

## Converting Your Web Presence

Hi folks, I'm writing to share with you some of the progress we've been making here in Pittsburgh, PA, and how we've been able to make it happen. I'll try to keep this brief and if you think any of it might be helpful to do more of a write-up, please let me know. I know a lot of areas and regions must be experiencing similar challenges so we're happy to help others in any way we can. Here's the site we've built: <https://tsrscna.org>

As background, the Tri-State Region had a ~15 year old website in serious need of modernization; it had few capabilities, required coding experience to maintain, and was not used very much. When the pandemic hit, our region was effectively paralyzed for about 3 months - no information, no communication, no services. Our RSC limped along using Zoom and we decided to launch a committee dedicated to dealing with the pandemic fallout for the region. It became clear that building a new site would be the foundation of providing services to newcomers, our local fellowship, and trusted servants. In a few weeks, we were fortunate enough to mobilize 5 tech-savvy members of our local fellowship.

First, we used a tool called Mural to brainstorm work to be done, think through priorities and what problems we wanted to tackle first, and preliminarily design the structure of the site. Next we, used a free tool called Trello to write down all the work, assign it, and track progress. Here's what we've managed to build and the outcomes so far:

- 1) Rebuilt the foundation of the site using a platform called Wordpress - this enables non-programers to maintain and build the site, as well as dramatically accelerating the pace of development; as a result we were able to built the site in about 6 weeks
- 2) Using the BMLT, built a new meeting directory [https://tsrscna.org/bmlt\\_js.html](https://tsrscna.org/bmlt_js.html) from scratch (that supports online and in person meetings hosted by local members), and made it super simple to update your home group's meeting info or report issues
- 3) Because our paper meeting lists no longer work, we used Vista Print to quickly design and print cards that contain need-to-know information for local newcomers and members to find info about NA; these business-card-like cards include contact info for the website, literature, helpline, and a QR code that takes them directly to the meeting directory; we are in the process of distributing thousands of these cards to local facilities and meetings - early feedback has been fantastic and I've included pictures of the cards
- 4) We also gave the website info and meeting directory to our helpline staff, so now even members without smart phones can call and find out what meetings are available near them, and be confident that the meetings is in-fact still there
- 5) Using the Square powered system we use for our POS system, we've made [an online store](#) to limit contact at our regional office - and now people are shopping from home then picking up at the office with limited interactions

- 6) We've started also using Square to enable members to make donations directly to our region at <https://tsrscna.org/#donate>, and are now experimenting with Cash App (with great early success) - to-date we've taken in over \$800 in donations using Square
- 7) Set up a Twitter account that feeds announcements to our website <https://tsrscna.org/news/>, so updating announcements takes literally seconds and can be done from a trusted servant's cell phone - this makes it much easier and faster to communicate with GSRs and groups
- 8) Finally, we've published all of our regional convention recordings at <https://drive.google.com/drive/folders/1Z6vD-aoqX8U3wc-RAN9rrKoVSDnBxv7B>

All that having been said, the innovation I'm most excited about (besides the site itself) is the cards that connect newcomers to our new website. Not only does it help solve the problem the pandemic raised in terms of providing a single place members can get information, it also helped deal with the limitations of paper meeting lists (which become more inaccurate each day after they were printed); also they're much more economical and portable - the cards are about 5 cents each, while meeting lists are about 20-30 cents each.

I hope this information is helpful.

## Drug problem?

### Narcotics Anonymous can help!

You can stop using, lose the desire to use, and find a new way to live. We are a fellowship of recovering addicts who meet regularly to help each other stay clean. We suggest you read some of our literature and attend one of our meetings.

LITERATURE & MEETINGS: [TriState-NA.org](http://TriState-NA.org)

NEED HELP NOW? 412-391-5247

PO Box 423, Homestead PA 15120

## Narcotics Anonymous



Find a meeting near you...

[www.TRISTATE-NA.org](http://www.TRISTATE-NA.org)

Tri-State Region of  
Narcotics Anonymous

Helpline / 412-391-5247  
You are not alone!