

The AA Grapevine 'Keep-It-Simple' Challenge

The AA Grapevine, Inc. is totally self-supporting and does not receive AA group contributions or income from advertising or membership fees.

Grapevine publications are financed entirely by the sales of the Grapevine magazine, AudioGrapevine, Digital Archive and other related books and CDs.

The magazines and all other items are never priced to earn a profit, but to cover basic operating expenses and to cover escalating fixed costs (such as postal increases of 40% over a 10-year period).

A Little Can Mean A Lot

100 new Grapevine magazine and/or AudioGrapevine subscriptions per area can assure that the AA Grapevine, Inc. is fully self-supporting in 2007.

What You Can Do to Help

If the Grapevine makes a difference in your sobriety, then please pass the word on by encouraging your area to increase its circulation this year by at least 100 subscriptions (that's 7/10ths of one percent of our estimated 1.3 million members).

Please get the word out about this challenge by:

- Announcing it at your home group, area assemblies, wherever you find AAs members and/or by
- Posting this page in your newsletter, on your website, or at your local InterGroup or Central office.

It's that simple.

We will keep you posted of the results of the 'Keep-It-Simple' challenge at www.aagrapevine.org beginning October 2007.

Thank you.

***One Idea on How to Meet the Keep-it-Simple Challenge
from an e-mail received at the Grapevine office:***

Dear Grapevine:

My home group believes in the Seventh Tradition of self-support. We have five service entities to support (2 Intergroups, GSO, the district, and the area). *In addition, we believe in supporting the Grapevine. Every month, before we do our 5-way split, we take \$18 off the top for a group Grapevine subscription.*

Most magazines rely on advertising in order to make a profit or break even. But the *Grapevine*, in accordance with Tradition Six, does not accept advertising. It relies on subscriptions and magazine sales in order to break even. For years, the *Grapevine* has been struggling financially, since it does not accept advertising or donations. In order to be self-supporting, the *Grapevine* must sell subscriptions. *And so, a few years ago my group decided to buy an \$18 annual Grapevine subscription every month (in the same way that we send money to GSO or Intergroup every month).*

As a result, we receive multiple copies of the *Grapevine*, and we read from them at one meeting each month. Every so often, we donate our accumulated copies to local AA service committees (such as treatment, corrections, or public information).

This is just one more reason why, as we say around here our group is the best home group in all of AA. Our group motto is, "We will laugh at you until you learn to laugh at yourself." We have a laugh box that we activate at appropriate times, and also at inappropriate times. We are not a glum lot. And if it weren't for AA, we wouldn't be here.

Gabriela