

Executive Summary for Intergroup

World Service Business Conference Takeaways 2026

OA is at a pivotal time of reinvention and change. The Fellowship is still strong, but it is clear from the reports that we are not simply returning to the way things were before Covid.

In-person meetings were hit hard, and many are still struggling to rebuild. Virtual meetings are now a permanent and important part of OA. The Virtual Region continues to be one of the strongest areas of growth. At the same time, outside factors are affecting participation, including GLP-1 medications, more treatment options, more online support groups, and a general decline in the cultural pull of traditional 12 Step programs.

The simple conclusion is this:

OA is not disappearing, but it is changing. The groups, intergroups, and regions that adapt, communicate clearly, welcome newcomers well, support both in-person and virtual meetings, and use digital tools wisely will be in the strongest position moving forward.

Big Picture Numbers

Worldwide, OA reported an average of 5,847 groups in 2025 across more than 75 countries, supported by 313 service bodies.

The five-year trend shows a steady decline:

Year	Groups	Service Bodies
2021	6,566	337
2022	6,467	339
2023	6,237	333
2024	6,146	324
2025	5,847	313

Some of this decline may reflect the cleanup of old or inaccurate meeting information. OA is actively working on improving Find a Meeting and verifying listings so that people looking for help are not sent to dead links, inactive meetings, or outdated information.

The takeaway is that OA is smaller than it was several years ago, but it is also becoming more realistic about the need for accurate, useful, current information.

Regional Trends

The regional reports show a mixed picture. Some regions grew, some declined, and the Virtual Region continued to grow.

Region	Area Covered	2026 Groups	2025 Groups	Change	Virtual Groups Change
Region One	<i>Alaska, Idaho, Montana, Oregon, Washington, Wyoming, Alberta, British Columbia, Manitoba, Northwest Territories, Nunavut, Saskatchewan, Yukon</i>	292	279	+13	-3
Region Two	<i>California, Hawaii, Reno/Lake Tahoe area of Nevada, Mexico</i>	763	992	-229	+67
Region Three	<i>Arizona, Colorado, Central and West Iowa, Kansas, Nebraska, Nevada, New Mexico, Oklahoma, South Dakota, Texas, Utah</i>	381	392	-11	+2
Region Five	<i>East Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota except Greater Ozarks Intergroup, North Dakota, Ohio, Wisconsin</i>	540	562	-22	+16

Region Six	<i>Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Quebec, Bermuda</i>	652	669	-17	+16
Region Ten	<i>Australia, East Asia, New Zealand, Southeast Asia, Western Pacific Basin</i>	152	152	0	+4
Virtual Region	<i>Virtual groups and virtual intergroups</i>	1,035	1,014	+21	n/a

The clearest growth was in Region One and the Virtual Region. Region Ten held steady. Regions Two, Three, Five, and Six declined in total groups, although several saw growth in virtual groups.

Region Six declined from 669 to 652 groups, a loss of 17 groups. At the same time, Region Six virtual groups grew from 246 to 262, an increase of 16 virtual groups.

The takeaway for us is clear: virtual OA is not temporary. It is part of the future. But in-person meetings still matter deeply, especially for newcomers who need to see recovery in the room.

Financial Snapshot

OA is financially stable enough to continue, but the old revenue model is under pressure.

Key numbers from the reports:

Category	Amount
Contributions	\$986,237, about \$64,000 under budget
Literature income	\$463,299, about \$172,000 under budget
Operating deficit	About \$154,722

Investment gains	About \$201,646
Net surplus	About \$46,923
2026 budget reduction	About \$178,600

OA cannot rely on literature sales and old donation patterns the way it once did. Contributions matter more than ever.

One important update is that OA now has an option to use a QR code for recurring automatic donations. This is especially important because virtual meetings have changed Seventh Tradition habits. In an in-person meeting, passing the basket was a regular reminder that OA depends on member contributions. In virtual meetings, that habit is easier to lose.

Recurring donations can help support the World Service Office, digital tools, literature development, outreach, translations, Find a Meeting improvements, and other services that help carry the message.

Dia a DSS pi gital Outreach and Website Changes

This is one of the strongest areas of reinvention.

OA is redesigning oa.org and Find a Meeting, with improvements expected in 2026. The goal is to make it easier for newcomers and members to find meetings, documents, resources, and accurate information.

Important changes include:

- A new Find a Meeting database
- Better meeting search
- Annual meeting verification
- More mobile-friendly and translatable documents
- A redesigned website
- A stronger Document Library
- More use of e-books, audiobooks, PDFs, and print-on-demand literature
- Podcast content being moved to YouTube and organized into playlists
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OA's digital communication is also growing. Social media following grew 17 percent to about 29,200 followers, and social media content was viewed by an estimated 935,000 people.

The takeaway is that digital outreach is no longer optional. It is central to how newcomers find us.

New Leadership and Tech-Savvy Direction

OA also has a new managing director/general manager coming in at a critical time.

This matters because OA needs leadership that respects the traditions of the Fellowship while also understanding how people look for help today. We need both spiritual grounding and practical modernization. A tech-savvy leader with good ideas can help move OA forward as we improve the website, Find a Meeting, digital literature, social media, podcasts, YouTube, translations, and online donation systems.

Public Information and Professional Outreach

The reports show a clear push toward better public information, professional outreach, and digital communication.

Important points:

- The Professional Exhibits Fund is underused and has money available.
- Service bodies can apply for funds to exhibit at professional events.
- Paid digital advertising has been efficient, with a reported cost per click of about \$0.05.
- Targeting millennials through paid social media has not worked as well as hoped.
- OA believes in-house social media is doing better because it feels more personal and authentic.

The takeaway is that professional outreach still matters, but generic promotion is not enough. OA's message is strongest when it feels truthful, personal, and rooted in real recovery.

Young Adults and Future Growth

The Young Adults Committee is focused on one of OA's most important questions: how to welcome and retain younger people.

Their workshop is built around three questions:

1. Why do we not see more young adults in OA?
2. How can OA be more attractive to young adults?
3. How can the Fellowship support and retain young adult members?

The committee is also creating a toolkit for service bodies, including conference literature, board-approved resources, meeting lists, and a flyer to help welcome young adult fellows.

If OA wants younger members, we have to do more than say they are welcome. We need practical tools, updated language, accessible meetings, and real relationships. This may include young adult pages, young adult meetings, campus outreach, social media, QR-coded flyers, simpler newcomer language, and possibly exploring age-appropriate resources for teens in the future, with careful attention to safety, policies, and traditions.

My Participation at Conference

I helped lead a workshop with two others on **Attraction Rather Than Promotion: Sharing and Service Sustain Our Recovery**.

My part focused on the practical side of attraction in today's world: how OA can remain true to its principles while making it easier for suffering people to find us.

The core idea was that we are not trying to "sell" OA. We are trying to make the door easier to find when someone is ready.

Word of mouth still matters, but today word of mouth also happens online through websites, Google searches, social media, email, podcasts, shared links, private text threads, and QR codes. A strong website, clear newcomer pages, accurate meeting information, Google search visibility, and simple landing pages are now part of how we carry the message.

Digital tools are not the message. Recovery is the message. The tools simply help the still-suffering person find the door.

The Importance of Personal Recovery

Attraction does not come only from a good website, a good flyer, or a good social media post.

The strongest attraction is still personal recovery.

Newcomers are watching us. They are looking for people who have something they want. That means our groups are strongest when members are actively working the program, maintaining abstinence, sponsoring, doing service, working the Steps, and maintaining or working toward a healthy body weight.

Healthy meetings are built by people who are practicing the program. When members are abstinent, working the Steps, sponsoring, showing up for service, and living in recovery, the group becomes more attractive to the newcomer. It also becomes stronger, more stable, and more useful to the still-suffering compulsive overeater.

A few questions each of us can ask:

- What is my home group?
- Do I have a commitment to that group?
- What Step am I on?
- Am I abstinent?
- Am I doing service?
- Am I sponsoring or working toward being able to sponsor?
- Am I maintaining or working toward a healthy body weight?
- Am I part of the solution for my group, my intergroup, and OA as a whole?

If we want OA to grow, we have to look not only at outreach, websites, and tools, but also at the recovery we are offering when people arrive.

What This Means for MWI

For our Intergroup, the practical takeaways are clear.

We need to:

- Make sure every meeting listing is accurate, current, and welcoming.
- Support in-person meetings without pretending virtual meetings are going away.
- Help groups think about the newcomer experience, not just meeting survival.
- Strengthen local outreach to healthcare professionals, colleges, therapists, dietitians, clergy, community spaces, and online audiences.
- Talk honestly about service, donations, and the health of Intergroup.
- Pay attention to young adults and ask what actually makes OA feel accessible to them.

- Use digital tools well, including the website, Google, social media, email, updated flyers, landing pages, and QR codes.
- Make donations easier, especially recurring donations.
- Make the website the backbone of our outreach, because everything points back there.
- Strengthen personal recovery within our groups so newcomers see active, living recovery when they arrive.

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New Tools and Resources for MWI

I will be bringing back new tools and resources from the World Service Business Conference that can be valuable to MWI, especially as we think about redesigning and improving our website.

These resources can help us look at our site through a newcomer's eyes:

- Can someone quickly find a meeting?
- Can they understand what OA is?
- Can they tell whether they belong here?
- Can they find young adult resources?
- Can they take one next step without feeling overwhelmed?
- Can groups and members find service resources easily?
- Is the site easy to use on a phone?
- Are our meeting listings accurate?
- Are we speaking in plain language, or are we using insider OA language that newcomers may not understand?

The website should be one of our strongest tools for attraction. It should make OA easier to find, easier to understand, and easier to try.

Bottom Line

OA is at a turning point.

The reports show decline in many in-person and regional structures, but also growth in virtual meetings, digital reach, literature access, strategic planning, and new tools for outreach and donations.

For MWI, this is an opportunity. We can use what is coming from World Service, along with our own local experience, to strengthen our website, improve newcomer access, support meetings, reach younger people, encourage recurring donations, and make OA easier to find.

But the heart of attraction is still recovery.

We cannot assume people will find us the way they used to. We have to help them find us, welcome them when they arrive, and give them a reason to stay.

That means better tools, better outreach, better meeting information, and stronger personal recovery.

The message is simple: make OA easier to find, easier to understand, and stronger when people walk through the door.