

Trustee-Regent Website Committee

Committee Report

Committee Members: Harold A (Chair / Area 1A), Ara H (Co-Chair/BoR), Rob S (Co-Chair / Area 14), Mike S (Secretary / Area 15), Brandon S (Area 1) , Diane A (Area 8A), Donna M (Area 8), Ed G (Area 10), Jo K (Area 8D), Walter G (Area 12), Wendy B (BoR Chair)

The Trustee-Regent Website Committee, over the course of multiple meetings since its inception at the Denver BoT meeting, has worked extensively towards fulfilling the mission statement approved by the committee (and herein submitted for BoT approval for the Houston conference):

The Trustee-Regent ISO Website Committee, comprised of members of the Board of Trustees and the Board of Regents of Gamblers Anonymous, is dedicated to enhancing the accessibility, usability, and clarity of information on GamblersAnonymous.org in advancing its service as a vital expression of Step 12.

Through thoughtful collaboration, open communication, and shared stewardship, this committee strives to ensure that the website reflects the spirit, principles, and purpose of the program - offering hope, guidance, and support to the fellowship of Gamblers Anonymous, and to the compulsive gambler who still suffers. Our mission is to create a trusted, welcoming digital presence that strengthens our fellowship, upholds our traditions, and supports recovery worldwide.

The following report summarizes the website development priorities as identified by the Committee. The goal of these priorities is to improve the accessibility, visibility, and effectiveness of the Gamblers Anonymous website as a resource for individuals seeking recovery and for members of the Fellowship worldwide. The recommendations focus on enhancing meeting accessibility, strengthening digital outreach, improving user engagement, and ensuring the website reflects the international scope of Gamblers Anonymous.

The priorities are organized according to Tier classifications, reflecting the urgency and anticipated timeline for committee action.

This report also includes the following supplemental document, provided for Trustee consideration:

- Exhibit One: “The Case For Change” - Discussion of the importance of the upgrades being presented by this Committee.

TIER ONE - Near-Term Priorities (“Top 3” Committee Focus Areas)

1. Comprehensive Restructuring of the GA Meeting Directory (Improve & Simplify)

The highest priority is a full modernization of the Gamblers Anonymous meeting directory to improve usability, accuracy, and accessibility for individuals seeking meetings. The meeting directory needs to be easy to use, easy to update, and easy for visitors – especially newcomers – to quickly find a meeting.

Key initiatives include:

- Creating a **simple online form** that allows authorized members to submit new meetings or update existing ones, with final review and approval by ISO before being added to the directory.
- Reviewing and updating all existing meetings to ensure the information is **accurate, complete, and current**.
- Presenting all meeting information in a **clear and consistent format**, including helpful details such as building name and links to Intergroup or RSO websites.
- Making it easier to **search for meetings** by allowing users to filter by location (city, state, country), day, time, and type (in-person or virtual).
- Improving how **virtual meetings are listed**, so users can quickly find the next available meeting regardless of where they live.
- Including **all GA telephone meetings**, not just a limited subset currently listed.
- Providing clear and helpful **time references**, so users understand when meetings occur in their local time.

The overall goal is to ensure that **anyone seeking help can quickly and confidently find a meeting without confusion or frustration**.

Critical Next Steps: It is important to note that once the development of the GA Meeting Directory and Infrastructure is complete, the committee will invest significant efforts in auditing the ~3100 meetings currently listed in the website's database. While the committee will be working closely with the developer who implements the upgrades to facilitate this auditing process, the auditing itself will be executed solely by committee members, inclusive of a host of considerations which have been identified during due diligence to this point:

1. Identifying meetings listed in the directory that are no longer active.
2. Identifying meetings with outdated or incorrect information.
3. Identifying meetings that need additional information to align with the new web-based meeting entry form, noting that the updated Meeting Directory will display considerably more detailed information than is currently shown.
4. Identifying active meetings which are not represented in the Meeting Directory.
5. Populating the directory with all existing Gamblers Anonymous Phone Meetings, which are currently not listed on the website at all.

The Committee is also happy to report that Ed G (Area 10) came aboard in April, and will be rolling his Website Audit Committee into the Trustee-Regent ISO Website Committee, for the sake of facilitating this audit effort and to help develop standardized guidelines to help ensure that the meeting directory can be maintained in a current and accurate manner.

It is important that this audit cannot be completed by one person alone, and that the Committee will be heavily reliant on Trustees and local Intergroups/RSO's to provide current meeting information in a format which aligns with the new standard for the website. The Committee requests support from the entire Fellowship in this regard, given the enormity of the undertaking and the logistics associated with implementation:

- There are currently 82 Areas (Intergroups and RSOs): 57 in North America and 25 outside the NA area. Of those, 18 have no Trustees currently allocated, and an additional 4–5 have no active trustee despite allocation. It is unclear in some of those cases whether an established Intergroup, RSO, or local GA area website with a maintained meeting schedule even exists.
- For each area, we would need current meeting schedules that include all of the information noted in the new web-based meeting entry form – this will require meaningful support from RSO’s and Intergroups in gathering more data than they may currently keep on file.

The magnitude of this effort cannot be overstated, and this Committee genuinely hopes that the Trustees and local Intergroup/RSO Trusted Servants will be able to make a committed effort to support this auditing process, understanding the critical nature of providing meaningful, current, accurate meeting information to anyone who may find their way to the site.

2. Strengthening Digital Visibility and Website Engagement

Currently, gamblersanonymous.org does not appear within the top 20-25 results for any search related to gambling addiction/recovery. The Gamblers Anonymous website should be one of the first and most helpful resources people see when searching online for help with a gambling problem. Once visitors arrive, the site should feel welcoming, clear, and supportive, and make it easy to take the next step toward attending a meeting.

Key improvements include:

- Updating website content (use of specific keywords which commonly appear in searches related to gambling addiction and related topics) so it appears more prominently in **online search results**, helping more people find GA when they need it.
- Keeping the homepage **fresh and engaging**, with regularly updated content such as member experiences, recovery stories, and highlights from GA literature.
- Providing **clear links to local GA websites**, helping visitors connect with meetings and resources in their area.
- Improving the overall **look and readability of the site**, using clear headings, simple formatting, and an easy-to-follow layout, in addition to more aesthetically engaging color palettes (in lieu of the high contrast color contrasts with monochromatic background).
- Including **supportive messages and relatable examples** that help visitors feel understood and less alone in their struggles. Include language which directly engages different forms of compulsive gambling (including but not limited to casinos, track races, sports wagering, lotto, online gambling, predictive/polymarket speculation, stock market/cryptocurrency speculation, etc.), reinforcing the central message that “you are not alone”.
- Adding a **world map feature** that allows users to find GA resources in their region and connect to local Intergroup or RSO websites (anticipated “Day 2” feature as questions of Intergroups/RSO’s without an active site are considered and means of resolution explored).
- Displaying a **live list of upcoming virtual meetings** directly on the homepage, highlighting meetings starting soon (anticipated “Day 2” feature, insofar as implementation of this feature

will rely upon completion of the Meeting Restructuring efforts noted above, in addition to completion of a detailed audit of the current meeting database to verify accuracy and alignment with updated meeting directory information).

- Ensuring the entire website works well on **mobile devices**, since many users will access the site from their phones.

These improvements are intended to make the website **more visible, more welcoming, and more helpful for individuals taking their first step toward recovery.**

3. Enhancement of the GA Store

The GA Store should better explain the purpose and value of Gamblers Anonymous literature and materials, helping members and visitors understand how these resources support recovery.

Recommended improvements include:

- Higher quality **product imagery**.
- More detailed **descriptions explaining the recovery value and purpose** of literature and materials.

These upgrades will help members and visitors better understand the resources available to support recovery.

TIER TWO - Medium-Long Term Priorities

1. International Accessibility and Global Integration

As an international fellowship, all website enhancements should reflect and support the worldwide nature of Gamblers Anonymous.

Future improvements should include:

- Ensuring all new website features are adaptable to **international areas outside the United States.**

The goal is to ensure that anyone, anywhere in the world, can easily find and connect with Gamblers Anonymous.

2. Develop Email Communication and Member Outreach Tools

The website should provide a way for visitors to **stay connected to Gamblers Anonymous after their initial visit**, especially for those who may not yet be ready to attend a meeting.

Key improvements include:

- Allowing visitors to **sign up for GA emails** through a simple and secure process.
- Sharing helpful content through email, such as:

- The **LifeLine Bulletin**
- Periodic recovery messages
- Short excerpts from GA literature
- Ensuring that all communications are thoughtful, respectful, and aligned with GA principles, with content reviewed by appropriate committee members.

These efforts will help provide **ongoing encouragement and connection** for individuals seeking recovery.

3. Educational Video Content

The website may benefit from the addition of **video/media resources**, such as presentations of the Gamblers Anonymous **“20 Questions”** themes, social media outreach initiatives, podcasts, and other media content, providing an accessible introduction to the program for newcomers.

GAMBLERS ANONYMOUS

Trustee-Regent ISO Website Committee

Website Improvement Initiative

Why investing in the gamblersanonymous.org website is not simply an investment in recovery, but rather, a critical imperative in ensuring the Fellowship's ability to carry its message to the compulsive gambler who still suffers in an increasingly digital era.

The Case for Change

Gamblers Anonymous has been a lifeline for compulsive gamblers and their families for decades. The First Step of our program asks us to admit that we are powerless over gambling, but that act of admission only becomes possible when someone in crisis can *find* us first. Today, when someone reaches for help, the very first thing they do is search the internet. That moment when someone types “gambling addiction help” or “how to stop gambling” into a search engine is one of the most important moments in their journey toward recovery.

Right now, **gamblersanonymous.org** is not there for them when it matters most.

This document explains, in plain terms, why that needs to change and why the upgrades the Trustee-Regent ISO Website Committee is proposing are not just a shallow cosmetic touchup, but a crucial step for the future of our Fellowship. The upgrades/enhancements are focused on three critical development paths:

- **Make It Easier To Find A Meeting.**
- **Make Our Website Visible and Engaging To Those Who Need It.**
- **Improve Our Online Store and the Recovery Resources Within It.**

The Bottom Line

If someone searches for help with a gambling problem today, our website does not appear in the first 30 results unless they already know to search for “Gamblers Anonymous” by name. We are functionally invisible (and therefore irrelevant) to the people who need us most when they use standard tools for seeking out help. And those who find their way to our site may be underserved by a problematic “Find A Meeting” search function hampered by a host of current limitations.

Priority One: Make It Easier to Find a Meeting

Finding a meeting is the single most important action a person can take when they first reach out for help. Our current meeting directory infrastructure (the listing of GA meetings on our website and ability to easily locate and access them) has several serious impediments, which have led to instances in which ISO staff have had to reach out to local trustees to obtain information which should be readily accessible from gamblersanonymous.org.

What Is Not Working

- Meeting information can be out of date, because updating is cumbersome and relies on manual processes that are prone to delay.
- Efforts to audit and preserve real-time accuracy of meeting information, as a result of burdensome updating, personnel limitations, and coordination difficulties between various parties, have prevented any meaningful level of success.
- Search results are often inaccurate, meaning someone looking for a meeting near them may get the wrong information or worse, no results at all.
- Virtual meetings are organized by geography rather than by time, which does not make sense for a meeting that can be joined from anywhere. If someone needs help right now, they need to know which meeting starts soonest, not which one is located in the same state. And if they cannot find help from Gamblers Anonymous, then there is a strong likelihood that an opportunity to reach the compulsive gambler who is still suffering can be lost.
- Phone meetings are not listed at all, leaving out an entire category of meetings that many members rely on.

What The Committee Is Recommending

Think of the current system like a library card catalog system that needs to be manually updated by hand. What we're proposing is closer to a smart, self-updating system: more like a live GPS app than a printed map. This will be accomplished through the following:

- A simple online form that allows members to submit new meetings and update their information directly. Think of it like filling out a form on any modern website - clear, quick, with the ability to be easily verified before it goes live. This is in contrast to a current outdated system reliant upon phone calls to ISO personnel, filling out forms by hand, followed by manual entry into the site's meeting database, followed by manual communication of updates via email.
- Smarter search tools that let someone filter meetings by what matters: day of the week, time of day, type of meeting, language, accessibility needs, and more.
- Virtual meetings organized by start time, so someone who needs a meeting tonight can immediately see what's available in the next few hours, anywhere in the world.
- Phone meetings added to the directory for the first time.
- Richer meeting pages that tell you not just where a meeting is, but (through a comprehensive standardized information template to ensure uniformity) other important information such as how to find the entrance, whether it is wheelchair accessible, and how to connect with the local GA community.

Why This Matters

We have approximately 3,100 meetings listed in our database. Every one of those meetings represents a group of people working their recovery. Making it easy for someone in need to find those meetings — and to trust that the information is accurate - could be the difference between a person finding help and walking away.

Priority Two: Make Our Website Visible & Engaging to Those Who Need It

Here is a test anyone can perform right now: open a web browser and search for “how to stop gambling addiction.” Scroll through the results. You will likely find government health sites, news articles, treatment centers, and other resources. What you will not find, at least not on the first page, or the second, is gamblersanonymous.org.

Why Does This Matter?

Data provided by Google indicates that more than 99% of web traffic from searches (whether from Google, some other search engine, or AI) goes to sites listed on the first page. Less than 0.5% is directed to sites listed on the second page, and less than 0.15% is directed to sites on the third page (where gamblersanonymous.org all too frequently appears).

What that means is that for every **1,000** people who search for help with a gambling addiction using the web, **less than two (2)** would end up finding their way to our website.

Why Isn't Our Site Showing Up?

Search engines like Google use complex formulas to decide which websites appear at the top of results. These formulas favor websites that:

- Use the same language and terminology that people actually search for,
- Are updated regularly with fresh, relevant content,
- Are clearly organized and easy for both people and computers to understand,
- Show signs of active engagement and community.

Our current website was not built with contemporary factors such as these in mind. It reads to a search engine the way a dusty filing cabinet reads to a researcher — the information is there, but it can be very hard to locate. This is known as poor Search Engine Optimization, or SEO.

What We're Proposing

The good news is that there are well-established, proven ways to dramatically improve a website's visibility. None of them require anything that conflicts with GA's values or traditions. They are simply good digital practices.

- Use the same words on our homepage that someone in trouble would actually type into a search engine: words like “gambling addiction,” “problem gambling,” “I can't stop gambling,” and so on.
- Regularly refresh our homepage with new content, such as daily reflections, member stories, or recovery-focused messages. Search engines reward websites that stay active, the same way that a store that is open seven days a week sees more business than one that is closed on weekends/opens later/closes earlier.
- Add a live feed showing the next available virtual GA meetings directly on the homepage, so someone who lands on our site can immediately see a path to getting help.
- Create a global map showing where GA Intergroups and regional organizations (RSO's) exist around the world, visually demonstrating that GA is a worldwide fellowship, not just a local resource.
- Add content that speaks to the full range of compulsive gambling: not just casino gambling, but also sports betting, online gambling, cryptocurrency speculation, lottery tickets, prediction markets, and other forms that are increasingly common yet often go unrecognized as problematic. Those new to the program may not realize that many activities qualify as compulsive gambling, or that GA members identify with and have experience with every type. We know that the differences between, say, a poker player and a horse racing gambler are superficial; what unites us is far greater than what sets us apart.

Step Two reminds us that we came to believe that a power greater than ourselves could restore us to a normal way of thinking and living. Our website's content should make clear that this path of restoration is open to every compulsive gambler, whatever form their gambling has taken. Our site's content needs to communicate that awareness in a clear and accessible way.

A Real-World Analogy

Imagine GA rented a storefront in a busy city, but put no sign in the window and painted the exterior the same color as the wall. People walk by every day, some of them desperately in need of what's inside — but they have no way of knowing we're there. Improving our website's visibility is simply putting up a sign. It's telling the world we exist and we can help.

Priority Three: Improve Our Online Store and the Recovery Resources Within It

Many people don't realize that the GA Store on our website is much more than a place to buy literature. It is a repository of over 1,000 pages of recovery-based content: materials that have helped members across the world work the GA program.

The Problem Today

- Product photos are poor quality, making it hard to understand what you're looking at.
- Item names are inconsistent - sometimes the title on the product page doesn't match the actual title of the literature.
- Most items have little or no description, so a newcomer has no way to understand what a particular piece of literature contains or how it might help them.

What We're Proposing

A dedicated subcommittee has already been hard at work writing meaningful, helpful descriptions for each piece of GA literature and materials.

Think of it this way: if you walked into a bookstore and every shelf was lined with books that had no titles visible and no back-cover descriptions, you would have no idea what to buy or where to start. Our Store has effectively been operating that way. These improvements will change that, making it far easier for members, newcomers, and families to find the materials that speak to their needs.

- New, clear photography of all literature and supplies.
- Consistent, accurate titles and descriptions.
- A revised store layout that is intuitive and welcoming, to be included in the broader website upgrade.
- Sorting the literature alphabetically to make it easier to find any particular piece of GA literature.

As of the Houston BoT conference, the improved descriptions have been written, edited & revised during a three-part review process, and will be uploaded to the site in the near term.

Why This Investment Is Worth It

There is one additional dimension to this case for investment that needs to be stated plainly. The problems described in this document are not hypothetical risks or future concerns; they are failures that have already occurred on a website that hundreds of thousands of people were actively using.

In late 2025, the site's email system failed, meaning members who were locked out of their accounts had no way to recover access. In April 2026, individual meeting detail pages began crashing entirely — so a person in crisis could find the website, search for a meeting near them, click on it, and be met with a blank error screen rather than the

help they were looking for. Between January and March 2026 alone, the site averaged roughly 140,000 unique visitors and 250,000 page visits per month. During that same period, users were actively downloading thousands of copies of recovery literature each month. These failures were not happening on a quiet, low-traffic site. They were happening on a website that a large and vulnerable population was relying on in real time.

Both problems were identified and resolved by an outside party (a GA Trustee working under contract to GAISO in an IT advisory/support capacity), and not by ISO staff. There is no evidence that ISO staff were aware of either failure while it was occurring. This is not a criticism of the staff personally; it reflects the reality that diagnosing and fixing these kinds of technical failures requires specialized expertise that is simply outside the scope of what can reasonably be expected from non-profit office staff with no formal IT training or background. Without a qualified technical partner in place, problems like these can go undetected and unresolved for extended periods, silently turning away the very people our program exists to serve.

We recognize that any significant expenditure requires careful consideration. The Website Committee has approached this work with that responsibility in mind, developing a structured proposal process, breaking the work into clear priorities, and planning to obtain competitive bids before recommending any major capital investment.

This includes development, distribution, and receipt of formal Requests for Proposal (RFP's) - a structured, detail-focused document that allows the committee to obtain competitive pricing from professional web developers, define exactly what work needs to be done, sets a clear timeline, and holds contractors accountable to quality and budget standards.

The RFP has been structured in a detailed and comprehensive manner which facilitates direct comparisons between solicited vendors to identify the best combination of value and service. This ensures appropriate due diligence in providing the Board of Regents with the best information available, for the sake of budgeting and investing the Fellowship's money in a prudent and responsible manner, in accordance with the Program's guiding principles.

To ensure that the organization finds the best partner in implementing these upgrades, the committee has completed an exhaustive search of reputable web developers with established track records of working with non-profits and, in many instances, also have experience working with agencies who focus on mental health and/or addiction recovery. The committee's search efforts resulted in a developer bid list which includes thirty (30) different agencies operating at various institutional levels, from Enterprise-grade firms to international developers, freelance contractors, and smaller value-focused boutique companies. This allows the Committee (and by extension, the Board of Regents) to work toward an informed decision considering an appropriate balance between value and quality, based upon a fuller understanding of the range of service levels (and corresponding fees) that exist in the web development market.

We would ask those reviewing this committee's efforts to consider the following:

~3,100

Active meetings in our database

Not Top 30

Search result position for 'gambling addiction'

Every day that gamblersanonymous.org remains invisible to the people searching for help is a day we may have missed an opportunity to connect someone to a meeting, a sponsor, and ultimately a path to recovery. The costs of inaction - measured not in dollars but in people who don't find us - are real, even if they are harder to count.

The improvements proposed here are not extravagant. They are the standard features that any serious organization maintains on its website in 2026. For GA, they are also something more: they are an expression of our commitment to being available and accessible to every compulsive gambler who reaches out for help - however and wherever they reach.

While these improvements will require a meaningful financial commitment, they are not luxuries; they are urgent necessities. At a time when the legalization and aggressive promotion of gambling is driving compulsive addiction at a societal level, and when the Internet remains the primary means by which people seek help, our obligation under **Step Twelve** is clear: we must carry this message, and we cannot carry it to those we cannot reach. The Twelfth Step calls us to carry the message of recovery to the compulsive gambler who still suffers. In 2026, that means meeting them where they are searching: online. This Fellowship must ensure that **gamblersanonymous.org** is a visible and accessible resource for the compulsive gambler who still suffers.

In Summary

Three priorities. One goal: to make sure that anyone who reaches out for help with a gambling problem can find us, reach a meeting, and access the tools of recovery. The gamblersanonymous.org website should be our most powerful outreach tool. With these investments, it can be.

Trustee Regent ISO Website Committee Report - EXHIBIT ONE

Presented for the Houston Board of Trustees meeting May 17-18, 2026