

# SHATTERPROOF™ RISE UP AGAINST ADDICTION —WALK—



## FUNDRAISING TOOLKIT



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# FROM OUR FOUNDER

**Thank you so much for your participation in Shatterproof's Rise Up Against Addiction Walk, the nation's first and only grassroots event series addressing the addiction epidemic.** It means so much to me personally and we look forward to partnering with you and your teams in 2022!


I founded Shatterproof shortly after I lost my son Brian to addiction. Tragically, my story is all too common. The Shatterproof Rise Up Against Addiction Walk events unite families, friends, co-workers, and communities to shatter stigma, celebrate recovery, and transform how addiction is treated in this country.

These events raise vital funds to advance Shatterproof's mission and programs. Dedicated to revolutionizing addiction treatment, ending the stigma of addiction and empowering and educating communities, Shatterproof has achieved a great deal in a very short time. But there is so much more work to be done. The change we seek begins with supporters like you.

**With deep appreciation for your participation in this year's event, we thank you for being a vital partner and helping to save countless lives.**



Gary Mendell  
Founder, CEO



"The time has come to act. And that's exactly what I established Shatterproof to do."



# SHATTERPROOF

## WHO WE ARE

Shatterproof is a national nonprofit organization dedicated to ending the addiction crisis in the United States. Shatterproof is revolutionizing addiction treatment, ending the stigma, and empowering & educating communities. We're building a future where no one suffers from this horrible disease.

## WHY IT MATTERS

Addiction to alcohol and drugs takes more lives than car crashes, gun violence, and breast cancer combined. In the first 12 months of the pandemic, from March 2020 to March 2021, the U.S. saw a historic number of deaths from overdose: 96,000 sons and daughters, siblings, spouses and partners, grandchildren, parents, and friends were lost, and the lives of their loved ones were shattered.



# MYTH VS. FACT: ADDICTION

**Myth: "Addiction only happens to certain kinds of people."**

**Fact: Addiction can happen to anyone, no matter their race, upbringing, personality type, or grade point average.** There are genetic, social, and psychological risk factors that can put some people at greater risk—but addiction has nothing to do with a person's character.

**Myth: "Addiction is a choice! Kids should just say no."**

**Fact: No one, whether they're a teen or an adult, chooses how their brain will react to substances.** The majority of American teenagers report they've tried alcohol, and many experiment with other drugs, too. There are effective ways to prevent drug use and addiction—but "just saying no" doesn't really do that.

**Myth: "People with addiction are all criminals."**

**Fact: Most of the time, the only person directly harmed by an addiction is the person who's addicted.** Yet millions of people are in jail or prison right now just because they struggle with substance use.

**Myth: "People with addiction need tough love. Helping them just enables drug use."**

**Fact: Showing love and support are never bad things.** Boundaries and self-care are important, but lifesaving interventions should never be denied out of an impulse to teach someone a lesson. Not only is it cruel, but it's ineffective. Addiction is an illness.

**Myth: "Addiction medications are just replacing one addiction with another."**

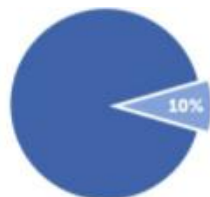
**Fact: Medications for addiction treatment (MAT), especially for opioid use disorder, have been proven to save lives and substantially improve recovery rates.** For people in treatment for substance use disorders, medications ease withdrawal symptoms to give people the space they need to recover and prevent overdoses. Medications don't create a high or cause impairment—they allow patients to work, drive, care for their families, and live full lives.

**Myth: "People with addiction are hopeless."**

**Fact: People can and do recover from addiction every single day.** In fact, millions of Americans are thriving in recovery right now. We just don't hear their stories as often. Once treatment begins, someone with a substance use disorder can move on to manage their illness, just as they would any other chronic illness. With the right treatment, recovery is possible for everyone.



Overdoses kill more of us than breast cancer, guns, and car crashes combined.



Only 1 in 10 who need addiction treatment ever receive it.



80% of us don't want a friend, colleague or neighbor with addiction.



Each year, addiction costs Americans over \$740 billion.

To learn more about Addiction please visit [www.shatterproof.org](http://www.shatterproof.org)



# THREE STEPS TO SUCCESS



Walk has always been about more than just Walk Day. It's about community, hope, empowerment, and raising the money to end the addiction crisis in America. Rise Up Against Addiction is a community fundraising effort, driven by individuals and teams.

## 1. Set your goal

Select a goal that is meaningful to you and leverage your story & experience to inspire support for your community of family and friends. Rise Up teams on average raise, \$1,500 and individuals raise \$250.

## 2. Personal Story

Before you start asking for support, share your personal story. Think about the following as you begin creating your story:

- Why and for whom are you participating in the Rise Up Against Addiction Walk?
- Discuss how addiction affects you and your loved ones (your experience)?
- What aspect(s) of Shatterproof's work is most important to you?
- Why should someone support your efforts?

## 3. Ask for support

What do the most successful Shatterproof fundraisers have in common? They ask as many people as possible for support by sharing the story of why they walk and the personal mission behind their efforts. Best ways to ask for support:

- Share your story on social media (Facebook, Instagram, Twitter, and LinkedIn)
- Send a personal email with link to your fundraising page
- Send a text message with the link to your fundraising page

# TEAM BUILDING TIPS

As a Team Captain, you recruit team members who believe in the Shatterproof mission as much as you do, and who will help you reach your fundraising goal. Getting more people involved also means more walkers coming together to end the devastation substance use disorder causes for so many families.



## HERE'S HOW:

- **Encourage** others to join your team. The most successful teams recruit 10 or more teammates.
- **Inspire** people to join your team by sharing your story—it helps people understand why Shatterproof and Rise Up Against Addiction is so important.
- **Send fundraising and recruitment messages** to support your team. Utilize the tools from your participant center.
- **Use social media to share your messages.** Post on Facebook, Twitter, Instagram, and any other platforms you use. Don't forget to tag Shatterproof and use [#ShatterproofWalk\[city\]](#) and [#WeAreShatterproof](#) in your posts!

# Fundraising Rewards

\$125

Official 2022 Rise Up Against Addiction **t-shirt**

*Individual walkers who raise \$125 will be shipped a shirt to your home!*

\$500

Individual participant name listed on event day **signage**

*Shatterproof will print individual participants on signage displayed on Walk day.*

**Fundraising level must be met 7 days prior to Walk Day.**

\$1,500

Commemorative **Lapel Pin**

*2022 commemorative lapel pin for individuals who raise \$1,500+. Pins are personally delivered from your fundraising coach.*

\$2,500

**Personalized team sign** displayed onsite

*Team name or individual participant name (not on a team) printed on individual yard sign, displayed on Walk Day. **Fundraising level must be met 7 days prior to Walk Day.***

\$5,000

**Reserved team table** on Walk day with a team celebration kit

*One table, six chairs, and one celebration kit per qualifying team.*

**Fundraising level must be met 14 days prior to Walk Day.**

\$10,000

**Team tent** on Walk day with a team celebration kit

*One tent, one table, six chairs, and one celebration kit per qualifying team.*

**Fundraising level must be met 14 days prior to Walk Day.**

*Rewards are cumulative. The more you raise the more you get!*



# SAMPLE TEAM RECRUITMENT EMAIL

Dear [FRIEND],

I'm a team captain for [TEAM NAME] and we are participating in the Rise Up Against Addiction Walk to help end the addiction crisis in the United States. But there is something missing — you!

Only 1 in 10 people who need addiction treatment ever receive it. **With you on our team, together we can inspire change and save lives.** Will you join us? [LINK TO TEAM PAGE]

We'll be walking with the Shatterproof Community at their [ENTER CITY] event. You can join us in person, or you can register to join the team and walk from wherever you are! Because it's not about where you live or how many miles you walk. It's about standing united in the fight for a future where no one suffers from this treatable disease.

Shatterproof is changing the conversation about addiction. They are advocating for policy change, educating our communities, transforming addiction treatment and shattering stigma. Your support will help save lives.

We've set a team goal to raise \$[TEAM GOAL] but can't get there without you! Please feel free to reach out to me if you have any questions. I look forward to walking together.

**Together, we are stronger than addiction.**

Sincerely,  
[YOUR NAME]

# SAMPLE THANK YOU EMAIL

Dear [FRIEND],

Thank you for supporting me and my efforts to raise funds for the Rise Up Against Addiction Walk. This cause is personal to me, and I am grateful to have your support and friendship. Together we will inspire change and save lives.

Shatterproof is changing the conversation about addiction. They are advocating for policy change, educating our communities, transforming addiction treatment and shattering stigma. Your generosity will help expand their efforts to support prevention, treatment and recovery of addiction.

Thank you again for your incredible support. **Together, we are stronger than addiction.**

Sincerely,  
[[YOUR NAME]]



# FUNDRAISE WITH FACEBOOK

Log in the Participant Center on [www.shatterproofwalk.org](http://www.shatterproofwalk.org) and set up a Facebook Fundraiser today. One of the quickest ways to bring awareness to your efforts and reach your goals!

## Benefits:

- **Quick.** Your Facebook friends can donate on the spot.
- **Easy.** With just a few clicks, you can invite friends to support your efforts.
- **Motivational.** Your friends will see updates about your progress and which of their friends are donating.
- **Far-reaching.** Your donors are encouraged to invite and share your fundraiser with their friends, which means you could receive donations from people you don't know who were moved by your story!

## Get started today - Three easy steps:

1. Visit [www.shatterproofwalk.org](http://www.shatterproofwalk.org) and log in with your username and password, then click "Dashboard"
2. On the Dashboard, click the "Participant Center"
3. Select "Create a Facebook Fundraiser". Log into Facebook with your account credentials.

**It's that simple!**



# CUSTOMIZING FUNDRAISING LINKS



## How to create a custom link to your fundraising page

Creating a custom link can make it easier for donors to locate your Rise Up Against Addiction fundraising page when you post online, send an email, or mail a letter.

### To change your link, follow these steps:

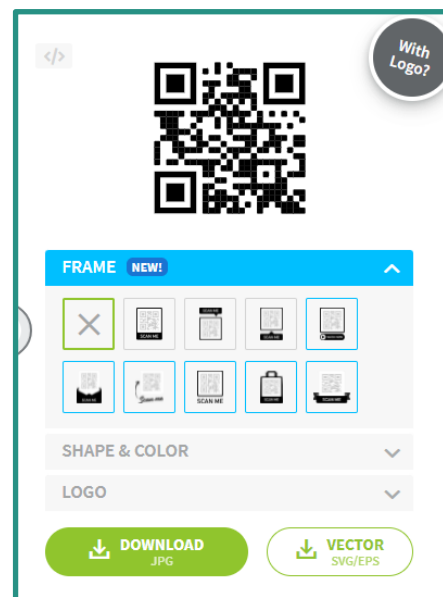
1. Visit [shatterproofwalk.org](https://shatterproofwalk.org) and “Login” with your username and password.
2. Click “Your Page”.
3. Head over to the Settings Tab (hint, its next to “Donations”).
4. Customize Your Page Link under your fundraising goal.

## How to Create a QR Code for your Fundraising Page

Include a custom QR code in your mailed letter or postcard to your donors and they will be able to access your fundraising page faster than ever before!

### To create a custom QR code, follow these steps:

1. Visit [qr-code-generator.com](https://qr-code-generator.com)
2. Paste your customized fundraising page link into the generator.
3. There are a few options to customize your frame and shape without starting an account. Once you are ready, select the “download JPG” button.
4. Save your new QR code to your desktop.
5. Insert your QR code into your mailed letter along with your customized link in case your donors do not know how or do not have the capability to scan a QR code with their phone.





**Together, we are  
stronger than  
Addiction**

