Finance Subcommittee Quarterly Report

March 2020

Summary of Subcommittee Activities

- Online Contributions:
  - One of the main Subcommittee's goals is to implement recurring contributions in PayPal and find ways to increase the use of online contributions.
  - For 2018 and 2019, out of all contributions (both total number and dollar amount), approximately 3% were received online. That definitely presents an opportunity for improvement.
  - We researched other Area web sites that offer online contributions. Most use PayPal, and its built-in ability to contribute monthly on a recurring basis. We also reviewed various designs for contribution pages.
  - Performed detailed analysis of various options available for recurring contributions with PayPal:
    - Design should be simple, intuitive, and inviting.
    - Using the Area's current form and these design goals, we created a working demo form that offers both one-time and recurring contributions.
  - Sent preliminary information on our proposed design to Area web servant and will schedule a meeting to review the technical details and hopefully move forward with testing.
  - We should be able to present our suggested changes in greater detail at the next Quarterly meeting.
  - We will also consider ways to improve the main contributions page on the Area web site, with a focus on visual appeal, simplicity, ease in navigation, and increased use of the online option.

- Follow-up to Banking on Sobriety Survey / Finance "Best Practices" for Groups:
  - Sharing best practices based on AA literature and group experiences was a major need identified by the Banking on Sobriety Survey conducted last year and at our EPGSA workshop.
  - The Subcommittee is developing a group "Finance Best Practices" presentation it will provide upon request to groups and at workshops, that will offer practical information regarding tasks such as:
    - Setting up a bank account.
    - Preparing a treasurer's report.
    - Filing a tax return.
    - Using electronic tools for collecting contributions at meetings.
    - Making online contributions to the Area and other service entities.
  - The basic content has been compiled, and we will continue work on refining the presentation.
  - We will happily attend workshops or visit group/districts to offer our assistance!

- The Subcommittee continued to remain in frequent communication during the quarter.

- Continued Progress on Delegate Recommendations:
  - Most of our recommendations have been completed, and work is steadily continuing with online contributions.

Upcoming Subcommittee Activities

- Testing and then pilot of recurring contributions.
- Redesign of contributions section on Area web site.
- Continued work to assist groups with issues identified from our survey and workshop.

Area Events Attended

- Share-a-Day Planning in January
- District 45 Workshop in January
- DCM Sharing / Mini Planning in January
- Share-a-Day in February
- NERAASA in February

Finance Subcommittee Members

Dan B., Chair (District 27)
John B., Secretary (District 21)
Andy B. (District 52)
Nicole R. (District 44)
Brooke S. (District 54)
Rick S. (District 34)
Sue M., Area Treasurer and Subcommittee Advisor

Please let us know if you would like the Finance Subcommittee to be represented at a workshop or conduct a presentation.

Respectfully submitted by Dan B., Chair (District 27)