

From: NAWS Update <nawsupdate@na.org>

Sent: Monday, September 29, 2025 1:34 PM

To:

Subject: 2026 Price Increase



Greetings,

We have difficult news to share today: global conditions have made it impossible to postpone a price increase any longer. In 2023, despite rising costs, we chose not to raise prices on IPs, booklets, keytags, or chips in order to allow groups more time to recover from the global shutdown. At this point, tariffs and increased cost of goods have created a deficit we can no longer absorb.

We want to take a moment and share our gratitude for the support that we receive at NA World Services. Over the past several years, many of you have stepped up to show your support by means of direct contributions, whether from your own personal finances or by way of your homegroups and service bodies, to help fund our ongoing efforts to carry out the Vision for NA Service. Your contributions have allowed us to continue supporting local communities around the world in PR, Fellowship development, and more. From free and subsidized literature to translations, each day Our Vision becomes a reality in the lives of individual addicts and communities around the world.

In the last fiscal year, we provided over \$750,000 worth of free and subsidized literature to members and NA communities in need. We continue to post all IPs and booklets for free in over 60 languages at na.org/literature. We provide audio recordings of the Basic Text in twelve languages at na.org/audio, and we are working on posting audio versions of *An Introductory Guide to NA*. These

resources are also made available on inmate tablets at no cost to over one million incarcerated addicts—and growing. The need for translations, audio materials, and resources for members with physical challenges continues to grow, requiring constant—and increasing—investments.

We are glad that these resources are available to addicts who need them. But we cannot deny the obvious impact that has on literature sales. Balancing accessibility and sustainability has led to many painful discussions about our relationship with our Seventh Tradition. Bluntly, the material we provide on the web and tablets represents over one million dollars less in annual revenue. Our reliance on the sale of literature to fund nearly all our service efforts has been a topic of conversation around the Fellowship since the approval of the Basic Text.

NA World Services has not been an exception to the reality that many of you are experiencing: Costs are rising in nearly every area, decreasing our projected net operating income by more than **\$670,000 annually**. The amount of material we provide for free coupled with our reduction of net operating income due to rising costs—we have survived this long only because of the increase in contributions. Without those contributions, the need to make these tough choices would have occurred much earlier, when NA groups and local communities were even more vulnerable. Your efforts have made a difference. Still, we find ourselves in a dilemma today: Either increase the price of literature or cut services. While the last thing many members need is higher prices, our responsibility to ensure the sustainability and viability of NA World Services requires us to act. It is our hope that someday our efforts can be funded by direct contributions rather than our reliance on literature sales.

Beginning 1 January 2026, most materials in our inventory will increase in price by 15%. Several items, including *The NA Survival Kit* and *In Times of Illness* will remain at their current price and a few items, such as *Guiding Principles*, will increase very slightly. Pricing on the complete poster set and Group Starter Kit is increasing more than 15% but is still less than the total value of the bundled contents. Additionally, some special editions and bundles will be offered at stable or reduced prices. We have posted the [updated 2026 price list](#) in both currencies (USD and EUR).

This wasn't an easy decision, but a necessary one. Tariffs and production costs have risen dramatically, and we believe this adjustment is the most prudent way

forward, especially as demand grows for the many resources we provide at no cost. Please know that we've done our best to keep this adjustment as modest as possible. Without adjusting prices, we would be forced to reduce the services we provide and limit the ways in which we make the message available to the addict who still suffers.

Our current staffing level is the same it was nearly 40 years ago, in 1987, and today we support a much larger Fellowship navigating the challenges of growth in an increasingly complex world. The Basic Text, at the time of approval in 1983, originally sold for \$8.00. With inflation, that is equivalent to just over \$26 today, and with this increase in price to \$15.65, the cost of the Basic Text will still be lower in adjusted dollars than it was at its printing. We have kept our price changes well below the inflation rate by doing our level best to manage what is in our control and keep the costs as low as possible.

One of our priorities is the uninterrupted supply of literature. At this time, shipping charges will remain unchanged. However, rising fuel costs and global complications may necessitate adjustments in the future. We will notify members promptly if this becomes necessary.

Unfortunately, the circumstances requiring this change are out of our control. Our goal is to balance fiscal responsibility with the needs of the Fellowship. As always, we are committed to stewardship of our resources, sustainably and responsibly, to meet the needs of our growing Fellowship in a changing world. We are grateful for the opportunity to serve.

Sincerely,

Your World Board

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