

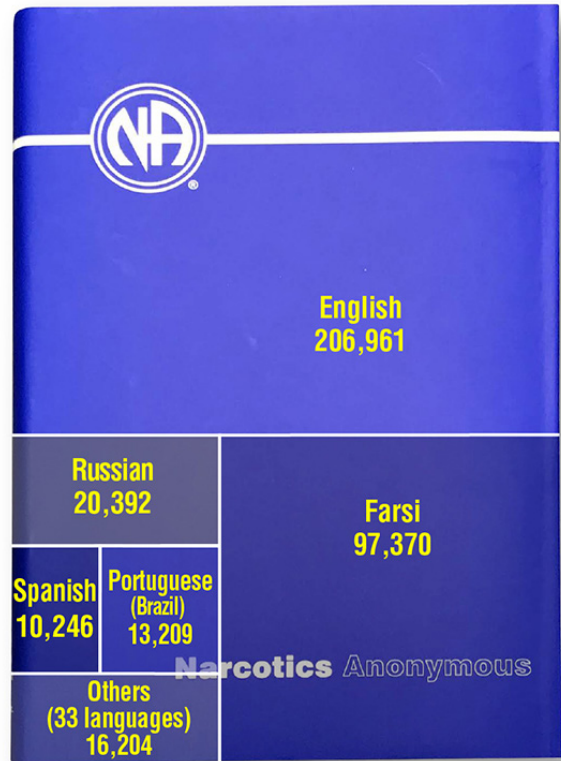
Distribution data in charts and graphs for the 2025 fiscal year (FY 2025)

Although the Fellowship is recovering from the shutdowns and operations are returning to normal, we see pronounced downturns in Basic Text sales in English, Farsi, and Russian—even as Brazilian Portuguese and Spanish continue to grow. We find these numbers concerning, insofar as they may represent numbers of newcomers receiving literature. Whether this is an anomaly based on inventory or a trend we need to consider remains to be seen.

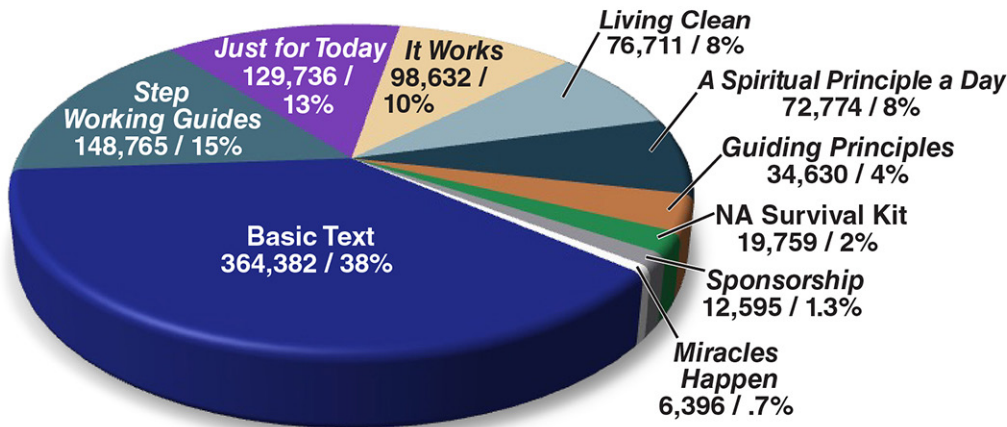


The Basic Text still accounts for the "lion's share" of our book distribution.

Basic Text Distributed by Language FY 2025

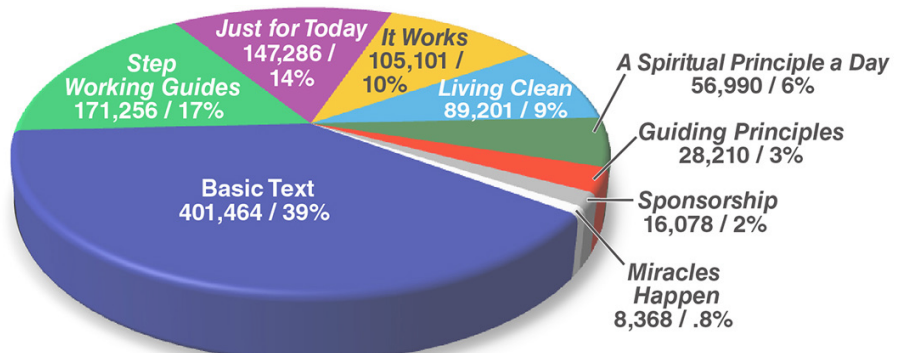


FY 2025 Book Distribution



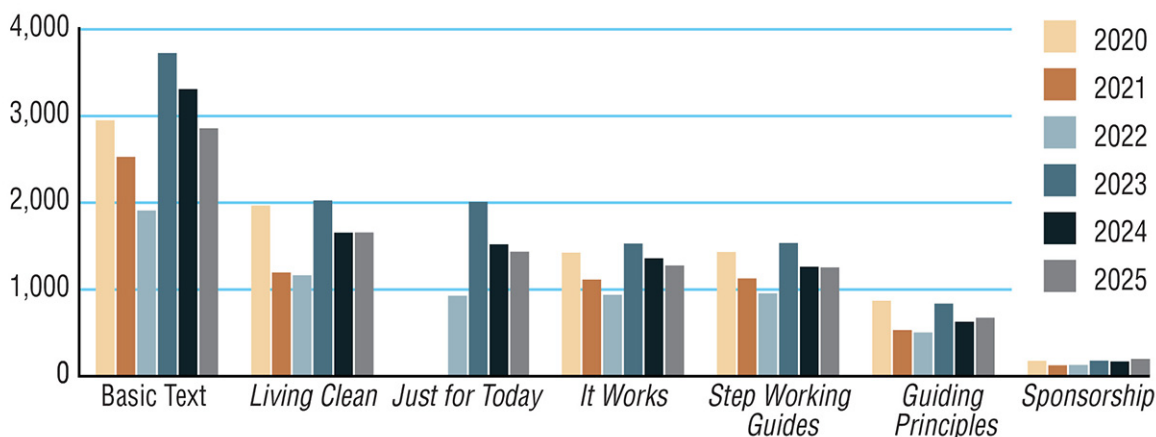
Sales for each book are down compared to FY 2024.

FY 2024 Book Distribution

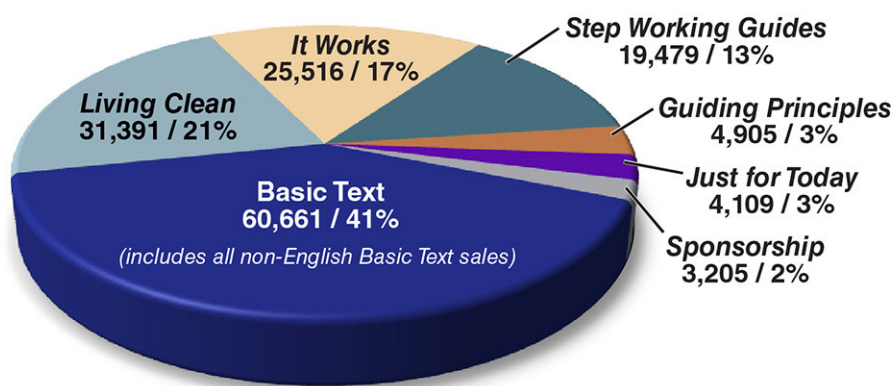


Electronic Book Sales 2020–2025

It seems that most of our ebook sales are stable compared to last year—except the Basic Text, which has dropped.

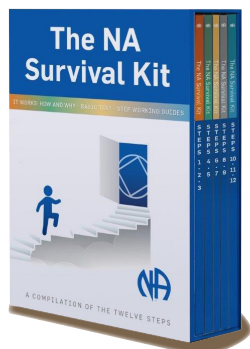


Electronic Book Sales Totals (2012–2025)



Book Distribution since 1983

Book (pub date)	Total distributed	% of total	Average per year
Basic Text (1983)	13,769,394	50.51%	335,839
Just for Today (1991)	3,934,274	14.43%	119,220
Step Working Guides (1998)	3,898,010	14.30%	149,923
It Works: How & Why (1993)	3,383,103	12.41%	109,132
Living Clean (2012)	1,210,607	4.45%	100,884
Guiding Principles (2016)	355,133	1.29%	44,392
Sponsorship (2004)	351,687	1.30%	17,584
A Spiritual Principle a Day (2022)	207,859	.76%	103,930
Miracles Happen (1998)	130,536	.48%	5,021
NA Survival Kit (2024)	19,759	.07%	19,759
Total	27,260,362	100%	924,932



New for FY 2025—introduced at WCNA 38.



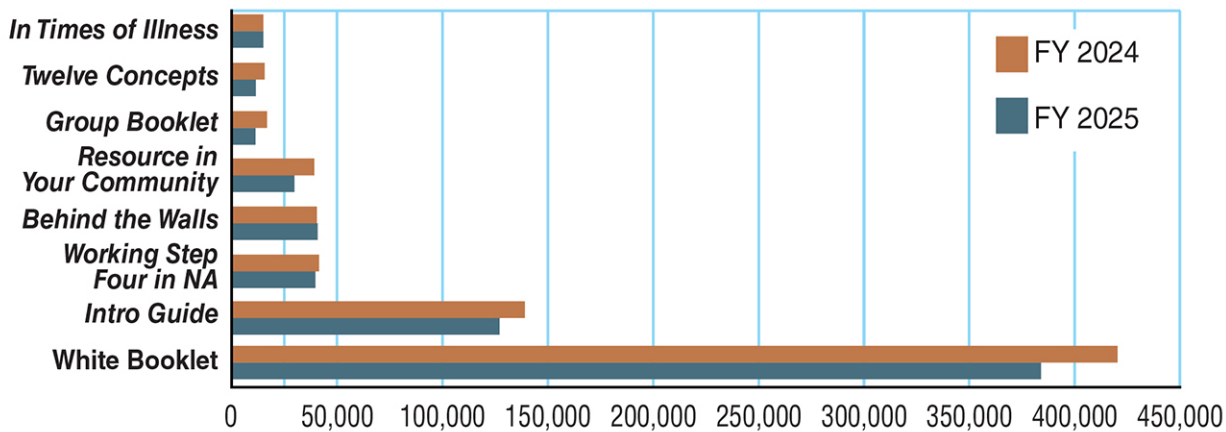
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support of the translations team at NAWS from the beginning of the process. Our experience and resources help to ensure that the process is smooth, our message is protected, and the results are robust.

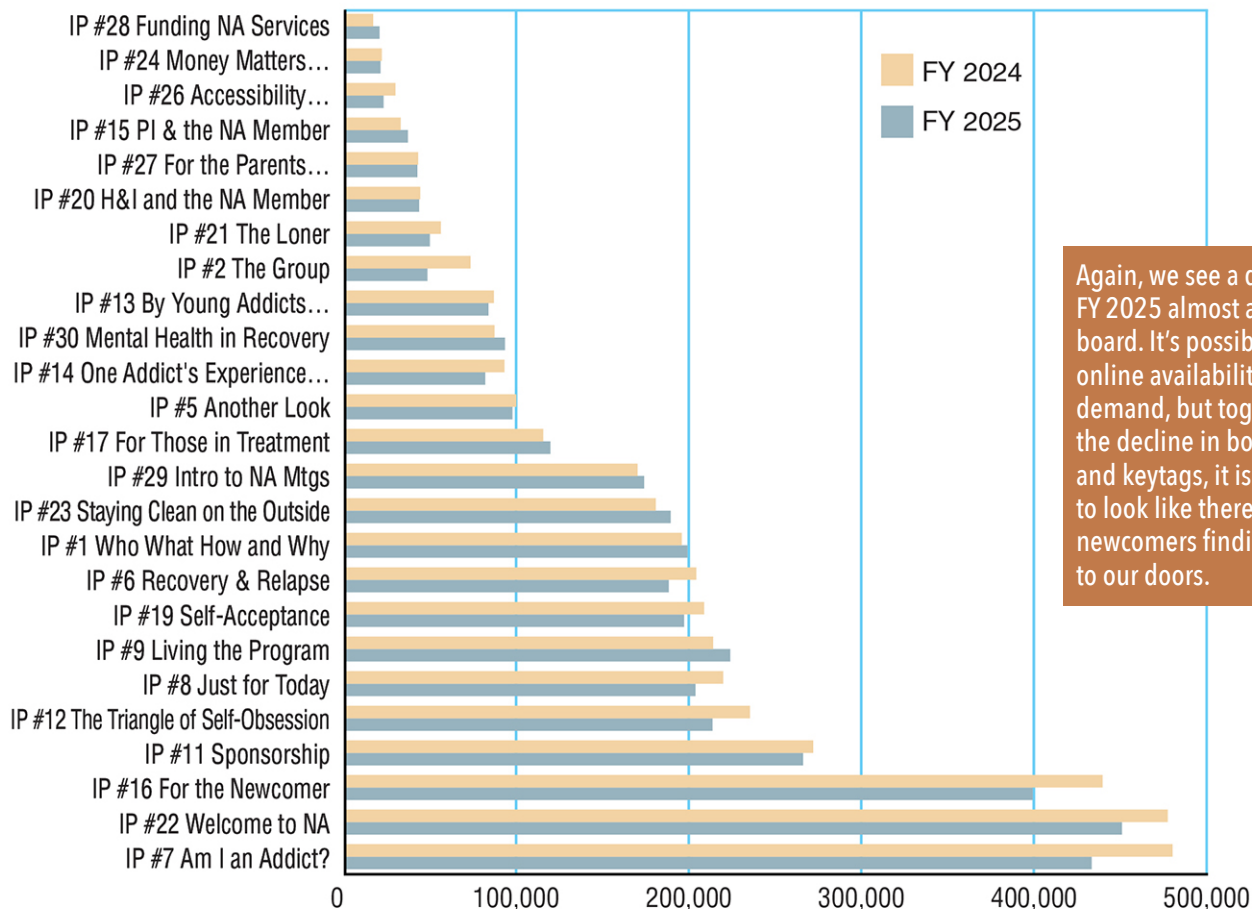
Before starting a new project or a new local translation effort, we encourage members to con-

tact the NAWS translations team. The NAWS translations staff is the contact point for the World Board, which is responsible for safeguarding the translation of our message through a conceptual evaluation-and-approval process. The translations team has experience, tools, and guidance to share on how to develop a process that is effective, inclusive, and accurate.

Printed Booklets Distributed in FY 2025



Informational Pamphlets Distributed in Print FY 2025 vs. FY 2024



Again, we see a decline in FY 2025 almost across the board. It's possible that free online availability decreases demand, but together with the decline in book sales and keytags, it is beginning to look like there are fewer newcomers finding their way to our doors.

Your Participation Makes It Better

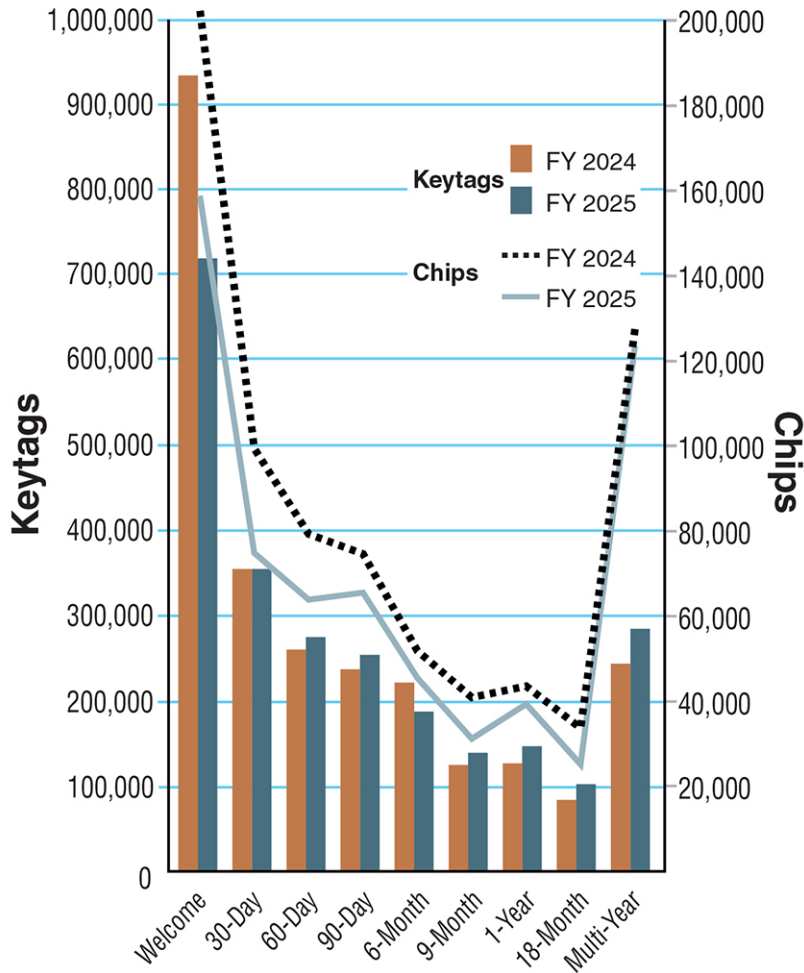
Following the direction given at the 2023 WSC, NAWS was able to develop a number of service and literature pieces. FY 2025 saw numerous review and input processes, including IP #21, *Staying Clean in Isolation*; Virtual Service Basics; the beginning of

the three-part *H&I Basics*, completed in FY 2026; a survey on new or revised step working materials; four Issue Discussion Topics; and a survey on World Convention attendance. Each of these used a slightly different approach to optimize input from interested members and to create outcomes that reflect the needs and opinions of the Fellowship as a whole. In several cases, surveys made clear that there was not consensus among members as to what action to take. We plan for some further discussions at the 2026 WSC. We are glad for staff and processes that allow us to hear and act on the will of the members as we hear it more and more clearly.

The Cliff

Since the shutdowns we have been talking a lot about the importance of direct contributions to fund our services. This conversation has actually been ongoing since the 1970s, and has taken many forms over the years because there are so many good reasons to allow groups and members to fund our services directly rather than depending on sales of literature, merchandise, and events. But this issue has risen to a new urgency as we look to our next budget cycle.

Keytags & Chips



The steep drop in Welcome keytags is notable.

Medallion Distribution

