



OUR STORIES — HAVE POWER —



Opioid
Response
Network



FACES & VOICES
OF RECOVERY

ADVOCATE. ACT. ADVANCE.

TABLE OF CONTENTS

Overview	3
Assests & Marketing Materials	4
Suggested Posts	4
Suggested Graphics	5
Hashtags for Promotion	6
Sample Pitch Email.....	6
Sample Pitch Call Script.....	7
Summary	7
Resources	8
Videos	8
Toolkits	8
Weblinks	8

OVERVIEW

Recovery is everywhere. If we want to help others recover, it is imperative that we tell our own stories.

Powerful storytelling is all around us: videos, podcasts, and commercials use strategically-paired content and media to tell compelling stories.

Digital storytelling helps us connect to people everywhere and learn about each other.

This toolkit is designed to help stakeholders share the Our Stories Have Power (OSHP) campaign to their digital networks.

Faces & Voices of Recovery has partnered with Opioid Response Network (ORN) to collect, curate, and share stories of recovery in support of eliminating stigma, discrimination, and biases faced by the recovery community and People Who Use Drugs (PWUD).

In this toolkit, you will find:

- Ways to choose your outreach method, frame your message, and write pitches;
- Sample graphics you can use in social media or email outreach; and
- The top reasons to share your stories online and the best ways to do it.

Join our extraordinary movement today.

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ASSESTS & MARKETING MATERIALS

Suggested Posts

Option 1:

Introducing #OurStoriesHavePower, a campaign that shows you the voices and faces behind recovery messaging. You might be surprised to find out that we're your neighbors, colleagues, friends, family, and loved ones. You already know us.

#ChangeTheNarrative #Destigmatize #TogetherWeRecover

Option 2:

Show your solidarity with the 23 million Americans in recovery by participating in the our #OurStoriesHavePower campaign.

#Recovery #Community #TogetherWeRecover

Option 3:

When we say recovery is everywhere, we mean EVERYWHERE.

Every voice, face, and story shared brings us closer to a society that supports, acknowledges, and celebrates recovery.

#OurStoriesHavePower #TogetherWeRecover #ChangeTheNarrative

Suggested Graphics

Download the animated and/or static social media graphic at www.facesandvoicesofrecovery.org/resource/our-stories-have-power-stakeholders-toolkit

ADVOCACY OPPORTUNITY

SHARE YOUR STORIES OF RECOVERY

We're looking for personal recovery story submissions. Send us your video, photo, poem, song, art - whatever best captures your story.

You could be featured in a recovery campaign that reaches families and communities all over the country.

SHARE YOUR STORY

FACES.LY/RECOVERY-STORIES

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◆ ADVOCACY OPORTUNITY

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SHARE YOUR STORY


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ADVOCACY OPPORTUNITY

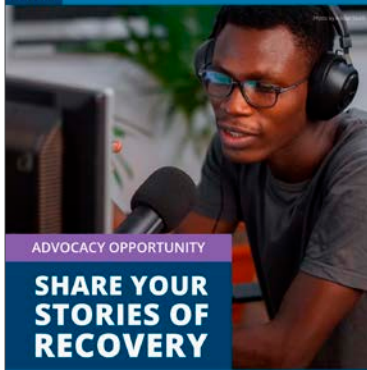
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Hashtags for Promotion

#OurStoriesHavePower #TogetherWeRecover #Changethenarrative
#Recovery #destigmatize #Community #RecoveryisHOPE
#RecoveryFacesFoward #eliminatethestigma

Sample Pitch Email

Hey, [FIRST NAME],

Personal stories are powerful. But they can't help people they don't reach.

As part of the Our Stories Have Power campaign, Faces & Voices of Recovery and Opioid Response Network are encouraging members of the recovery community to share their journeys through pictures, videos, written narratives, or other mediums. The idea behind this campaign is to normalize conversations around addiction, substance use, and mental health disorders – and to showcase the hope and joy that's possible on the other side.

You can help us spread the word and break stigmas down, one story at a time.

Stories can be submitted on the campaign's web page,
www.facesandvoicesofrecovery.org/advocate/stories, or tag us on social media.



Sample Pitch Call Script

"Hi, [Person You Are Calling]! It's [Your Name] from [Your Organization]. I'm reaching out to let you know about an important campaign Opioid Response Network and Faces & Voices of Recovery are partnering on called Our Stories Have Power.

We're asking people in the recovery community to submit stories about their recovery journey to normalize and destigmatize addiction.

If you have a story you'd like to share, please visit the campaign's web page, www.facesandvoicesofrecovery.org/advocate/stories. We would really appreciate it if you could share what we're doing with people in your world as well.

Take care! We hope to hear from you soon."

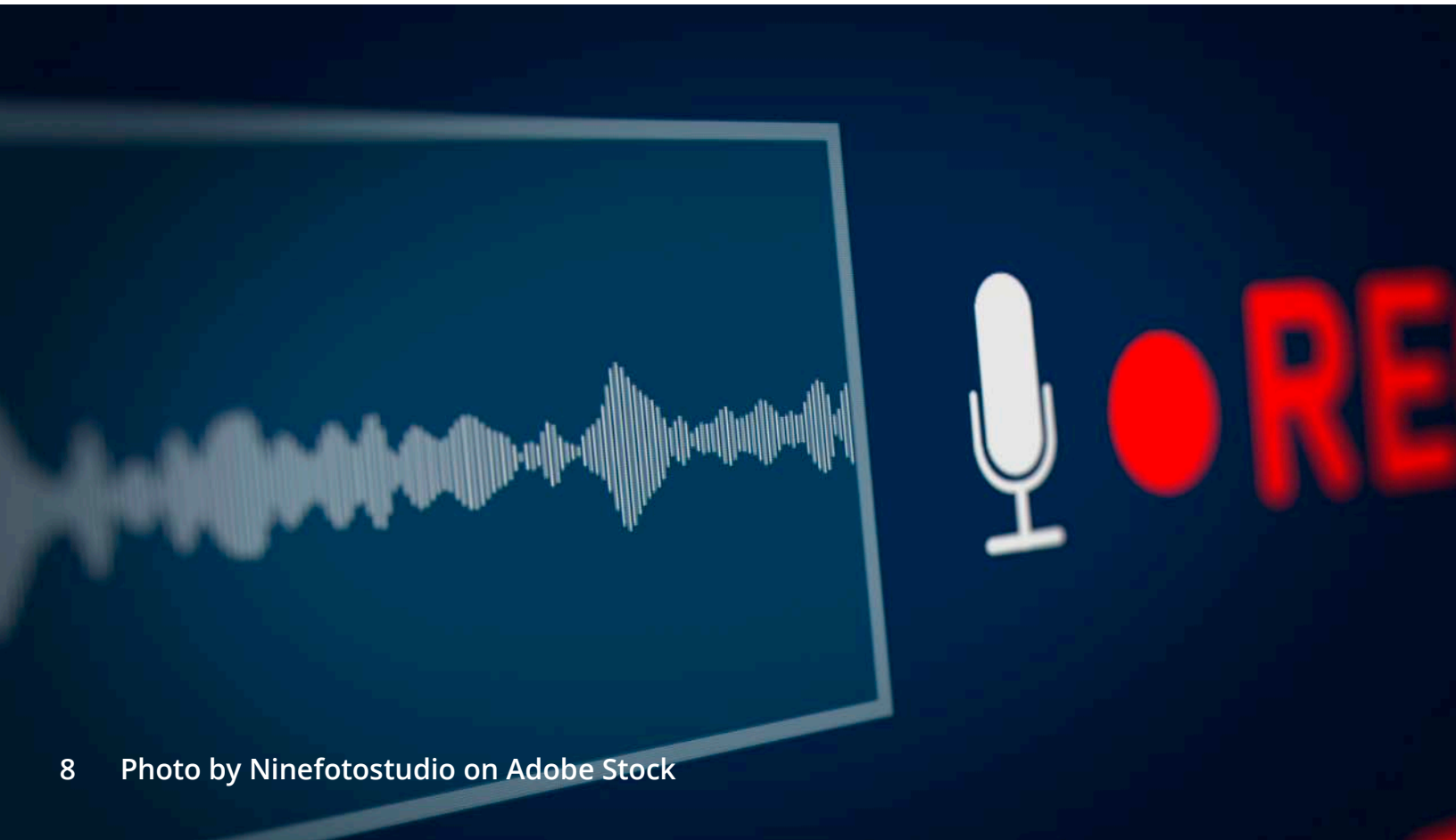


SUMMARY

Digital storytelling is a powerful way to relate to other people.

By contributing to the Our Stories Have Power campaign, you can show people that recovery is possible.

There are so many ways to help people on their paths to recovery. We think giving voice to your own story is a great place to start.



RESOURCES

Here are some helpful tools, links, and resources.

Videos

Telling Your Recovery Story Learning Management System:

www.edu.facesandvoicesofrecovery.org

How to Give Your Story Power Tutorial (5 Minutes):

www.facesandvoicesofrecovery.org/advocate/stories

Toolkits

How to Give Your Story Power Toolkit:

www.facesandvoicesofrecovery.org/resource/our-stories-have-power-toolkit

Weblinks

Faces & Voices of Recovery:

www.facesandvoicesofrecovery.org

Opioid Response Network

www.opioidresponsenetwork.org

Our Stories Have Power:

www.facesandvoicesofrecovery.org/advocate/stories

Submit Your Stories:

www.facesandvoicesofrecovery.org/advocate/stories/view



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GET IN TOUCH



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