V. EN-GV-76-GSC

General Service Conference - Conférence des Services généraux - Conferencia de Servicios Generales

2026-04-27 08:00 - 2026-04-28 12:00 EDT

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2026 Conference Committee on Grapevine and La Viña

ITEM A: Review AA Grapevine Workbook.

Background notes:

Workbooks (and applicable service kits) for Archives, CPC, Corrections, Literature, Public Information, Grapevine & La Viña, Treatment and Accessibilities are reviewed by the appropriate Conference committees during each General Service Conference.

Between Conferences, ideas for changes to a workbook may be received. These may be reviewed by the appropriate trustees' Committee and/or respective Staff assignment and implemented as directed.

The trustees' committee may also choose to forward an idea to the Conference committee for review. Members of the Conference committee then have an opportunity to review proposed changes to a workbook during the next General Service Conference.

Note: Workbooks and kits are service pieces. Any suggested changes to their content from the Conference committee are put forth as Committee Considerations rather than recommendations. The workbooks are available on the websites:

- www.aagrapevine.org/gvr-resources
- https://www.aalavina.org/recursos

From 2025 Additional Committee Considerations:

The committee reviewed the AA Grapevine Workbook and provided some editorial suggestions.

From 2023 Additional Committee Considerations:

The committee reviewed the AA Grapevine Workbook and provided some editorial suggestions and ways to access the workbook more easily.

From 2022 Additional Committee Considerations:

The committee reviewed the progress report on the AA Grapevine Workbook revisions and looks forward to having it available on the website, in English and Spanish. The committee also forwarded editorial suggestions to the workbook to the Grapevine office.

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Background:

1. 2026 Office Report

Grapevine Workbook available to view at the link below:

- AA Grapevine Workbook (English)

La Viña workbook available to view at the link below:

- AA La Viña Workbook (Spanish adaptation)

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Conference Committee on Grapevine and La Viña
2026 Office Report: AA Grapevine Workbook

The updated AA Grapevine Workbook was posted on the AA Grapevine website (www.aagrapevine.org) in January 2026. It can be found on the "Get Involved" page under "Rep Resources." The workbook was streamlined recently to make it easier to use and more helpful for Grapevine reps. The content was updated to expand on shared experience and how to use Grapevine and La Viña as a recovery tool. Colorful illustrations have been added, as well as clickable links which take members directly to relevant sections of the Grapevine website for more detailed information. It has also been designed to make it easier for staff to update from time to time. The workbook was also translated into Spanish for La Viña reps and Spanish-speaking members. You can find it on the La Viña website (www.aalavina.org).

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2026 Conference Committee on Grapevine and La Viña

ITEM B: Consider the list of suggested AA Grapevine book topics for 2027 or after.

Background notes:

From 2002 Advisory Actions:

> *It was unanimously recommended that the Conference Committee on the Grapevine annually review a list of proposed related items at least one year in advance of possible production, so that the Conference might provide guidance, recognizing that the committee may request more than one year to review some proposed items.*

From 1992 Advisory Actions:

> The committee recommended acceptance of the following proposal from the Grapevine Corporate Board:
>
> *In order to achieve some uniformity of procedure and to gain desired Conference input on Grapevine special items, yet not to compromise the Grapevine Corporate Board's "right of decision" to manage the fiscal affairs of the Grapevine, let it be proposed that:*
>
> *Based on the positive model of mutual Conference and board involvement in the production of* The Language of the Heart*, the Grapevine Corporate Board offer to the Conference Grapevine Committee on an ongoing basis, a general list of proposed special items at least two years in advance of possible production, in order that the Conference should offer any guidance or register any disapproval they might have. Having so presented the conceptual basis of these special Items to the Conference Committee, final approval for the completed items would rest with the Grapevine Corporate Board.*

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Background:

1. Book Topics Report
2. List of Conference approved titles for Grapevine and La Viña

   AA Grapevine Catalog (mailed to committee members; online at www.aagrapevine.org)

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Conference Committee on Grapevine and La Viña

2025 Office Report AA Grapevine Items
Suggestions for production in the year 2027 or later

Report: AAGV items are published for several reasons: first, to carry the message of Alcoholics Anonymous through stories from members and friends of the Fellowship; and second, to help GV maintain its self-supporting status. Furthermore, GV items provide a service to the Fellowship by making Grapevine and La Viña articles available in a wide range of formats: print, audio and digital. They also introduce both magazine titles, through these anthologies, to those who are unfamiliar with them; and help deepen member's interest and understanding of the Steps, Traditions and history of Alcoholics Anonymous.

1. **Senior Members (working title)**
   Stories by AA members who got to AA late in life, including members who are dealing with issues related to older age in sobriety.

   Softcover: Approx. 120-200 pages
   Projected unit cost (printing and design): $4.50 per book, 10,000-unit print run
   Price: $14.99

   eBook estimated project cost: $1,000
   Price: $11.99

2. **Members Dealing with Mental Illness (working title)**
   Stories by AA members dealing with mental illness, sharing how they got sober, stay sober and work the program.

   Softcover: Approx. 120-200 pages
   Projected unit cost (printing and design): $4.50 per book, 10,000-unit print run
   Price: $14.99

   eBook estimated project cost: $1,000
   Price: $11.99

3. **Despertares Espirituales (Spiritual Awakenings) (LV book) (working title)**
   Stories by Spanish-speaking AA members about faith, prayer and finding a Higher Power.

   Softcover: Approx. 120-200 pages
   Projected unit cost (printing and design): $4.50 per book, 10,000-unit print run
   Price: $14.99

   eBook estimated project cost: $1,000
   Price: $11.99

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Conference Committee on Grapevine and La Viña
2025 Office Report Approved Titles for Grapevine and La Viña

Report: Updated June 2025

Approved Grapevine Book Ideas

1. Voices of Long-Term Sobriety II
2. Accessibilities (formerly Special Needs)
3. Inclusiveness (Diversity) in AA
4. Mid-Sobriety Challenges
5. How I found My Higher Power
6. Steps 4 & 5
7. All About GV Reps (doing service with GV & LV)
8. AA & Families
9. The Early Days of AA (40s, 50s, 60s — AA's earliest days)
10. Getting Involved in General Service
11. AA's Twelve Concepts
12. Best of Dear Grapevine
13. Book for Newcomers
14. GV Cartoon Book III
15. Emotional Sobriety III
16. Sober Holiday Stories
17. Dating & Relationships
18. Prayer & Meditation II (working title)
19. Women's Book II (passed in 2025)
20. Best of "If Walls Could Talk" (passed in 2025)

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Approved La Viña Book Ideas

1. Stories from LV Workshops
2. Carrying the Message into Institutions
3. Hispanic members Doing Service in AA
4. Surrender & Hope
5. How We Came to Believe
6. Voices of Oldtimers
7. Spiritual Awakenings (translated GV book)
8. Lo Mejor de La Viña III (Best of LV III)
9. En las prisiones (Jails and Institutions)
10. La derrota (Surrender)
11. Amor, Unidad y Servicio (Love, Unity and Service) (passed in 2025)

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2026 Conference Committee on Grapevine and La Viña

ITEM C: Review the five-year plan for both Grapevine and La Viña.

Background notes:

From 2025 Advisory Actions:

The five-year plans for both Grapevine and La Viña be reviewed annually by the Conference Committee on the AA Grapevine and La Viña. The background materials for both plans should include at least five years of financial history and any relevant historical and/or strategic narrative that supports their projections.

From 2024 Advisory Actions:

The AA Grapevine Board develop a five-year financial plan for La Viña with the goal to reduce shortfalls and increase revenue to be brought back to the 2025 Conference Committee on Grapevine and La Viña.

Background:

1. Grapevine and La Viña plan progress report

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AA Grapevine Draft Five-Year Plan: 2026–2030

Purpose and Strategy

Our plan focuses on cross-attraction, digital growth, improved subscription and book sales campaigns, broader engagement with the Fellowship, and increased face-to-face and digital connections — so Grapevine can help more alcoholics. All Grapevine channels will reinforce one another through integrated campaigns and shared calls to service.

New initiatives such as local office sales of subscriptions, better incentives for offices and committees to purchase books in bulk, the global expansion of the Grapevine apps, creative targeted campaigns to increase circulation, an international Grapevine online meeting, an additional podcast, more efficient fulfillment with the new Darwin system, and Grapevine presence on new outreach tools and apps, will all help more alcoholics and attract more members to subscribe and purchase books — and increase revenue.

Goal: By 2030, Grapevine, Inc. will help roughly 20% more alcoholics by expanding reach and engagement across all Grapevine channels. As reach grows, subscription and book sales will increase, moving Grapevine toward self-support. Subscriptions will grow by 14% over the next five years. Book sales will increase by 10%.

This plan should be considered a living document to be revisited annually and adapted to market conditions, new products and services, new opportunities and feedback from the Fellowship. Some of our projects from strategic planning are included in this plan. A tremendous amount of work is still underway from strategic planning and new projects will be added as they are approved.

Current Baseline and 2030 Goal

Channel	Current Reach	2030 Goal
Grapevine total subscriptions	59,000	67,000
Grapevine Instagram	15,300	19,125
YouTube Grapevine Subscribers	16,400	20,500
Podcast (weekly listeners)	6,300	7,875
Book Sales	30,000/yr	33,200/yr
Grapevine Daily Quote	54,000/day	67,500/day

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Subscription Baseline 2025

Category	Total	Price	Notes
Print Subscriptions	41,000	$36	Trending down 5%/yr
Digital Subscriptions	17,500	$30	Growing 22%/yr

Strategic Objectives by 2030

Objective	Metric	Goal
Grow total subscriptions	58,000 → 67,000	37,000 digital / 30,000 print
Achieve self-support	–$300K → $0	Or a modest profit
Expand CTM subscriptions	+40%	Strengthen digital gifting, increase awareness
Grow book sales	+2% annually	Bulk + local offices

Strategic Pillars & Key Actions

1. Digital Expansion & App Growth

Goal: Increase digital subscriptions from current 17,500 → 37,000 by 2030.

Actions

- Continually upgrade Grapevine app and website with games, themed archives, audio submissions and other interactive engagement features to increase participation and retention.
- Develop and implement an AI-powered assistant within the apps and website to help members easily locate stories, submit content, and navigate Grapevine and La Viña resources.
- Increase cooperation and exposure through other digital properties, such as the AAWS website, the Meeting Guide app, and new apps.
- Expand international subscriptions. Apps now available worldwide.
- Offer “Complete” subscription twice a year at a discounted rate ($50/year).
- Expand to digital with gift subscriptions with easier sharing.
- QR codes at meetings, events, books, and on print materials.
- Attract through podcasts and online meetings.
- Actively upsell “Complete” subscription with eye toward members converting to digital.

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App store subscriptions (through Apple or Google) grew by 35% in 2025, from 5,571 to 7,532. All digital subs grew by 22%, from 14,141 to 17,315. With international availability and new attraction opportunities we expect trends to continue.

Projected Outcome: By adding over 15,000 digital subs; related revenue will grow over $500K annually by 2030.

2. Print Retention & Managed Decline

Goal: Gradual print decline **41,000** → **33,000**, while increasing yield per subscriber.

Actions

- Focus print on long-time members, groups, hospitals, and corrections.
- Modest price increases over time ($36 → $40 by 2029).
- Quarterly attraction emails highlighting app and digital benefits.
- Weekly Grapevine online meeting and new podcast will increase awareness of the benefits of app subscriptions and print as a Twelve-Step tool.
- While print subscriptions are declining, print revenues stay relatively consistent due to ongoing modest price increases.

Projected Outcome: 8,000 fewer print subs, with emphasis on converting to digital.

3. Carry the Message (CTM) Program

Goal: Increase CTM subscriptions by 12% per year.

Actions

- Encourage digital gift subscriptions for military members.
- Expand knowledge of CTM helping those in corrections and treatment centers.
- Launch optional monthly CTM contributions ($10–$20).
- Anonymous donor recognition in print on podcasts and online.
- Tie CTM giving to events and online meetings.

Projected Outcome: $10K net annual support by 2030. Current income is $5,958.

CTM subscriptions have grown 6% over the past year. With new attraction tools we expect that growth to continue.

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4. Area, Central Office & Intergroup Partnerships

Goal: Generate subscriptions and book sales through local AA offices.

Actions

- Enable Area, Central Office, and Intergroup sales of subscriptions (print & digital). With a 10% commission on all first-year subscription sales.
- Launch a simple online portal to track sales and commissions.
- Provide optional GV/LV branded outreach merchandise aligned with AA Traditions to support visibility and engagement at local events.
- Encourage use of swag and digital tools together at Assemblies, Roundups, and Intergroup events.
- Provide display kits (sample issues, posters, QR codes) to offices.
- Feature high-service offices in Grapevine stories and podcasts.

Projected Outcome: +3,000 new subscriptions; +$90K subscription revenue.

5. Books: Bulk Discounts, Local Sales, Online Store Expansion

Goal: Increase book sales 2% per year.

New Bulk Discount Structure

- 5+ books: $0.50 off each
- 10+ books: $1.00 off each
- 20+ books: $2.00 off each
- 30+ books: $3.00 off each

Actions

- Attract local offices, H&I and corrections committees to bulk discounts.
- Encourage local offices to sell books at meetings and events.
- Attract members to books through weekly A.A. meeting and podcasts.
- Discontinue trade sales through Ingram, open Grapevine shop on Amazon.

Projected Outcome: Book sales grow from 30,000 → 33,000 annually by 2030.

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6. Email & Direct Engagement Campaigns

Goal: Increase open rates, conversions, and cross-sales.

Actions

- Improve email campaigns with short videos, quotes, affirmations, short jokes, and spiritual humor to increase opens.
- Clear, simple calls-to-action for subscriptions, books, CTM, and gifts.

Projected Outcome: Higher conversion rates across subscriptions and books.

7. Fellowship Ambassadors & Local Presence

Goal: Greater participation at local events to attract members to Grapevine as an everyday AA tool.

Actions

- Grapevine Staff, Board members, Area Grapevine Chairs, and Editorial Advisory Board members act as ambassadors.
- Utilize GV/LV outreach swag and digital engagement tools as supportive resources for ambassadors.
- Demonstrate digital features—including the AI Assistant and interactive tools.
- Attend more local events to reach a typical AA-member audience.
- Focus on sharing experience (“How Grapevine helps me”) not sales pitches.

Projected Outcome: Sustained organic growth through attraction. Greater awareness of benefits of Grapevine products and services. Greater subscriptions and book sales.

8. Online Grapevine Open Meeting

Goal: Provide a new recovery-based meeting. Build Grapevine awareness and community engagement.

Structure

- Weekly 1-hour meeting.
- Available internationally
- Readings from Grapevine, Big Book, 12 & 12.
- Host + two speakers.

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- Brief attraction announcements. (Subscribe to magazines or apps, books, podcast, YouTube, Instagram, get the Daily Quote, etc.)
- Integrate demonstrations of new digital engagement features and the AI Assistant during meetings.

Projected Outcome: 200 new subscriptions annually using special offers to attendees, 1,000 by 2030.

9. Pricing Strategy

Product	2026	2027	2029	2030
Print Subscription	$36	$38	$40	$40
Digital Subscription	$30	$32	$34	$34
Avg. Book Price	$15	$17	$19	$19

Impact: +$150K additional annual revenue by 2030.

10. Cost-Saving Actions (annual)

- Maintain minimal staff. We've reduced staff 28% since January 2025. Saving $420K annually.
- Convert international subscriptions to digital with savings greater than $10K.
- Expand digital subscribers and reduce print subscribers overall saving $2K on mailing costs.
- Maintain rent reduction, down 75%, saving $45K.
- Reduced renewal-mailings, increased email campaigns, saving $25K per year.
- Controls on book and magazine warehouse inventories, saving $8K per year
- Reduced print runs save approximately $20K per year.

Financial Projection Summary (operating income before interest)

Note: In 2024, net operating loss was 867K

Year	Revenue	Expenses	Net
2025*	3,225	3,518	–293
2026	3,217	3,425	–208

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2027	3,511	3,589	–78
2028	3,729	3,760	-31
2029	4,018	3.939	+79
2030	4,366	4,188	+178

*2025 financials subject to audit.

Outcome by 2030

- Expanded reach helps more alcoholics in and out of the rooms
- Subscriptions up 12% (60,000 → 67,000)
- Digital share grows from 28% → 55%
- Book sales grow steadily via bulk sales to local offices and committees
- Maintain cost-saving measures
- Grapevine becomes financially self-supporting
- Stronger connection with AA members

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Grapevine 5-Year Financial Model — Draft

Mags & App	2026	2027	2028	2029	2030
Circulation (Avg Subscribers)					
Print	40,875	38,927	36,981	35,132	33,376
Complete	5,621	5,921	6,221	6,521	6,821
Online	4,615	5,565	6,515	7,465	8,415
App	8,825	11,325	13,825	16,325	18,825
Total Circulation	**59,936**	**61,738**	**63,542**	**65,443**	**67,437**
Revenue per Sub					
Print	$2.61	$2.72	$2.86	$3.00	$3.14
Complete	$3.98	$4.45	$4.52	$4.69	$4.69
Online	$2.33	$2.69	$2.69	$2.89	$2.89
App	$2.57	$2.97	$2.97	$3.19	$3.19
Circulation Revs					
Print	1,280,175	1,270,577	1,269,188	1,264,752	1,257,608
Complete	268,471	316,181	337,427	367,002	383,886
Online	128,863	179,812	210,507	259,074	292,044
App	271,652	403,623	492,723	624,921	720,621
Back Issues/Prison/Hospital	146,000	154,391	163,265	172,649	182,572
Total Circulation Revenues	**$2,095,161**	**$2,324,585**	**$2,473,110**	**$2,688,398**	**$2,836,731**
Direct Cost					
Magazine Production	340,000	334,503	338,504	332,000	326,000
Audio Production	26,520	27,846	29,238	30,700	32,235
Warehousing	54,000	52,015	49,697	47,017	43,944
Postage	378,000	372,000	366,000	360,000	354,000
GV App	40,748	49,983	59,217	68,452	77,687
Total Direct Cost	**$839,268**	**$821,453**	**$798,936**	**$771,316**	**$738,161**
Magazine & App GM	**$1,255,893**	**$1,503,132**	**$1,674,174**	**$1,917,082**	**$2,098,570**
Content Related Income					
Books	1,046,700	1,109,502	1,176,072	1,246,636	1,321,435
Audio	37,200	37,800	39,690	41,675	43,758
Greeting Cards and other Special	38,400	39,100	39,690	41,675	43,758
International Convention	0	0	0	0	120,000
Total Content related Income	**1,122,300**	**1,186,402**	**1,255,452**	**1,329,986**	**1,528,951**
Content Related Direct Cost	373,409	399,548	427,516	457,442	549,463
Content Related Gross Margin	748,891	786,854	827,936	872,544	979,488
Total GM	**$2,004,784**	**$2,289,986**	**$2,502,110**	**$2,789,626**	**$3,078,058**
Overhead	**2,212,700**	**2,367,589**	**2,533,320**	**2,710,653**	**2,900,398**
Net Operating Income	**-207,916**	**-77,603**	**-31,210**	**78,973**	**177,659**

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2026 Conference Committee on Grapevine and La Viña

ITEM D: Review the progress on the AA Grapevine survey of the membership to identify relevance, usefulness and financial viability of products and services provided by Grapevine, such as the magazines, books (print, digital, and audio), podcast and social media (Instagram and YouTube).

Background notes:

Excerpts from the 2025 Conference Committee on Grapevine & La Viña:

Review the progress on the AA Grapevine survey of the membership to identify relevance, usefulness and financial viability of products and services provided by Grapevine, such as the magazines, books (print, digital, and audio), podcast and social media (Instagram and YouTube).

Background:

1. 2026 Subcommittee on the AA Grapevine Survey Report

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Development of the Fellowship Survey

AA Grapevine & La Viña — Fellowship Feedback Subcommittee

In response to the Conference committee Advisory Action directing the AA Grapevine Board to obtain feedback from the Fellowship, a Survey Subcommittee was convened to develop a survey of AA members. The Advisory Action called for a survey designed to identify the relevance, usefulness, and financial viability of Grapevine and La Viña products and services, including the magazines, books in print, digital, and audio formats, the podcast, and social media platforms such as Instagram and YouTube. The action further requested a progress report to the 2026 Conference Committee on AA Grapevine and La Viña, a final report to the 2027 committee, and a memo to the board within 60 days containing suggestions for the content of the survey.

The Survey Subcommittee was composed of Teddy B-W., Chris C., Kimberly L., David S., Molly O., Fredy M., and Nikki O., serving as subcommittee chair. The committee's work was guided throughout by the Conference directive, with careful attention given to Fellowship inclusion, clarity of purpose, and adherence to AA principles.

The subcommittee's initial meeting focused on developing a shared understanding of the Conference committee Advisory Action and translating that guidance into a survey framework that would be meaningful, accessible, and respectful of the Fellowship voice. During this meeting, members discussed the scope of the Advisory Action and identified the key objectives of the survey: to assess how Grapevine and La Viña products and services are experienced by members, how useful they are in personal recovery and AA as a whole, and how members view their financial viability and support. Considerable discussion centered on ensuring that the survey language would be neutral, non-leading, and understandable to members with varying levels of familiarity with Grapevine and La Viña offerings.

Based on this discussion, the subcommittee collaboratively drafted an initial set of survey questions. These questions were intentionally designed to balance structured, quantitative responses with opportunities for qualitative feedback, allowing members to both rate their experiences and share their perspectives in their own words. The committee was mindful of keeping the survey focused and aligned with the Conference charge, avoiding questions that extended beyond the scope of the Advisory Action.

A second subcommittee meeting was held to review, edit, and refine the draft survey. During this meeting, each question was examined for clarity, tone, relevance, and alignment with Conference intent. Members discussed how questions might be

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interpreted across the Fellowship and made adjustments to improve flow, reduce redundancy, and strengthen the overall coherence of the survey. Following this meeting, the revised questionnaire was distributed to all subcommittee members for further consideration. Feedback from this review was incorporated, and the survey was updated accordingly, reflecting collective agreement among the subcommittee.

As part of the committee's due diligence, Chris C. reached out to the creators of the previous Grapevine survey to inquire about feasibility, lessons learned, and potential costs associated with survey deployment and analysis. This outreach was intended to inform the board and subcommittee about practical considerations while supporting responsible stewardship of resources.

The firm Chris C. consulted with expressed a willingness to assist and offered an outlined research project to gather member feedback on Grapevine and La Viña products and services to better understand awareness, usage, perceived value, and opportunities for improvement. The proposed project will potentially include development of a member survey, collection of responses through both digital and non-digital methods to ensure broad accessibility, and analysis of the results to support future planning and decision-making. Findings would be shared through an initial summary of results followed by a final report suitable for broader Fellowship use. The total cost of the proposed research is $18,500**,** with payment structured in two installments — one upon approval and one upon completion of the final report.

Throughout the process, the subcommittee remained focused on ensuring full adherence to the Conference committee Advisory Action. The committee took care to confirm that the survey was clearly designed to obtain feedback from the Fellowship, that it addressed relevance, usefulness, and financial viability without promoting predetermined conclusions, and that it supported the required reporting timeline to the 2026 and 2027 Conference committees. The subcommittee's work reflects a deliberate, collaborative effort to faithfully carry out the Conference direction while creating a survey that meaningfully invites and honors the voice of the Fellowship.

Following are the survey questions we recommend.

Which of the following Grapevine and La Viña resources are you familiar with and how would you rate your satisfaction?

- Grapevine App & La Viña App
- Grapevine & La Viña Books
- YouTube

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- Instagram
- Greeting Cards
- Podcast

Please rate your agreement with the following statements:

- Grapevine/La Viña is a valuable resource in my personal recovery
- Grapevine/La Viña plays an important role in AA as a whole
- I would miss Grapevine/La Viña if it were no longer available

Please rate your agreement with the following statements:

- I want to be able to send a voluntary contribution to Grapevine/La Viña.
- If Grapevine/La Viña were able to accept voluntary contributions, I would contribute annually.
- If Grapevine/La Viña were able to accept voluntary contributions, I would contribute monthly.

Do you have any other suggestions or ideas to support the future of Grapevine & La Viña

A standard 5-point Likert-type scale will be used to measure respondent agreement.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Research Proposal

Submitted by Nikki O. Subcommittee Chair
January 25, 2026

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Survey Proposal (via email):

VIA EMAIL

Mr. Chris C.
AA Grapevine, Inc.
475 Riverside
Drive 11th Floor
New York, New York

10115 Dear Chris:

This letter provides you with a research proposal to survey the membership about the products and services provided by Grapevine/La Viña. The purpose of the survey is to identify the relevance, usefulness, and financial viability of Grapevine/La Viña products and services including the magazine, app, books, podcast, and social media activities. The research will attempt to provide quantifiable and usable data in the following areas:

- Unaided and aided awareness of the Grapevine/La Viña brand
- Familiarity and perceived value of Grapevine/La Viña products and services with a focus on content that is most meaningful and useful
- Insights into how products and services are accessed and utilized
- Suggestions for improving the Grapevine/La Viña product and service offerings
- Reasons for non-use and for choosing not to subscribe or renew

Survey Development, Execution, and Analysis

Based on our previous engagement developing and executing a survey in 2023 for the Grapevine/La Viña online app, we are aware of how engaged and responsive the AA membership is when they are approached for feedback. Because the new research will address a broader set of topics than the previous app-focused survey, the study will use a mixed-methods design that incorporates both quantitative and qualitative data. The quantitative component will focus on measuring key perceptions and usage patterns across the membership. This will include structured questions assessing awareness of Grapevine and La Viña resources, familiarity with virtual and audio services, perceived value for personal recovery and service work, frequency and methods of accessing resources, reasons for non-use, and acceptable price points for various offerings. These items will be designed using closed-ended response formats (e.g., Likert scales, multiple-choice options) to ensure that the resulting data are quantifiable, comparable across subgroups, and aligned with the committee's emphasis on producing usable metrics.

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To complement these structured measures, the survey will also include targeted open-ended questions. These qualitative items will allow respondents to describe, in their own words, aspects such as unaided awareness of Grapevine/La Viña resources, specific barriers to use, suggestions for improving content or delivery, and reflections on why former subscribers chose not to renew. These narrative responses will provide context and nuance that cannot be captured through fixed-choice formats alone. When analyzed alongside the quantitative findings, the qualitative data will help clarify how members experience Grapevine/La Viña services, illuminate the reasons behind observed patterns, and identify opportunities for improvement that may not emerge from closed-ended items.

The survey will be designed to balance depth with accessibility. It will remain concise enough to encourage participation, while still covering the priority topics identified by the Board. It will also be accessible to both digital and non-digital members, including those who are incarcerated, and will remain open long enough to maximize response rates. Together, the quantitative and qualitative components will provide a comprehensive and actionable understanding of member perceptions, usage behaviors, and unmet needs.

We understand that the project will require both a digital and a non-digital version of the survey. As with our previous engagement, we will work closely with you throughout the development process to ensure that all priority subject areas are fully represented. We will also provide guidance on administering the survey to the membership, including recommendations for a personal message from leadership and an appropriate incentive to encourage participation.

In addition, we will advise on the sample size to be contacted, the process for distributing the survey, and the timing needed to monitor response rates and ensure that the final dataset is both meaningful and projectable. You will be responsible for executing both distribution modes. For the digital survey, this includes sending an email invitation that contains the survey link to the selected members. For the non-digital version, this includes mailing printed surveys to members who cannot access the digital format and providing a means for them to return their completed forms. Once returned, those paper surveys can be scanned and forwarded to us so they can be incorporated into the overall dataset for analysis.

Given the approximately 2 million members, we anticipate inviting a sample large enough to yield a final dataset of roughly 500 completed surveys. In our previous engagement, we sent the survey to approximately 4,250 individuals and received close to 500 completed responses, providing a solid basis for estimating overall perceptions

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and usage patterns with acceptable precision. For the current project, we expect to use a similar or slightly larger outreach volume, adjusted as needed based on early response rates, to ensure that the final sample is both statistically meaningful and projectable to the broader membership.

In our prior survey, response rates were strongest among members aged 45–54, 55–64, and 65–74, while relatively younger members were less likely to respond. We will closely monitor response patterns by age and other key characteristics during fieldwork and will provide recommendations—such as targeted reminders or tailored messaging—to help increase participation among underrepresented groups, particularly younger members.

We will provide you with two reports at the conclusion of the research. The first will be a simple topline analysis of the data. This topline report will be provided within a week or ten days of the completed research. It will include our initial analysis, and it will be accompanied by a meeting to present the results and receive your feedback for further analysis. The final research report suitable for the Fellowship will be completed within three to four weeks of the topline review.

We will also provide raw summary data so that the Fellowship could reproduce graphics of the results.

Expanding the Success of the Grapevine/La Viña Brand

At a time when many traditional magazines have gone out of business, it is a testament to the editorial quality and vibrancy of Grapevine/La Viña that the publications have over 70,000+ paying subscribers in print and digital. The app has been a success with over 8,000 subscribers and the Podcast has exceeded expectations with 1.3 million downloads.

Since there is always room for improvement, this research will not only identify general awareness and areas of success but also try to uncover from the membership specific products and service areas that can be even more successful. This may be uncovered by analyzing the data with an emphasis on demographics or lifestyle. When developing the survey, every effort will be made to be able to view the results from multiple angles such as key demographics like age and income as well as other areas like participation in AA events.

The goal of the research is to not only provide the Fellowship with a snapshot of Grapevine/La Viña products but also to offer concrete steps the brand can take to

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better engage the membership. More actively engaging the moderate to light user of the magazine, app, podcast, books, and social media can only strengthen an already successful performance.

Potential Timetable and Research Process

We understand that you would like to conduct the research sometime this summer. As a result, may we recommend the following initial timetable:

1. Finalize research objectives, key audiences, and subject areas to be analyzed by end of May.
2. Develop and finalize the survey questionnaire by June 20
3. Determine membership names to be emailed, letter developed, and incentive determined by July 10
4. Email and mail questionnaire to membership and collect responses July 20 – 30
5. Analyze data and provide topline results August 7 (email responses only, traditional mail responses will take longer to receive and might be included in a report addendum)
6. Final Research Report with presentation August 25

Budget

The cost of this research project is $18,500. Spider Insights will work with you in developing the survey for the Grapevine/La Viña outreach tools including the magazine, app, books, podcast, and social media. We will then coordinate with you to conduct the research both online and in the mail. We will then provide you with topline results of the data followed by a more extensive final report. As we have done with you in the past, our policy is to bill half of our fee upon approval of this proposal and the second half after delivery of the final report.

Next Steps

We think this research can be most helpful in expanding the successful Grapevine/La Viña brand with new insights about current products. After you have had a chance to review, let's arrange a Zoom call so we can answer any questions you might have. We look forward to hearing from you.

Cordially,

Bill Bergman & Jeff Carlson
Spider Insights, LLC

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2026 Conference Committee on Grapevine and La Viña

ITEM E: Review the media platform report.

Background notes:

From an interim meeting of the Grapevine Corporate Board held on July 31, 2025:

The board reviewed the report on AA Grapevine/La Viña media platforms and approved the report. The committee suggested that this item be relocated from the Conference Committee on Public Information to the Conference Committee on Grapevine/La Viña in the future.

The Grapevine Corporate Board reviewed this consideration at their quarterly meeting on July 31, 2025, with great interest. The board determined that Grapevine would continue to provide its reporting to the Trustees Public Information Committee. In addition, the media platform report will be a standing agenda item for the Conference Committee on Grapevine and La Viña and removed from the Conference Committee on Public Information agenda.

From an interim meeting of trustees' Committee on Public Information, held virtually on December 2, 2024:

The committee discussed revisions to the PI Media Platform reports. The revised reporting of a set of annual reports on each media platform reflects an update to the previous practice of forwarding four quarterly reports for each platform.

It was noted that the 2024 reports, covering the period Q4 2023 to Q3 2024, now also include additional narrative description to provide context for the analytics.

The committee suggested that the discussion of these revised reports, as well as the Comprehensive Media Plan might be useful for the ongoing General Service Board work on communications. It was also noted that at the November 2024 TPIC meeting, the committee had agreed to place a greater focus on matters related to their Comp, Scope and Procedure and that more discussion on the topic of reporting was needed so that feedback on reporting priorities could be shared with the Staff secretary, the GSO Communication Services Department and AAWS. The committee suggested that this matter be added to the agenda for the next meeting.

The committee **agreed to forward** to the 2025 Conference Committee on Public Information the following reports:

- 2024 Report on Online Business Profiles

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From the July 27, 2024, meeting of the trustees' Public Information Committee:

The committee reviewed and accepted the GSO 2024 first-quarter AAWS Online Business Profiles report

The committee also reviewed and discussed the 2024 Conference Committee on Public Information Committee Considerations related to Online Business Profiles.

The committee confirmed that the Communication Services Department is authorized to crosslink any AAWS platform with any other AAWS platform or other sites or pages managed by AAWS.

2024 Conference Committee on Public Information Committee Consideration:

The committee reviewed and accepted the 2023 Report on Online Business Profiles (OBP). The committee offered the following suggestions for Online Business Profiles and looks forward to a report to be brought to the 2025 Conference Committee on Public Information.

- That Online Business Profile analytics reporting be more consistent with quarterly reporting of activity per quarter.
- That Online Business Profile responses be provided as background each year.
- That Online Business Profiles cross link with other sites managed by AAWS.

Staff note: The 2024 Online Business Profile report format was revised, taking into consideration the suggestions outlined in the 2024 Additional Committee Considerations.

In addition, it was noted that at the request of the AAWS Board, work had already begun to "cross link" various pages that AAWS has oversight of, including the Online Business Profile pages and those for YouTube and LinkedIn.

Background:

1. Online Business Profiles - 2025 Executive Summary

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Executive Summary / Q4 2025

Search Engine Optimization

The North Studio team continues to work on technical SEO, decreasing the number of on-page errors flagged by the SEO audit, including lingering duplicate content issues, broken links, redirects, missing/un-optimized meta titles and descriptions, and more. Meta titles and descriptions continue to be written and implemented in a timely fashion for each new post added to the AAGV website.

Google Ads Grants

Google Ads have been running since July 2025 through their free Grants program for nonprofits, where we receive a budget of up to $10k USD per month from Google on limited-capability ads to send people to the Grapevine website. Since then, all of the clicks and conversions have come from the Branded English campaign and search group: people searching for AAGV specifically in English. Nine of those clicks came from alcohol-related keywords, and five from sobriety-related keywords. The non-branded keywords are not generating any impressions (views) or clicks, so it is recommended that paid campaigns are set up to better reach people who are not searching for AA Grapevine specifically, as the free Grants budget takes lower priority if there is another paid advertiser who pays for a spot.

E-Commerce and Apps

This quarter, we saw a 25% increase in the number of units sold from the online bookstore compared to last quarter and an almost-15% increase (13.88%) in total revenue. Compared to last year, there were 14% more units sold and almost 25% higher revenue (23.74%). For the year 2025, the bookstore sold just over 65,000 units (65,119) and brought in revenue of $900,000 ($905,836.21). This quarter, digital subscriptions are down slightly compared to last quarter (-5.97% online, +1.47% complete, for a total of -2.82% total digital), however are up compared to this time last year (-7.25% online, +29.42% complete, for a total of +16.04%). In 2025, 6,662 total digital subscriptions were purchased, split 3,085 online and 2,857 complete.

Subscribers to the Grapevine and La Viña apps continue to rise between 4% and 5% per quarter. The Grapevine app saw a 32% increase in subscribers in 2025, with a total of 8.53k subscribers across Apple and Android. La Viña finished the year with 365 subscribers; a 42% increase year-over-year. The Grapevine app was downloaded 43k times in 2025 (43,217), and the La Viña app was downloaded 2.2k times (2,210).

Fellowship Services

Follower counts on Instagram continue to rise steadily between 3% and 5% each quarter on both the Grapevine and La Viña accounts, however both continue to see a decrease in the number of accounts reached and the total interactions both compared to last quarter and last year. It's likely there are Instagram algorithm changes at play here based on the consistency in the percentage drop for both accounts. Combined, the accounts reached 468k accounts in 2025 (468,677) and have almost 18k followers between the two (17,943). The podcast was downloaded 80,513 times in Q4 2025, a slight decrease from Q3 and a similar number of Q4 2024. In 2025, the podcast was downloaded a total of 321k times (321,595). On YouTube, the channel finished the year with 16.8k followers, up almost 15% from last year (14.29%), and had over 40k views. Statistics for Q3 of 2025 are unreliable, however, due to video content being removed or marked as "unlisted" — so it's likely that the view count is higher.

Digital Publishing

The Grapevine website had an influx in traffic in November with over 130k sessions to the site compared to

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116-117k for October and December. In 2025, the site was accessed over 1.4 million times (1,417,439) by 470k new users (469,832) and 76k returning users (76,216). The La Viña site saw 37k sessions (37,415) with steady traffic over the last six months from 10k new users (10,817) and 357 returning users. Notably this quarter, the Grapevine site's fourth-top referring site was ChatGPT, meaning that users are finding Grapevine's content through asking ChatGPT for alcoholism support and then taking the action to visit the site for more details. La Viña continues to see success with email marketing, as the Constant Contact tracking site was consistently in the top referrers for 2025.

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E-Commerce

Online Book Store

The Online Book Store includes any non-subscription purchases, such as books, bundles, and back issues.

	Q4 2025	Q3 2025	% Difference	Q4 2024	% Difference	YTD 2025
Total Units Sold	19,927	15,920	+25.17%	17,465	+14.10%	65,119
Total Revenue	$268,967.42	$236,181	+13.88%	$217,359.38	+23.74%	$905,836.21

Digital Subscriptions

Digital Subscriptions purchased online through the Book Store

	Q4 2025	Q3 2025	% Difference	Q4 2024	% Difference	YTD 2025
Online	961	1,022	-5.97%	896	-7.25%	3,805
Complete	761	750	+1.47%	588	+29.42%	2,857
Total Digital	1,722	1,772	-2.82%	1,484	+16.04%	6,662

App Subscriptions (Active) – Grapevine

	Q4 2025	Q3 2025	% Difference	Q4 2024	% Difference	YTD 2025
In App iOS	7.23k	6.92k	+4.48%	5.4k	+33.89%	***
In-App Android	1,296	1,233	+5.11%	1,064	+21.80%	***
Total Active App Subscriptions	8.53k	8.15k	+4.66%	6.46k	+32.04%	***
Total App Downloads	9,912	13,320	-25.59%	9,781	+1.34%	**43,217**

App Subscriptions (Active) – La Viña

	Q4 2025	Q3 2025	% Difference	Q4 2024	% Difference	YTD 2025
In App iOS	296	280	+5.71%	209	+41.63%	***
In-App Android	69	66	+4.55%	48	+43.75%	***
Total Active App Subscriptions	365	346	+5.49%	257	+42.02%	***
Total App Downloads	572	554	+3.25%	404	+41.58%	**2,210**

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Fellowship Services

Instagram

Instagram Follower numbers are taken as a snapshot at the end of each quarter.

Grapevine	Q4 2025	Q3 2025	% Difference	Q4 2024	% Difference	YTD 2025
Followers	15,701	15,243	+3.00%	13,334	+17.75%	15,701
Accounts Reached	72,436	112,662	-35.71%	99,884	-27.48%	394,951
Total Interactions (Likes, etc.)	11,907	17,929	-33.59%	18,870	-36.90%	69,031

La Viña	Q4 2025	Q3 2025	% Difference	Q4 2024	% Difference	YTD 2025
Followers	2,242	2,159	+3.84%	1,887	+18.81%	2,242
Accounts Reached	14,040	18,618	-25.59%	21,103	-33.47%	73,736
Total Interactions (Likes, etc.)	3,195	3,750	-14.80%	5,091	-37.24%	15,815

Podcast – AA Grapevine Half-Hour Variety Hour Downloads

	Q4 2025	Q3 2025	% Difference	Q4 2024	% Difference	YTD 2025
Downloads	80,513	83,760	-3.88%	80,181	+0.41%	321,595

YouTube – AA Grapevine and La Viña Channel

YouTube Subscriber numbers are taken as a snapshot at the end of each quarter.

	Q4 2025	Q3 2025	% Difference	Q4 2024	% Difference	YTD 2025
Subscribers	16.8k	16.3k	+3.067%	14.7k	+14.29%	16.8k
Views	14,040	-2432***	***	17,907	-21.59%	40,759***

*** This negative number seems likely due to a video getting removed or marked as "unlisted" as the channel lost around 10k views in July. Due to this drop, it is not fully accurate to properly compare these stats to last quarter, and the year-to-date number is likely also inaccurate.

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Digital Publishing

Website Tra☐c & Engagement

Sessions: The number of visits to the website within the date range. New Users: The number of new users during the reporting date range.
Page Views: The number of pages that have been viewed during the time range. Average Page Views per Session: The average number of pages a visitor sees per visit.

Grapevine	Last Quarter			This Quarter			
	JUL	AUG	SEP	OCT	NOV	DEC	YTD 2025
Sessions	123,701	123,487	112,550	116,014	130,929	117,565	1,417,439
New Users	43,593	42,806	38,304	37,838	39,527	39,230	469,832
Returning Users	17,932	18,628	17,509	15,474	20,316	15,931	76,216
Page Views	286,078	286,559	267,027	283,682	298,012	285,106	3,262,851
Avg. Page Views/Session	2.31	2.32	2.37	2.45	2.28	2.43	2.3

La Viña	Last Quarter			This Quarter			
	JUL	AUG	SEP	OCT	NOV	DEC	YTD 2025
Sessions	3,260	3,314	3,683	3,082	3,046	2,957	37,415
New Users	931	917	1,387	804	875	769	10,817
Returning Users	263	316	297	317	319	279	357
Page Views	12,082	13,462	18,358	12,575	11,720	11,726	149,796
Avg. Page Views/Session	3.71	4.06	4.98	4.08	3.85	3.97	4.00

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Top Pages

	Grapevine	La Viña
1.	/sobriety-calculator	/ (home)
2.	/ (home)	/tienda
3.	/archive	/cart
4.	/user/login	/tienda/libros
5.	/site-search	/usuario/inicio-sesion
6.	/store	/tienda/suscripciones
7.	/magazine	/archivo
8.	/store/grapevine-subscriptions	/tienda/suscripcion-revista-impresa-la-vina-1-ano
9.	/cart	/site-search
10.	/store/us-subscriptions	/US-suscripciones

Top Countries

	Grapevine	La Viña
1.	United States	United States
2.	Canada	Mexico
3.	United Kingdom	Colombia
4.	Brazil **NEW**	Costa Rica
5.	Italy **NEW**	Spain

Top Referrers

	Grapevine	La Viña
1.	aa.org	aagrapevine.org
2.	aalavina.org	app.constantcontact.com (email newsletter)
3.	aahappyhour.com	aa.org
4.	chatgpt.com **NEW**	statics.teams.cdn.office.net (links shared through Teams)
5.	ntp.msn.com (Outlook new tab page)	co.search.yahoo.com **NEW**

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Google Ads Grants

Advertising Metrics

Impressions: Number of times an ad was viewed in Google Search Results
Clicks: Number of times a person clicked through to the website from the Google Ad
Conversions: Number of subscriptions/purchases/other key events that took place on the website that were attributed to someone clicking an ad

	Last Quarter			This Quarter			
	JUL	AUG	SEP	OCT	NOV	DEC	YTD 2025
Impressions	25	1,600	3,396	3,446	2,692	3,179	14,345
Clicks	9	532	873	921	829	939	4,104
Conversions	0	46	109	134	107	141	537

Year to Date (Q3 & Q4 2025) statistics:

$4,262.11 spent (out of $10,000 monthly)
Average cost per conversion: $7.93

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2026 Conference Committee on Grapevine and La Viña

ITEM F: Consider that the AA Grapevine, Inc. accept contributions.

Background notes:

From 2025 committee discussion:

The AA Grapevine Board discussed the Grapevine and La Viña Conference Committee's expressed interest in exploring various funding models for AA Grapevine, Inc. and agreed to send to the General Service Conference Committee on Grapevine and La Viña a proposed agenda item that the AA Grapevine, Inc. accept contributions, which was seconded and passed.

Background:

1. AA Grapevine, Inc. Contributions Report
2. Memo

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Draft Memorandum January 29, 2026

To: Conference Committee on Grapevine and La Viña
From: AA Grapevine Board of Directors
Subject: Consideration of AA Grapevine, Inc. accepting contributions

Prepared for discussion by the Conference Committee on Grapevine and La Viña

AA Grapevine, Inc. is a nonprofit corporation under the umbrella of the General Service Board of Alcoholics Anonymous. It publishes *Grapevine* and *La Viña* magazines and books and carries the AA message through print, digital, audio, and video formats.

Unlike any other AA entity, AA Grapevine, Inc. does not accept direct contributions from AA members, groups, or service bodies. Its operating income is derived from subscriptions, book sales, and other product-related revenue, as described in *The AA Grapevine Statement of Purpose*. For fiscal year 2025, AA Grapevine, Inc. is projected to end the year with an operating deficit of approximately $300,000.

This memo presents relevant operational data and outlines considerations associated with whether AA Grapevine, Inc. might accept contributions from AA members and groups. It is intended to support informed discussion and evaluation by the Conference committee.

Current Reach and Usage

Grapevine and La Viña	
The number of times we carry the AA message each month	
Outlet	**Monthly contact**
Grapevine Magazine subscribers	60,000
La Viña Magazine subscribers	8,000
App GV non-subscriber users	21,000
App LV non-subscriber users	460
Podcast listens	24,000
Instagram GV views	97,000
Instagram LV views	34,000
YouTube Channel views	3,300
Book Sales GV units	6,000
Book Sales LV units	1,040
Website visits GV	120,000
Website visits LV	3,400
Prison Tablets GV and LV content	2,000
Daily Quote Grapevine	1,575,980
Daily Quote La Viña	126,420
WhatsApp La Viña	5,292
Number of times we carry AA message each month	**2,087,892**
Year	***25,054,704***

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Current Financial Model

- Revenue sources: Subscriptions (print, online, and app), book sales, and other product revenue
- No acceptance of direct contributions from AA members, groups, or service bodies. Financial support from the General Service Board comes when Grapevine runs at a deficit.

Factors Impacting Viability of Current Financial Model:

- Increasing costs in areas such as paper, printing, mailing, shipping, and digital infrastructure
- Ongoing provision of services that generate no direct revenue, including prison tablet content, podcasts, video, social media, ASL videos, and complimentary or discounted materials

Considerations if Contributions Were Permitted

The following points describe potential operational and structural implications that have been identified for consideration:

1. **Relationship to Tradition Seven**
   Acceptance of contributions would align Grapevine's funding sources more closely with other AA entities that rely on voluntary member and group support.
2. **Revenue Diversification**
   Contributions would represent an additional revenue stream alongside product sales, reducing reliance on publishing and retail income alone.
3. **Financial Stability**
   Contributions would improve the bottom line.
4. **Service Continuity**
   Contribution revenue would provide an additional way for members to support services that have no income source associated with them, such as free or reduced-cost distribution, correctional facility access, and content such as podcasts, Instagram and YouTube.
5. **Administrative and Reporting Implications**
   Acceptance of contributions would require policies, accounting processes, and reporting mechanisms comparable to those used by AAWS.
6. **Consistency Across AA Entities**
   Allowing contributions would reduce the distinction between Grapevine and other AA entities regarding funding sources.

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Considerations if Practice of Not Accepting Contributions Continues

The following points describe concerns and potential risks that have been identified:

1. **Departure from Longstanding Practice**
   Grapevine has operated for more than seventy years without accepting contributions, relying instead on sales-based support.
2. **Conference Policy and Precedent**
   In 1994, this Advisory Action came from the General Service Conference: *"All A.A. members be strongly urged to work toward the goal that the AA Grapevine magazine be self-supporting through the sale of magazine subscriptions."*
3. **Financial Boundary Clarity**
   Some may view contributions as complicating the financial and organizational distinctions between Grapevine and other AA entities.
4. **Impact on Other AA Contributions**
   Contributions to Grapevine could affect giving patterns of individuals, groups, districts, areas, etc., to the General Service Board.
5. **Perception and Communication Risks**
   Need to be clear that contributions to Grapevine, Inc. support Grapevine and La Viña efforts, and that contributions to other AA entities do not support Grapevine.
6. **Cultural and Administrative Shift**
   Accepting contributions would require processes such as contribution management and contributor relations that are new to Grapevine operations and culture.

Policy and Governance Considerations

If the Fellowship were to consider allowing contributions, issues that may require definition include:

• Eligibility of contributors (e.g., AA members and AA entities only)
• Limits and safeguards consistent with AA Traditions/Conference Advisory Actions (e.g. contribution limits)
• Affirmation of Grapevine's editorial independence
• Transparency and reporting requirements
• Measures to avoid unintended impact on other AA service entities

Closing

The question of whether AA Grapevine, Inc. should accept contributions involves financial, operational, and spiritual considerations. This memo is intended to present relevant information and identified considerations to assist the Conference Committee on Grapevine and La Viña in its evaluation and discussion.

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February 9, 2026

Memorandum

To: **The Conference Committee on Grapevine and La Viña**
From: **Chris Cavanaugh, Publisher, AA Grapevine, Inc.**
Subject: **AA Grapevine, Inc. contributions and our 5-Year Plan**

For more than eight decades, AA Grapevine has strived to be self-supporting through the sale of subscriptions and books. In recent years, however, the way AA members access Grapevine has changed significantly. Grapevine now provides a growing range of services that directly support AA's primary purpose but do not generate revenue: daily quotes, weekly podcasts, video and social media content, Grapevine recovery stories on correctional-facility tablets, and accessible videos for Deaf members. These services extend the AA message to alcoholics who may never encounter a print magazine or be able to purchase books, yet they require ongoing financial investment to produce and maintain.

While Grapevine's five-year plan includes measured price increases for subscriptions and books, those increases are intended to sustain core publishing operations while retaining customers and may not cover the full cost of these expanding, Fellowship-wide services. AA Grapevine accepting contributions will give the AA Fellowship an opportunity to directly support these efforts, ensuring that Grapevine can continue to carry the AA message as access methods evolve. Such support would not replace Grapevine's self-support efforts through sales but would recognize that today's Grapevine serves the Fellowship in broader ways that sales alone cannot sustain, helping reach alcoholics wherever and however they seek recovery. Members who use or support today's Grapevine will be able to help sustain and grow these services, just as they support local offices, districts, areas, and the General Service Board services.

With Gratitude,

Chris C.

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