Matchbook PR Project: Do's and Don'ts

ARSCNA 2026 PR Project · Please read before distributing

These matchbooks will sit in local businesses, such as pawn shops and gas stations, for anyone to take for free. Each one has to carry NA's message on its own, so our PR policy is **attraction rather than promotion**: we inform the public that NA is a credible program of recovery, and we get our message to people who may not know about us yet and make sure they can find us. The stigma of an addict is the last thing that dies, so let's represent NA well.

DO

- **Ask the owner or manager first.** Script: "Hi, I am ___ with ___ Area of Narcotics Anonymous. We have free matchbooks with our local helpline number. Would you mind keeping a few at the counter?" Thank them politely if they say no.
- **Choose busy spots** where people pass through and take free items, such as gas stations, pawn shops, convenience stores, laundromats, and other small businesses.
- **Ask for a visible spot,** like the counter or near the register, away from fuel pumps, flammables, and heat.
- **Start small.** Leave one tray (50 books) so you can check back and restock.
- **Be respectful and polite.** No profanity.
- **Log every location** on the provided form so the area can follow up and keep information current.
- **Respect the materials.** Local NA donations paid for them. Return anything unused to your area.
- **Follow up.** Thank the business and keep the relationship going.

DO NOT

- **Do not promote.** No overblown claims, comparisons to other programs, promises of results, or incentives.
- **Do not leave matchbooks without permission,** or in public restrooms. Many communities have ordinances.
- **Do not leave them near fuel pumps, flammables, or heat,** or where children can reach them. These are real matches.
- **Do not endorse or lend the NA name** to the business, and do not suggest the business is affiliated with NA.
- **Do not break anonymity.** No member last names or photos.
- **Do not ask for money** or donations from the business or the public. NA is fully self-supporting.
- **Do not throw out leftovers.** Return them to the area.

Suggested Places

- Gas stations and truck stops
- Pawn shops
- Convenience stores
- Grocery stores, pharmacies, and drug stores

- Laundromats
- Thrift stores and other small private businesses

Questions? Contact the PR subcommittee: Crystal S, 479-657-3650

Placement Log

After distribution, please return this log to RCM so it can be given to Crystal S.

Business Name	Address	Phone	Contact Name