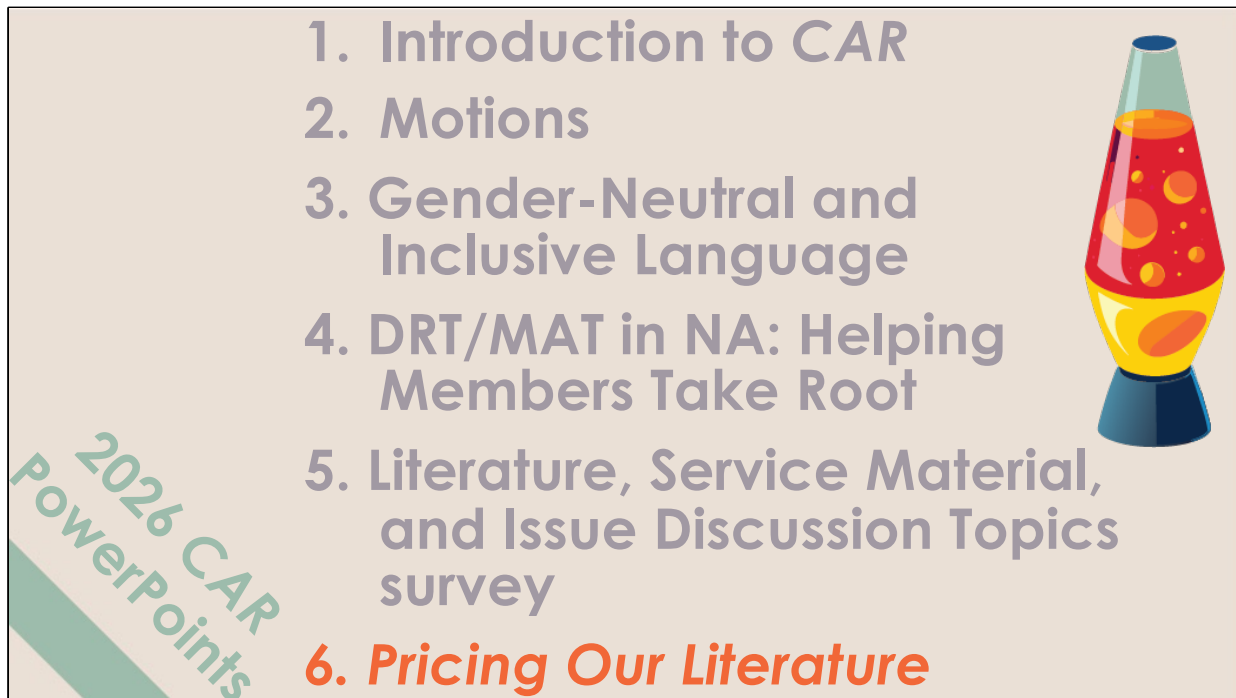




This is the sixth of six PowerPoints covering material in the 2026 Conference Agenda Report (or CAR for short).



A graphic with a light beige background. On the left, a green diagonal banner contains the text "2026 CAR PowerPoints" in white. To the right of the banner is a list of five topics in a dark grey sans-serif font. The sixth topic, "6. Pricing Our Literature", is in a bold orange font. To the right of the list is a stylized illustration of a lava lamp with a blue base and top, and a red body containing yellow and orange bubbles.

1. Introduction to CAR
2. Motions
3. Gender-Neutral and Inclusive Language
4. DRT/MAT in NA: Helping Members Take Root
5. Literature, Service Material, and Issue Discussion Topics survey
- 6. Pricing Our Literature**

This PowerPoint covers the essay about pricing our literature.

**These PowerPoints only cover
the main points of the CAR.**

**We encourage all members to
read the CAR itself.**


2026 CAR
PowerPoints

**Please visit
na.org/conference
for the complete 2026 CAR.**



Please keep in mind, these PowerPoints only cover the main points of the CAR. We encourage all members to read the CAR itself. Please visit na.org/conference for the complete 2026 CAR, the other PowerPoints, and other conference materials. The CAR Survey and discussion question input forms are posted at na.org/surveys.

Pricing Our Literature



**“We use all our resources
in an effort to fulfill our
vision and carry the
message to the addict
who has yet to find us.”**

2026 Conference Agenda Report

When we talk about money in service, it often makes people uncomfortable—but it’s a necessary conversation. We need funds to keep our Fellowship moving forward: to pay rent so meetings can happen, to maintain phonelines and websites so newcomers can find us, and to provide literature that supports recovery between meetings. Every dollar spent toward carrying our message—whether on outreach, translations, or service travel—is both spiritual and essential.

Our financial resources allow us to reach addicts in all circumstances. From supporting Step work with incarcerated members, to providing literature on inmate tablets, to funding trusted servants’ travel and translations—these are all ways we fulfill our vision of carrying the message worldwide.

Price Increase

Did not raise prices on IPs, booklets, keytags or chips in 2023.

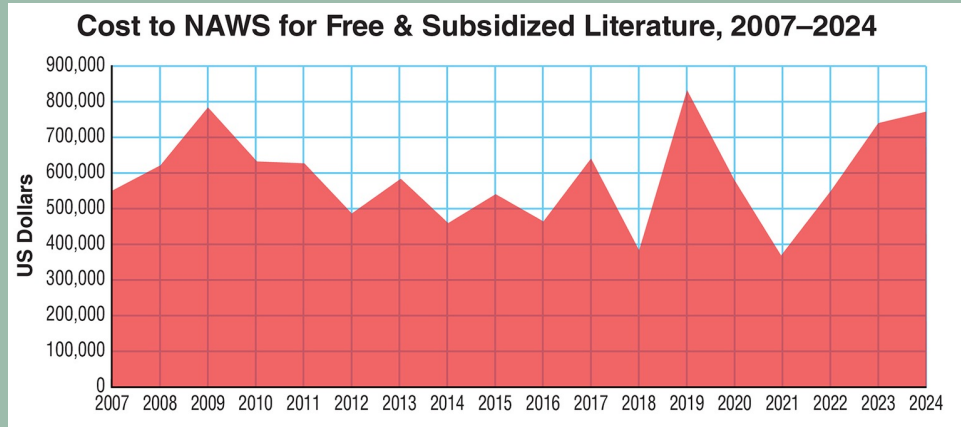
Rising costs for printing production, warehousing and logistics have the potential to reduce annual revenue by an estimated \$671,000.

Beginning 1 January 2026 - 15% price increase on literature (*Excludes NA Survival Kit)

Since 2023, NA World Services has held off on raising prices despite rising costs. But with ongoing financial pressures, a 15% price increase on literature will take effect on January 1, 2026. This change comes after years of absorbing increased expenses—printing, production, warehousing, and logistics—that have the potential to reduce World Services’ annual net income by an estimated \$671,000.

The price adjustment ensures World Services’ continued ability to serve the Fellowship sustainably.

Free & Subsidized Literature



FY 2024 = \$769,958

World Services provides free and subsidized literature to those who cannot afford it. In the 2024 fiscal year, NA World Services distributed over \$769,000 worth of literature at reduced or no cost. Over the past five years, that number has averaged more than \$635,000 annually, supporting members in correctional facilities and developing communities around the world.

Availability vs. Sustainability

- Literature available in over 60 languages on na.org.
- Basic Text audio available in 12 languages.
- *Introductory Guide* audio now posted in English and Spanish.
- All literature online also on inmate tablets available to over a million incarcerated addicts.
- Rise in virtual NA adds to the decline in literature revenue.
- eLit sales are low and margins are minimal.

NAWS also continues to make recovery IPs and booklets freely available online in more than sixty languages, and the Basic Text is now posted as an audio version in twelve. These same materials are also made available on inmate tablets at no cost to over one million incarcerated addicts. As the need for translations and accessible formats grows, so too does the financial investment required to meet that need.

The rise of virtual NA meetings has changed how members access literature. Many groups no longer maintain physical stock, and while digital access greatly expands our reach, it also lowers revenue. Electronic literature sales are still small, limited by pricing restrictions and higher distribution costs than most assume. What we gain in accessibility, we lose in income stability.

Availability vs. Sustainability



- Literature sales remain NA World Services' primary funding source.
- Online availability and through tablets represent an estimated over \$1 million annually in lost revenue.
- Direct contributions have kept World Services afloat in recent years.

Literature sales remain the primary funding source for all these services. We face a growing challenge: maintaining free access to our message while ensuring financial sustainability. The materials NAWS provides online and through tablets represent an estimated over \$1 million in annual lost revenue. Combined with rising operational costs, this places real pressure on NAWS' ability to serve.

Direct contributions from members, groups, and service bodies have kept World Services afloat in recent years. Without them, service cuts or price increases would already have been necessary.

We have a book!

QUANTITY

ITEM

N.A. Basic Text (\$8.00 each).....

WORLD SERVICE ORDER FORM

GROUP NAME _____ CONTACT _____
ADDRESS _____ CITY _____
STATE _____ ZIP _____ PHONE () _____

Ship the following order to the address above. Enclosed is full purchase price. Any item out of stock will be placed on back order and purchaser notified.

QUANTITY	ITEM	PRICE
<input checked="" type="checkbox"/>	N.A. Basic Text (\$8.00 each).....	_____
<input type="checkbox"/>	World Directory (\$4.50 each).....	_____
<input type="checkbox"/>	World Directory Update Service (Includes 4 updates) (\$4.00 per year)	_____
<input type="checkbox"/>	Temporary Working Guide To Our Service Structure (\$1.50)	_____
<input type="checkbox"/>	Literature Committee Handbook (\$2.50 each).....	_____
<input type="checkbox"/>	N & T Committee Handbook (\$1.50 each).....	_____
<input type="checkbox"/>	Public Information Handbook (\$1.50 each).....	_____
<input type="checkbox"/>	I.P. #18 Starter Kit (\$5.50 each).....	_____
<input type="checkbox"/>	N.A. White Book (1 to 99 copies \$5.50, 100 or more \$4.00) (Also in Spanish and German)	_____
	SUB-TOTAL	_____

INFORMATION PAMPHLET (1-99; \$.15 each, cumulative order of 100 or more \$.13 each)

<input type="checkbox"/>	#1 Who, What, How and Why (Also in Spanish).....	_____
<input type="checkbox"/>	#2 The Group.....	_____
<input type="checkbox"/>	#3 For Those We Love and Others.....	_____
<input type="checkbox"/>	#5 Another Look.....	_____
<input type="checkbox"/>	#6 Recovery and Relapse.....	_____
<input type="checkbox"/>	#7 Am I an Addict?.....	_____
<input type="checkbox"/>	#8 Just for Today.....	_____
<input type="checkbox"/>	#9 Living the Program.....	_____
<input type="checkbox"/>	#11 Sponsorship.....	_____
<input type="checkbox"/>	#12 Triangle of Self-obsession.....	_____
<input type="checkbox"/>	#13 Youth and Recovery.....	_____
<input type="checkbox"/>	#14 One Addict's Experience.....	_____
<input type="checkbox"/>	#16 For the Newcomer.....	_____

SUB-TOTAL OF I.P. ORDER _____

N.A. Key Tags with Logo, each item \$.25

<input type="checkbox"/>	Pink (Welcome)	<input type="checkbox"/>	Blue (6 months)
<input type="checkbox"/>	White (30 days)	<input type="checkbox"/>	Yellow (9 months)
<input type="checkbox"/>	Green (60 days)	<input type="checkbox"/>	Moonglow (1 year)
<input type="checkbox"/>	Red (90 days)		

TOTAL KEY TAG ORDER _____

N.A. WAY SUBSCRIPTION: Please enter the above name and address for one subscription to the N.A. WAY MAGAZINE. \$12.00 per subscription per year. (Use reverse for additional subscription address if necessary).

SUBSCRIPTION ORDER _____

Make payment to: TOTAL PURCHASE ORDER
W.S.O., INC. FOR ALL PURCHASES MADE BY CA RESIDENTS
16155 Wyandotte St. YOU MUST ADD CA SALES TAX (6.5%)
Van Nuys, CA 91406 ADD 10% SHIPPING

May 84

Amount Enclosed _____

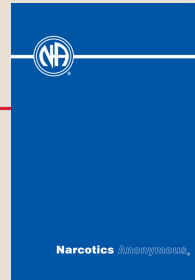
Date shipped _____
Control Number _____

All purchases from outside the U.S. must be made by cashiers check or money order drawn in U.S. currency.

The conversation about funding our service efforts has been part of NA's story from the very beginning. Before the Basic Text was published, the World Service Office faced constant financial struggle. That changed in April 1983, when the Basic Text was released. The price was set at \$8.00, intentionally split — half for producing more books and half for funding Fellowship services.

Lower-Cost Basic Text

- 19 motions since 1983 to lower the cost of the Basic Text.
- The Fellowship has never supported such a motion — understanding that literature sales fund our essential services.
- Some of the push for lower-cost books stems from the early issues with the Basic Text, having gone through 5 editions over the first 5 years.



Since 1983, there have been 19 motions to lower the cost of the Basic Text or increase discounts. The Fellowship has never supported such a motion — understanding that literature sales fund our essential services.

Some of the push for lower-cost books comes from distrust that dates back to the 1980s. The Basic Text went through five editions and one revision in just over five years, and the process of those revisions was often contentious.

While these issues were settled through Fellowship decision-making, some still question the legitimacy of those outcomes.

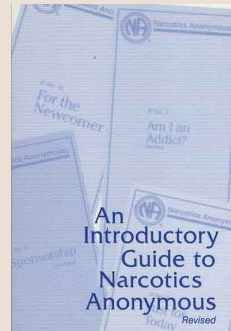
Unauthorized Literature

The Fellowship has repeatedly affirmed that NA World Services is the exclusive publisher and distributor of NA literature and the most recently published edition of the text is the only approved edition for use in NA meetings.

The Fellowship has repeatedly affirmed that NA World Services is the exclusive publisher and distributor of NA literature and the most recently published edition of the text is the only approved edition for use in NA meetings. Nonetheless, some members have printed different editions of Fellowship-approved literature or outside, often machine, translations. NA World Services works alongside communities helping them to develop their own translations. These efforts don't simply translate words—they convey the spiritual principles and recovery.

Intro Guide

- To address ongoing calls for lower-cost options, the Fellowship created *An Introductory Guide to NA*.
- Combines ten IPs with the Twelve Steps chapter from the Basic Text.
- Priced at \$2.45 starting January 2026. Also free online at na.org/ips and na.org/audio.



Many who ask for a cheaper Basic Text simply want to help newcomers get a book.

To address ongoing calls for lower-cost options, the Fellowship created *An Introductory Guide to NA*.

The Intro Guide combines ten IPs with the Twelve Steps chapter from the Basic Text — all for \$2.45 starting January 2026.

It's also available free online and will soon include audio versions in English and Spanish.

This guide helps reach members and potential members who might not yet be ready for the full Basic Text.

The Lion's Share

- **Inflation from \$8.00 Basic Text in 1983 = over \$26 today.**
- **Price effective 1 January - \$15.65**
- **2024 – 401,000 copies sold (39% of all book sales)**
- **Since 1983 more than 13.4 million copies sold (over half of all books sold)**

Even now, the Basic Text remains very affordable. That same \$8 price from 1983 equals over \$26 today — yet the current price is \$15.65.

It still makes up the lion's share of World Services' income. In fiscal year 2024, over 401,000 copies were sold, making up 39% of all book sales. Since 1983, more than 13.4 million copies have been distributed — over half of all books ever sold by NA.

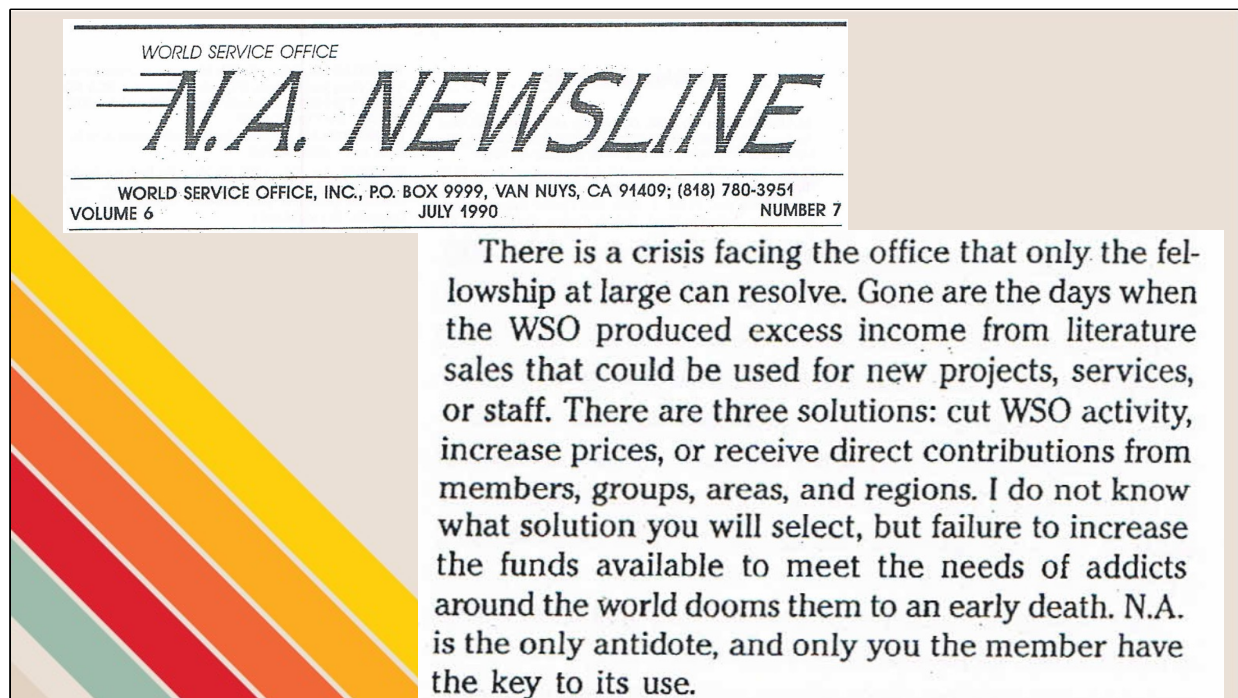
Stewardship

Groups may struggle with a decision that seems to impede their efforts to carry a message of recovery, for instance, the need to increase the price of literature. Until we zoom out to consider what is necessary for the whole neighborhood or community—our common welfare.

Stewardship is hard. As trusted servants, we want to do what's best for our home groups, our service bodies, and our wider Fellowship.

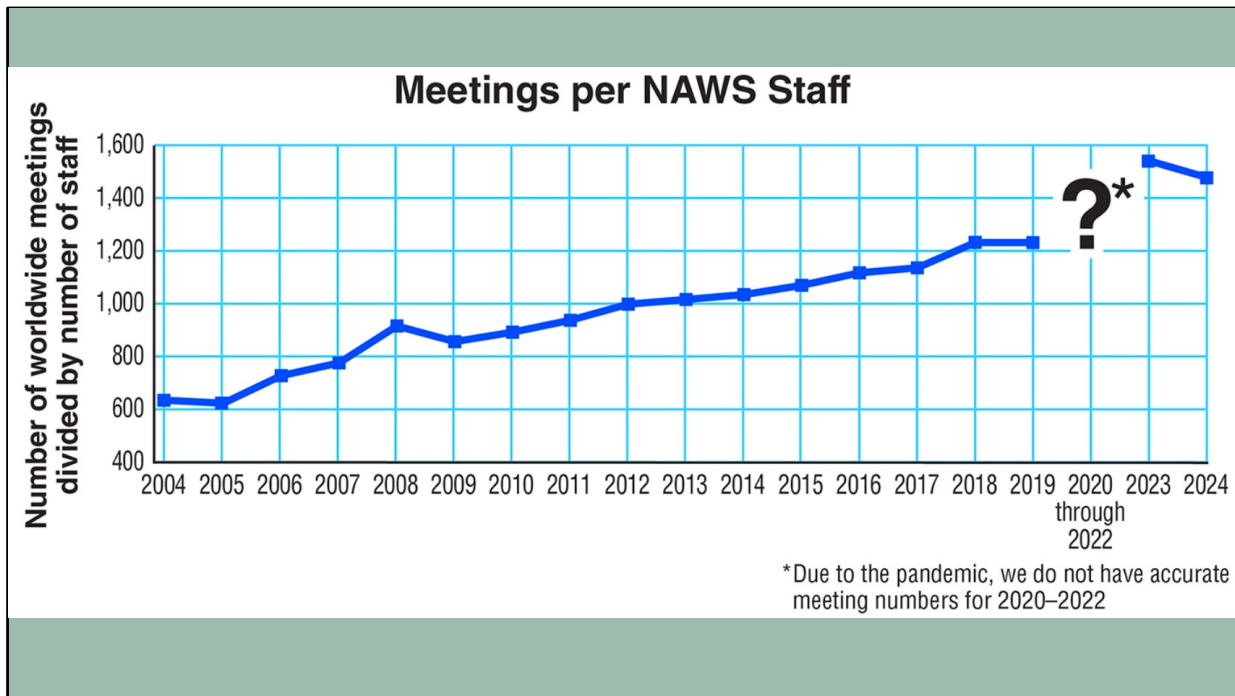
Being frugal with finances is one of the easiest ways to practice stewardship. NA World Services works hard to be fiscally responsible. Despite rumors or misconceptions, there are no lavish expenses or hidden luxuries — just dedicated trusted servants and staff who give countless hours to support our primary purpose.

Groups may struggle with a decision that seems to impede their efforts to carry a message of recovery, for instance, the need to increase the price of literature. Until we zoom out to consider what is necessary for the whole neighborhood or community—our common welfare. Empathy reminds us that we're all striving for the same outcome — to carry the message of recovery, everywhere it's needed.



Funding services through literature sales has always been part of NA's story. Even in earlier years, when the WSO and WSC operated separately, income shortfalls were common. In a letter from 1990, the departing office manager identified the same three choices we face today: cut services, raise prices, or increase direct contributions.

Our ongoing efforts to sound the alarm about the need to increase direct contributions have not yet yielded the results necessary to reduce our reliance on literature sales.



A 1987 report stated that World Services had 38 staff in the US, three of whom were part-time or temporary, plus one open position. In 1987, there were 11,082 NA meetings worldwide, one NA book, and literature published in four languages. Today we have 37 staff in the US as well as locations and additional staff in Europe, Iran, Canada, and India. As of WSC 2023, there were 72,215 meetings, seven NA books, and literature published in 58 languages. Considering this, World Services has done extremely well at maintaining its ability to “do more with less

What is the answer?

- Without direct recurring contributions this would have been a much larger issue that arose sooner, so we are thankful.
- World Services goal is to increase direct recurring member contributions to 3,000 per month
- Currently just under 1,000 per month now with an average amount of \$28.
- At that average it would take more than 20,000 to reach complete self-support.

We'd love to live in a world where most of World Services' income comes from direct contributions — but we're not there yet. Unless we shift our shift our thinking and belief about how to fund services in our Fellowship, especially World Services, the same hard choices — price increases, service cuts, or increasing direct contributions — will keep returning.

Still, World Services is extremely grateful for those who have risen to the call. For the second and third time ever, the 2024 and 2025 (unaudited) fiscal years ended with just over two million in contributions from the Fellowship. Without those contributions this would have been a much larger issue that arose sooner.

It is now a goal of World Services to increase the number of monthly recurring contributions to 3,000. This is a small step toward sustainability

from direct contributions. At the time of this writing, that number is just under 1,000, with an average contribution amount of just over \$28.00. At that average, it would take more than 20,000 members to reach the goal of complete self-support.

na.org/contribute

Every direct contribution matters. Any member, group, or service body can give through na.org/contribute.

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World Service Conference
3-9 May 2026

- Five other PowerPoint available online
- CAR survey available online
- CAR available for download

**Our
Common
Welfare**

worldboard@na.org
na.org/conference

SCAN ME

We hope this PowerPoint has helped in your discussion of this material. Please note that there are five other PowerPoints that focus on the rest of the *CAR*. These resources, the *CAR* itself, and the online *CAR* survey and discussion question input forms are available online at na.org/conference.

We welcome your questions and your feedback on the *CAR*, and all other issues, at worldboard@na.org.