

The Mass Mailing Program by The Mass Mailing Coordinator

Mass mailing is another way of reaching the nicotine addict who wants to quit using nicotine. It's a back door approach to not only get help for the person who wants to give up nicotine, but it is also an informative way of educating the medical profession and church affiliations about our program and what it can do for the addict who wants to quit and can't, doesn't know how, and who needs support.

What I've done is pick an area like hospitals and mail an introduction letter, a business card, "Introducing Nicotine Anonymous" and/or a flyer listing my local meetings.

Try that with all doctors and dentists and any other medical institutions you can think of. Send the same information to churches in your area.

It's really very easy to come up with at least 500 mailings in your area.

Be sure to use the Nicotine Anonymous World Services return address on your envelopes. Make it read Nicotine Anonymous WSO 419 Main St, PMB #370 Huntington Beach, Ca 92648. Having the envelope addressed as Nicotine Anonymous WSO vs. NAWSO makes it more likely that the recipient will open the letter rather than tossing it.

Anonymity is not being broken when mailed to business etc. like hospitals, and churches. It's only when mailed to personal residences that anonymity is being broken. Nobody knows what NAWSO stands for. That's why we need our name out there.

Try your own ideas. Nothing is set in stone. Just try mailing somewhere and let God do the rest.

Some Useful Web Site Addresses

- -American Heart Assoc: www.americanheart.org
- -American Lung Assoc: www.lungusa.org
- -American Cancer Society: www.cancer.org
- -VA Hospitals and clinics: www.va.org
- -Smoking cessation programs
- -Hospital web USA: <http://hdsa.mgh.harvard.edu/hospitalwebusa.html> (*This link lists every hospital in the USA*)
- -All local medical and dental offices
- -All churches and other religious organizations
- -Use www.superpages.com for searching out sources
- -Find zip codes at www.usps.com

If you have questions or would like to talk with the NICA project leader for "Mass Mailing" you may email them at Outreach-MassMailings@nicotine-anonymous.org.