



**FACES & VOICES
OF RECOVERY**

ADVOCATE. ACT. ADVANCE.

SEASON OF GRATITUDE TOOLKIT

24





INTRODUCTION

As we approach the season of gratitude, Faces & Voices of Recovery invites you to join us in making a lasting impact through our End-of-Year Giving and Giving Tuesday initiatives. This toolkit is designed to help you maximize your outreach and fundraising efforts during this crucial time of year. Your support ensures we can continue providing vital resources, advocacy, and training to empower recovery communities nationwide.

Together, we can strengthen the recovery movement and build a future where every individual can heal, thrive, and reclaim their lives.

ORGANIZATION/INDIVIDUAL LETTER SAMPLE

WRITTEN ON BEHALF OF THE ORGANIZATION

[Org]

[Address] [City, State, Zip]

[Phone Number]

[Date]

Dear [Recipient's Name],

As we approach the end of the year, we at [Org], alongside the broader community of mental health and addiction recovery advocates, reflect on the progress we've made and the work that still lies ahead.

Thanks to generous ongoing support, we have empowered thousands of individuals and families affected by addiction by giving them resources and hope – a crucial foundation to reclaiming their lives.

Faces & Voices of Recovery, the national leader in advocacy and support for individuals in recovery, has demonstrated the power of collective action in transforming the recovery landscape. Through education, training, and policy advocacy, they have helped create a world where the stigma of addiction shrinks as the collective embrace of recovery grows.

But our work is far from over. With millions still struggling with substance use and mental health challenges, we need your help to continue this life-saving work. Your donation during the End-of-Year Giving season will make an immediate impact.

- \$50 provides resources and recovery kits to individuals starting their recovery journey.
- \$100 helps fund educational webinars and peer support training to ensure recovery advocates are equipped with the tools they need to support others.
- \$250 supports legislative advocacy efforts to protect the rights of people in recovery and push for better treatment options.
- \$500 can underwrite a scholarship for a recovery coach to attend a specialized training session, empowering them to make a greater impact in their community.
- \$1,000 funds the development of nationwide campaigns like National Recovery Month, amplifying stories of hope and healing.

By contributing to [Org], you're not just donating – you're investing in brighter futures, stronger communities, and a world where recovery is possible for everyone. Please consider making a tax-deductible donation before the end of the year. Together, we can continue to change lives and build a recovery-ready nation. Thank you for your generosity, compassion, and commitment to this vital cause.

With gratitude,

[Your Name]

[Title], [Org]

ALLIANCE MEMBER LETTER SAMPLE

WRITTEN ON BEHALF OF FACES & VOICES OF RECOVERY

Dear [Recipient's Name],

As a proud member of [Org], a Recovery Community Organization (RCO) [or, recovery centered organization] in the Association of Recovery Centered Organizations (ARCO), I am reaching out to ask for your support. Faces & Voices of Recovery, a national leader in advocacy for people in recovery, has made incredible strides in providing life-saving services to communities impacted by addiction.

Through their technical assistance, training, and hands-on support, Faces & Voices of Recovery empowers RCOs [or, organizations] like ours to deliver the resources, education, and hope that make recovery possible. Their work has created a movement that uplifts individuals and families across the country, helping them rebuild their lives while reducing the stigma surrounding addiction.

But the need is still great, and we rely on the generosity of people like you to continue this vital work. Your donation to Faces & Voices of Recovery will ensure that they can:

- Provide ongoing technical assistance and guidance to RCOs nationwide.
- Deliver recovery-focused trainings that equip advocates and leaders with essential tools.
- Continue their boots-on-the-ground support for grassroots organizations that are transforming their communities.

Consider giving to support this important mission:

- \$50 helps provide essential recovery kits for individuals just beginning their journey.
- \$100 funds educational webinars to strengthen the skills of recovery advocates.
- \$250 bolsters legislative advocacy efforts to protect the rights of people in recovery.
- \$500 provides scholarships for recovery coaches to attend specialized training.
- \$1,000 supports campaigns like National Recovery Month, which raise awareness and amplify stories of hope.

Your contribution will directly impact the ongoing work of Faces & Voices of Recovery and help us build stronger, more resilient communities. Please consider making a tax-deductible donation to continue this transformative work.

Thank you for your support and for standing with us in the fight for recovery.

With gratitude,

[Your Name]

[Title], [Org]

SOCIAL MEDIA CONTENT SAMPLE

PROMOTE YOUR OWN END-OF-YEAR GIVING CAMPAIGNS

CAPTION 1:

As we close out the year, your support can make all the difference in the lives of those battling addiction and mental health challenges. Your donation helps fund resources, training, and advocacy efforts that empower individuals and communities in recovery. Let's end the year on a high note. Give today and help us continue this life-saving work. 💜 ✨ Donate now: [link] ✨

HASHTAGS:

#EndOfYearGiving #RecoveryMatters #SupportRecovery
#MentalHealth #TogetherWeRecover

CAPTION 2:

Help us create a world where recovery is celebrated, and every individual gets the support they need. Your end-of-year gift funds critical recovery resources, peer training, and advocacy that paves the way for lasting change. Together, we can build stronger, healthier communities. 💪
🌱 Make a difference today: [link]

HASHTAGS:

#RecoveryIsPossible #SupportTheJourney #GiveBack
#MentalHealthAwareness #EndOfYearGiving

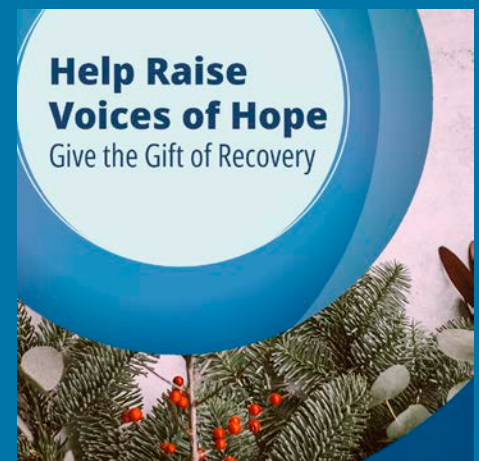
CAPTION 3:

This year, your generosity has fueled hope and change for thousands in recovery. But our work isn't done yet. Let's go even further in the fight for recovery and mental health equity. Every dollar counts! Your end-of-year donation supports training, advocacy, and life-changing resources.
✨ Donate today: [link] ✨

HASHTAGS:

#SupportRecovery #RecoveryReadyNation #GiveForGood
#MentalHealthMatters #EndOfYearGiving

OPTIONS:



SOCIAL MEDIA CONTENT SAMPLE

PROMOTE YOUR OWN GIVING TUESDAY CAMPAIGN

CAPTION 1:

This #GivingTuesday, your support can make a difference in the lives of people recovering from substance use disorders. Help us empower recovery voices nationwide by donating today. Together, we can ensure everyone has access to the resources they need. 💖🌟 Every donation counts! Head to: [link] 🌟

HASHTAGS:

#RecoveryForAll #SupportRecovery #DonateToday
#EmpowerRecovery #GivingBack

CAPTION 2:

This #GivingTuesday, we're raising funds to continue advocating for policies that support substance use disorder recovery. Your donation helps elevate recovery voices, expand resources, and break stigma. Join us in creating a brighter, healthier future. 🌟 Donate at: [link] 🌟

HASHTAGS:

#AdvocateForRecovery #RecoveryStrong #EndTheStigma
#DonateForChange #GivingBack

CAPTION 3:

Recovery is possible, and your contribution can make it a reality for someone in need. This #GivingTuesday, help us build a strong recovery community that offers hope, healing, and opportunity for all. Together, we can change lives. 🌟 Head to: [link] 🌟

HASHTAGS:

#RecoveryMatters #GivingTuesday2024
#SupportRecoveryVoices #DonateForGood #HopeInAction

OPTIONS:



SOCIAL MEDIA CONTENT SAMPLE

PROMOTE FACES & VOICES' END-OF-YEAR GIVING CAMPAIGN

CAPTION 1:

As members of the recovery community, we know the power of support and resources in changing lives. RCOs [or, Organizations] like ours are part of Faces & Voices of Recovery's Alliance, and one of the reasons we can do the work we do is top-down support. This season, consider donating to Faces & Voices of Recovery so that everyone impacted by addiction benefits. 💜 ✨ Donate now: <https://facesandvoicesofrecovery.org/engage/donate/> ✨

HASHTAGS:

#RecoveryForAll #SupportRecovery #FacesAndVoices
#EndOfYearGiving #TogetherWeRecover

CAPTION 2:

RCOs [or, Organizations] like ours wouldn't be possible without the support of Faces & Voices of Recovery. Your donation funds essential training for recovery advocates, resources for individuals, and the advocacy work that pushes for recovery-friendly policies. 💪 🌱 Make a difference today: <https://facesandvoicesofrecovery.org/engage/donate/>

HASHTAGS:

#RecoveryChangesLives #EmpowerRecovery #GiveBack
#RecoveryAdvocacy #EndOfYearGiving

CAPTION 3:

Thanks to your generosity, Faces & Voices of Recovery has been able to strengthen recovery efforts across the country. Every dollar you donate supports the technical assistance, training, and boots-on-the-ground advocacy that drives real change. Let's keep pushing for recovery and equity – together. ✨ Donate today: <https://facesandvoicesofrecovery.org/engage/donate/> ✨

HASHTAGS:

#SupportRecovery #FacesAndVoices #EndOfYearGiving
#RecoveryIsPossible #TogetherWeRecover

OPTIONS:



SOCIAL MEDIA CONTENT SAMPLE

PROMOTE FACES & VOICES' GIVING TUESDAY CAMPAIGN

CAPTION 1:

As a member of ARCO, we proudly support the vital work of Faces & Voices of Recovery. This #GivingTuesday, we invite you to join us in donating to help strengthen the recovery movement. 💜 ✨ Every dollar makes a difference! Head to: <https://facesandvoicesofrecovery.org/engage/donate/> ✨

HASHTAGS:

#ARCOForRecovery #GivingTuesday2024
#SupportRecoveryVoices
#DonateForRecovery #RecoveryStrong

CAPTION 2:

Together, we can make recovery a reality for more people. As an RCO [or, organization], we stand with Faces & Voices of Recovery in their mission to expand access to recovery resources and amplify the voices of those in recovery. ✨ Please consider donating this #GivingTuesday. Go to: <https://facesandvoicesofrecovery.org/engage/donate/> ✨

HASHTAGS:

#ARCO #RecoveryCommunity
#GivingTuesday2024 #SupportRecoveryNow
#DonateToRecovery #RecoveryAdvocates

CAPTION 3:


This #GivingTuesday, let's come together as a community! As a proud member of ARCO, we know the impact that Faces & Voices of Recovery has on ensuring everyone in recovery gets the support they need. ✨ Help us make a difference. Donate today: <https://facesandvoicesofrecovery.org/engage/donate/> ✨

HASHTAGS:

#RecoveryForAll #GivingTuesday #ARCOForChange
#DonateToday #SupportRecoveryVoices

OPTIONS:





We are filled with gratitude for the incredible support from our community. Your generosity fuels the programs, resources, and advocacy that make recovery possible for so many. Together, we are creating lasting change, amplifying the voices of those in recovery, and ensuring a brighter future for individuals and families affected by addiction.

Thank you for standing with Faces & Voices of Recovery and for being a part of this life-changing movement. Let's continue building a recovery-ready nation, today and every day.



FACES & VOICES OF RECOVERY

ADVOCATE. ACT. ADVANCE.

GET IN TOUCH



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