

Alanews Report - Fall Assembly 2026

What is Alanews?

- Digital email newsletter covering the UT Area of Al-Anon and Alateen.
- The purpose of Alanews is to share:
 - Area news and events
 - Includes digital fliers for GRs to print and take to home groups
 - Sharings from area members—articles, quotes, art
 - Service position highlights
 - Service opportunities in Al-Anon (AAIS store, AMIAS)
 - Al-Anon literature highlights
 - Alateen information
 - News from the World Service Organization of Al-Anon (WSO)
 - Content from the Al-Anon Forum
- Alanews is sent quarterly each year, typically in the last month of the quarter.
- Submissions for Al-Anon should be submitted to alanews@utah-alanon.org.

Subscribers and Email Rates

There are 256 active Al-Anon members subscribed to the Alanews email list. On average, our email campaigns see a 30% open rate and 7% click-through rate.

I've been doing an experiment with the Q1 and Q2 emails and resent Alanews to non-email openers 2-3 days after the original email was sent. These campaigns have had an average of ~23% open rate. I will continue to do these follow-up emails going forward.

Based on the membership in our area, **there could be many more people on our Alanews list** to receive area information and recovery resources.

To increase the Alanews subscriber base and to spread hope and help to those in our area, we ask Group Representatives (GRs) to do the following:

- 1) Encourage group members to email alanews@utah-alanon.org and ask to be added to the Alanews email list.
- 2) Print the fliers and information found in Alanews to pass around at their home group meetings.
- 3) Let people know they can find all past versions of Alanews on the [UT Al-Anon website](#).

FAQs About Alanews

Who can submit information, events, sharings, etc. to be added into Alanews?

- Any member of our Al-Anon area, **and most especially, YOU!**

- Encourage/challenge/invite/nudge your AI-Anon sponsees, sponsors, group members, and fellows to submit a short share about their step work, experience, strength, and hope for others to benefit from... think Step 12!

What might you or others submit?

- Personal recovery stories of experience, strength, hope (will be shared anonymously, of course)
- UT Area Events and News
- News or information specific to your service position
- Opportunities for service
- Meeting information
- Other announcements

How do you submit content?

- Send an email to alanews@utah-alanon.org.
- Each Alanews edition will be sent out around the last month of each quarter and then added to the UT Area AI-Anon website, [here](#).

How can you or others get on the Alanews mailing list?

- Easy! Send a quick email to alanews@utah-alanon.org and ask to be added.
- Share this with your groups so other AI-Anon members can be added to the list, get more involved in AI-Anon and find ways to grow in their recovery!

Can you view older Alanews editions?

- Yes! Go to the UT AI-Anon website -> Members -> Newsletter
- Or go directly to <https://utah-alanon.org/utah-area-newsletter/>

What software or program do we use to send Alanews?

- We use a MailChimp account that costs \$12.99 a month. This cost is covered through donations by an AI-Anon member.

To share ideas, feedback, or suggested changes to the Alanews, please email alanews@utah-alanon.org.

Report prepared by the Panel 66 Alanews Coordinator: Rachel B.