

**Please direct all
communications to:**

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August 3, 2020

Dear Friends,

As many of you know, over the past several months the General Service Office has been focused on addressing a number of organizational, technological and budgetary issues. These efforts were underway prior to the emergence of COVID-19, and have continued even in the face of new challenges. Among the plans to strengthen the organization's long-term future has been a complete redesign of our website, AA.org, which was scheduled to be completed this year.

We remain fully committed to a new and improved website, and significant work has already occurred. However, the fiscal impacts brought on by the pandemic have caused us to reassess our overall strategy and timeline. Specifically, team members leading the AA.org Planning Project have identified additional work that needs to be completed before entering the development phase. This includes content planning and development, completion of functional requirements, and updating page designs to reflect the recently approved A.A.W.S. style guide.

With a detailed project plan in place, we now have a better understanding of the resources that will be needed and the anticipated timeframe to complete all of the required activities. Based on this information, and mindful of our current financial outlook, the Technology Executive Steering Committee has recommended deferring the remaining website development, and the majority of remaining project expenses, to 2021.

There is significant work that will continue, to ensure the development phase will move quickly once it begins in 2021. This includes usability testing, content development and approval workflow.

The updated website, once completed, will be an important tool in our ongoing support of the AA Fellowship, including enhanced search features, intuitive functionality, a modern design, and a more welcoming tone.

Sincerely, in love and service,



G. Gregory Tobin
General Manager