

Formal Recommendation by the BOT to ISO and BOR

Request that the Board of Trustees authorize a recommendation to the International Service Office to digitize and make all approved or appropriate Gamblers Anonymous literature available for sale on the gamblersanonymous.org website.

Updating the website would not be complicated, as it would simply require adding an option at checkout. When selecting "add to cart" and proceeding to "Check Out," there should be a choice between:

- **Purchase Physical Product** (Shipping fees are automatically added)
- **Purchase Digital Product** (Shipping fees are automatically removed)

Once the user completes the payment and selects the **Purchase Digital Product** option, the corresponding literature should be automatically sent in PDF format to the email address provided by the user.

By this I mean that the ISO can start applying this within www.gamblersanonymous.org website.

Implementation Considerations

The implementation itself is straightforward, but the potential consequences of offering digital formats must be addressed. To that end, I have prepared the following analysis:

1. **Literature Copying Concerns**
 - The current literature purchase policy, as stated in *Article VII, section 5* of the Guidelines Code, already prohibits the copying of literature. However, we have no real way to enforce this restriction.
 - Gamblers Anonymous strongly emphasizes honesty. Whether a person purchases a digital version or manually digitizes a physical book, this is beyond our control. We must trust that members will act with integrity.
2. **Financial Considerations**
 - According to financial reports from the *Life-Line Bulletin*, revenue from literature sales averages **\$20,000 USD per month**.
 - Currently as December of 2024, available operational funds total **\$175,000 USD**.
3. **Proposed Hybrid and Temporary Model**
 - **Why hybrid?** Literature would continue to be sold both physically and digitally.
 - **Why temporary?** If digital availability were to eliminate physical sales, the organization would lose **\$20,000 USD per month**.
 - In a worst-case scenario, where all physical sales are lost, the organization could sustain this loss for three months before reaching **\$115,000 USD in operational funds**. While Gamblers Anonymous does not aim for wealth accumulation, reducing available funds significantly could jeopardize the organization.
4. **Evaluation Period**
 - The recommendation is to implement the digital sales model for an **initial trial period of three months**.
 - **15 days before the end of the trial**, a discussion should take place between the **Board of Regents, the Board of Trustees, and the Manager of the International Service Office** to evaluate the impact.

- If the trial proves successful and does not create a financial deficit, the implementation should continue indefinitely.
- If no negative consequences arise within **three months**, no additional approval or vote would be required—only further dialogue among the members.

Positive Outlook

1. The primary goal is to **carry the message** to the suffering Compulsive Gambler. Providing **easier and faster access** to literature could significantly help in individual recovery.
2. Gamblers Anonymous literature could reach **every corner of the world**.
3. Increased accessibility to literature could lead to **membership growth**, potentially increasing **donations and contributions** to the International Service Office.
4. If members act **honestly**, literature sales should **not** decline. Even if sales were impacted, the potential increase in **donations** might compensate for the loss.

Thank you,
Luis O.
Area 28