

## Submitted Minutes from BDA Help for Debtors (registered BDA group # 7720)

### Service Meeting on February 22, 2022

#### Urgent business

We reviewed and finalized our participant survey for the current DA and BDA Visioning Conference.

**Approved unanimously.**

#### January minutes and treasury

January 2022 minutes were summarized. **Minutes approved.**

January 2022 treasury report was summarized. **Treasury report approved.**

#### Coordinator reports

Nancy presented a literature report through February 21<sup>st</sup>, including inventory. Our vision of increasing our literature service by 50% in 2022 over 2021 is exactly on track so far.

Quick review of our February 7<sup>th</sup> newsletter. Everyone was pleased with results and member articles.

Radio outreach project update for January has been included in the February newsletter and distributed to our contact list. Our new PSA (Public Service Announcement) for 2022, with an emphasis on the difficulty of saving for taxes “and other obligations,” will launch on March 7<sup>th</sup>. Woo-hoo!

In preparation for the new PSA launch, we reviewed our 2021 PSA results — April through January, with two more months of reports. We spent a total of \$18,000 on the two PSA distributions last year. That is, \$10,000 on our first distribution, which included \$2,000 in production costs, and \$8,000 for our second distribution. Both distributions were sent to 1,000 radio stations with all work completed by a paid vendor, in exchange for the \$18,000 above.

Based on our January reports from the media vendor, our first PSA has been played 10,557 times by 146 radio stations over the past 10 months. Our hoped-for outcome was a cost of less than \$2.00 per airplay; our actual cost per airplay — with two more months to report — is currently \$1.70. The media vendor also reported \$297,311 in media value. That is, the estimated cost if we had been paying for advertising rather than receiving free airplay for our PSA. This estimated value represents more than a 1500% return on the \$18,000 we've spent.

## Coordinator reports — continued

Radio outreach project update — continued:

Dear God, our vision for our 2022 PSA (Public Service Announcement) is at least 12,000 air plays by more than 150 stations at a cost of \$1.50 per airplay or less, this or something better, if it is your will for us. If this IS your will for us, God, please show us the right actions to take on the path toward manifestation of this vision. If this IS NOT your will, please redirect our thoughts and actions to what and who you would have us be. Thank you, God. **Approved unanimously.**

Quick review of our current and upcoming hosted recovery events, including formatting discussion for our next workshop series — “Help with PRGs”. We’ve also got our next BDA Business Planning Conference scheduled for April, May, and June 2022; and our next DA and BDA Visioning Conference is scheduled for July and August 2022. Heather K has agreed to be our conference host for the next Visioning Conference. Yay, God and Heather!

## Old business (not addressed in February, will roll forward to March 2022)

1. Lynn C from New Zealand has expressed interest in facilitating an ongoing weekly drop-in for our fellows who have developed a business plan through the business planning conference and would like to give and receive support and encouragement to stay on plan. Because of Lynn’s time zone, it definitely won’t be Tuesdays at 5pm. More will be revealed.
2. How do we get more members and newcomers engaged with and invited to our various recovery events and conferences and into our growing online BDA community?
3. We have a new web page at <https://www.helpfordebtors.org/active-group-conscience-decisions>, which needs to be reviewed and approved. **We have approved through the second item listed for June 2021.**

## New business (not addressed in February, will roll forward to March 2022)

1. Developing ideas for carrying the message and reaching our fellow debtors, especially business debtors and still-suffering debtors, inside and outside of the DA and BDA fellowship.

## Filling open service coordinator positions (see [www.helpfordebtors.org](http://www.helpfordebtors.org) )

We had no candidates for service positions this month.

## 6:10pm pacific / 9:10pm eastern — Closed with Serenity Prayer