (paper or digital)
- DA's "12, 12, and 12" book (paper or digital)
- Business Debtors Anonymous* pamphlet (paper only)
- "Tools of BDA" pamphlet (paper only)
- DA "Twelve Promises" pamphlet (paper only)
- DA *Underearning* pamphlet (paper only)
- DA *Visions* pamphlet (paper only)
- DA's *2020 Pamphlet Collection* (digital only)

Goals:

1. Maintain an inventory of 75-100 of each book and pamphlet above. Our goal for 2021 was to maintain 50-75 of each, which we did successfully.
2. Send out an average of 15 of each item each month. Through November 2021, our average was 9 to 10 of each monthly. We want to increase our provision of this service by 50% in 2022.