Request for Proposal
Al-Anon Competitive Analysis

Purpose: Understand the quantity, size, scope and primary purpose of recovery organizations who represent a viable alternative to Al-Anon Family Groups for our members and the newcomer who has not yet found us. In order to stay relevant for the audience we now serve or those whom we wish to reach, we want to know what other recovery entities have to offer our primary constituency. We want to familiarize ourselves with those organizations’ primary points of differentiation and competitive advantages for those who would otherwise choose to attend Al-Anon.

Delivery Date: September 30, 2020

Al-Anon Family Group Headquarters, Inc. is a spiritually based 501(c)3 non-profit organization that helps the families and friends of alcoholics connect and support each other through meetings, information and shared experience. This sharing of experience creates a bond between a member and their group. Protecting the identity of our members is imperative as anonymity is a core principle of our program.

Various forms of addiction are becoming more commonplace in our modern society and the number of friends and family members of those afflicted continues to grow. Our public relations policy is based on attraction rather than promotion. As such, the customary ways people are introduced to Al-Anon are word of mouth, public service announcements and the professional community: physicians, therapists, counselors, drug and alcohol treatment center family programs.

At the time of its founding Al-Anon was unique. Today we know that individuals have a myriad of options when it comes to seeking recovery from their own pain, and we have seen a decline in the number of Al-Anon groups in North America. We distribute an electronic survey to our members every three years to gain an understanding of how or why they found help in Al-Anon; however, our knowledge of other recovery organizations is primarily anecdotal. We are also aware of entities that have formed within the Al-Anon service structure which use the Al-Anon name and offer services to members that are beyond the scope and guidelines of what the Al-Anon Policy provides.

The Basics
Who are our primary competitors and what is their value proposition?

Primary Features

Competitor Profiles
1. How and when were they founded?
2. Who founded them?
3. Why were they founded/what is their primary purpose?
4. What is their geographic scope?
5. What is their target market?
6. What is the demographic makeup of their current membership?
7. What is their leadership structure?
8. What evidence-based data do they publish?
9. Are the competitors internal or external to AFG?
Program Structure
1. How large is their current membership?
2. How do they attract new members?
3. How do members come together for recovery?
4. Do members pay dues?
5. What is their meeting format?
6. What is the basis for their program? i.e. the 12 Steps?
7. Do they have their own literature?
8. How is their literature distributed?
9. Is their literature translated to serve a global audience?
10. What are their literature sales?
11. How do they communicate with their current members?
12. Do they have any religious affiliation?
13. Do these groups measure the effectiveness of their outreach efforts? If so, what are the measures, e.g. outcome evaluation, surveys, etc?

Market Trends
1. Is their membership growing? Why/why not?
2. How do they embrace technology?
3. Do they have a strategic plan?
4. What can we learn from them?

RFP Questions
1. Please lay out a high-level timeline for how you would achieve our due date, stated above?
2. How do you manage confidentiality while you seek to gain access to our competitors’ information?
3. We need you to conduct an analysis and provide it in presentation form to our Board as well as in detailed form for our data team. Please outline your pricing to complete each of the steps.
4. Please list the members of your project team and short biographies for each member.
5. What makes you unique?
6. What experience, if any, do you have with our organization?

RFP Timeline
May 11 – Request for Proposal sent to Vendors
May 15 – Vendors required to RSVP via email to competitiverfp@al-anon.org with intentions to submit a proposal
May 26 – Proposals due by end of day via email
May 29 – Vendors contacted with next steps and selected vendors invited to present via video conference June 8-10
June 8-10 – Vendor presentations via WebEx video conference call
June 29 – Final decisions made and communicated to selected vendors

For any additional questions or clarifications, please contact Natalie McComb, Associate Director – Administration and Strategies at (757) 689-4082 or competitiverfp@al-anon.org.