

Dear Friends,

**Thank you for your participation in AA's Seventh Tradition with contributions to your General Service Board.**

Our co-founder Bill W. asked the question: "Where do AA's services fit into our scheme of things and why should we provide these functions with money?" His answer was simple and still holds true today: "*Every single AA service is designed to make more and better Twelfth Step work possible, whether it be a group meeting place, a central or intergroup office...or the world service Headquarters.*" In this spirit your General Service Office (GSO) supports your efforts to carry the message of hope to the still-suffering alcoholic.

I am pleased to inform you of recent enhancements to the contributions pages on [aa.org](http://aa.org) designed to improve functionality and your online experience.

The enhancements to the online contributions page include:

- Faster processing
- Simplified navigation
- A more intuitive user interface
- Clear directions
- Less cluttered web pages

Contributions made online cost less to process than those made by check—yielding another \$2.67 per contribution available to carry the message. Currently less than 25 percent of contributions are made online. We hope that these improvements will encourage more use of our online contribution pages, increasing the impact of your Seventh Tradition contributions.

If you are new to online contributions, I encourage you to give this a try. Thank you again for participating in our Seventh Tradition. If you have any questions, please contact our Member Services team for assistance at [memberservices@aa.org](mailto:memberservices@aa.org) or 212-870-3023.

In fellowship,



Bob W.  
General Manager

Dear friends,

**Thank you for your participation in A.A.'s Seventh Tradition by contributing to your General Service Board.** Our co-founder Bill W. posed the question, "How do AA services fit into our scheme of operations, and why should we fund these functions with money?" His answer was simple, and it still holds true today: "*Every A.A. service is designed to make greater and better Twelfth Step work possible, whether it is a group meeting place, from a central or intergroup office... or from world service headquarters.* It is in this spirit that your General Service Office (G.S.O.) supports your efforts to carry the message of hope to

I am pleased to inform you of recent improvements to the contributions pages of the [aa.org site](http://aa.org) in an effort to improve functionality and your online experience.

Improvements to the online contributions page include:

- Faster processing
- Simplified navigation
- A more intuitive user interface
- Clearer directions
- Less cluttered web pages

Processing contributions online is less expensive than processing contributions by check, freeing up an additional \$2.67 per contribution to get the message out. Currently, less than 25% of contributions are paid online. We hope these improvements will encourage greater use of our online contributions pages, increasing the impact of your contributions to the Seventh Tradition.

If you are new to online contributions, I encourage you to give it a try. Thank you again for participating in our Seventh Tradition. If you have any questions, please contact our Member Services team at [memberservices@aa.org](mailto:memberservices@aa.org) or [212-870-3023](tel:212-870-3023).

In all fraternity,



Bob W.  
General Manager

Estimados amigos:

**Gracias por participar en nuestra Séptima Tradición por medio de sus contribuciones a la Junta de Servicios Generales.** Our co-founder Bill W. planted the following pregunta: "[...] ¿cómo se encajan los servicios de AA... en el cuadro global? ¿Por qué debemos financiarlos?" Su respuesta fue sencilla y sigue siendo válida hoy en día: "*Todos y cada uno de los servicios de*

AA están encaminados a hacernos posible realizar más y pluses trabajos de Paso Doce, ya se que se trate de uno de reunion de grupo, de una oficina central o de intergrupo... o de la Sede de servicios mundiales". Es in este espíritu que la Oficina de Servicios Generales (OSG) apoya sus esfuerzos por llevar el mensaje de esperanza al alcohólico que aún sulfre.

Tengo el agrado de informarles sobre las recientes a la página de contribuciones en [aa.org](http://aa.org) , designed to optimize the functionality, así como su experience en línea.


The improvements to the page of online contributions include:

- More rapid process;
- Simplified navigation;
- Una interface de usuario más intuitive;
- More clear instructions;
- Páginas web menos atiborradas de cosas.

Procesar las contribuciones efectuadas en línea cuesta menos que procesar aquellas que se hacen por medio de cheques; al final se ahorran unos \$2.67 adicionales por contribución, disponible para llevar el mensaje. Actualmente menos del 25 por ciento de las contribuciones se hacen en línea. Hope that this better animation has more personas to use new pages of contributions online, increasing así el impacto de sus contributions de la Séptima Tradición.

Si hacer contribuciones en línea es algo nuevo para ustedes, los animo a que hagan una prueba. Gracias nuevamente por participar en nuestra Séptima Tradición. If no ven su pregunta a continuation, pónganse in contacto con el equipo de servicios a los miembros en [memberservices@aa.org](mailto:memberservices@aa.org) o llamando al 212 870 3023.

Fraternally,



Bob W.  
Gerente general

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