

# CORPORATE TOOLKIT

SHATTERPROOF

# STRONGER

THAN ADDICTION

CHALLENGE

PROVIDE SUPPORT • END STIGMA • CREATE CHANGE



TAKE ACTION • SAVE LIVES • UNITE COMMUNITY

## JOIN THE SHATTERPROOF CHALLENGE

# STRONGER THAN ADDICTION



Dear Team Captain,

Thank you for engaging your company with Shatterproof's Stronger Than Addiction Challenge. We know that leading a team takes work and we appreciate all of your efforts to help us reverse the addiction crisis in the United States.

In this toolkit, you'll find step-by-step instructions to register for the event and creative challenge ideas, as well as tips to encourage fundraising. You can also find more helpful resources at [www.shatterproofchallenge.org](http://www.shatterproofchallenge.org).

We can't wait to see your Stronger Than Addiction Challenge unfold!

-Shatterproof Staff

For questions, comments or more information, please contact [TheChallenge@shatterproof.org](mailto:TheChallenge@shatterproof.org).

# Our Work



Shatterproof is a national non-profit organization dedicated to ending the addiction crisis in the United States. Addiction has long affected our communities and today is a public health crisis with a staggering toll.

More than 20 million Americans are addicted to drugs and/or alcohol, of which about two million are addicted to opioids.

Scientific research has proven that substance use disorders can be treated with the same effectiveness as other chronic illnesses.



Shatterproof is taking action in three key areas to save lives:

### Revolutionizing addiction treatment

Better addiction treatment means more lives saved. It's that simple.

### Ending the stigma of addiction

When we talk openly about addiction, people get the help they need.

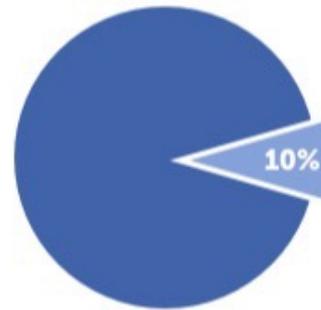
### Empowering and educating communities

With the right information, resources and support, people recover.

# Addiction is a public health crisis.



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 friends, colleagues or neighbors with addiction.



Each year, addiction costs Americans more than \$740 billion.

**42**  
STATES



reported increases in overdose deaths during the pandemic.



Only 1 in 4 physicians and nurse practitioners receive addiction training.

**137,000**  
PEOPLE

in the U.S. are in prison or jail for drug possession.



## Join the Challenge in 5 Simple Steps

### STEP 1: DECIDE

Decide what your challenge will be. This is your opportunity to get creative and have fun. Ideas include: organizing a walk or run, creating a day to give back with volunteer opportunities or utilizing your skills to create something meaningful.

### STEP 2: SIGN UP

Identify a team captain for your organization, then visit [www.shatterproofchallenge.org](http://www.shatterproofchallenge.org), click on "Register" and "Create a Team".

### STEP 3: RECRUIT

Invite not only coworkers but friends and family to join your team as well.

### STEP 4: FUNDRAISE

Don't forget to share with your networks what your challenge will be and how they can support you.

### STEP 5: CELEBRATE

Throughout Recovery Month (September), we will be celebrating the Stronger Than Addiction Challenge and highlighting different challenges. On September 30<sup>th</sup>, join us for a virtual celebration of your success.

# Step 1: Decide Your Challenge



Every day hundreds of Americans are dying because of substance use disorder.

Together, we're changing that with events like the Stronger Than Addiction Challenge. The first step is deciding what your challenge will be. This is your opportunity to get creative and have fun.

## HERE ARE SOME IDEAS:

- Organizing a walk or run for your corporation
- Creating a day to give back with volunteer opportunities
- Forgo all substances for the month of September
- Create a group performance or flash mob



# Step 2: Sign Up



Once you've decided what your challenge will be, decide who'll lead your team. Identify a team captain for your organization and head on over to [www.shatterproofchallenge.org](http://www.shatterproofchallenge.org).

## NEXT STEPS:

- Click on "Register"
- Click on "Create a Team"
- Create a New Team
- Set your fundraising goal
- Customize your page by adding pictures and telling your story

The screenshot displays the Shatterproof website's fundraising page. At the top, the navigation bar includes links for Home, Find Help, End Stigma, Find Treatment, Store, National Memorial, and a search icon, along with a Sign In button. Below this, a secondary navigation bar features Home, Fundraise, About, Register Now!, and Donate. The main content area is divided into three sections: a photo of two women on the left, a photo of a person holding a sign on a mountain peak in the center, and a photo of a group of people running in the right. A central graphic displays the 'SHATTERPROOF STRONGER THAN ADDICTION CHALLENGE' logo. At the bottom, a progress bar shows '\$301,898 Raised' and 'Goal \$1,500,000'.

# Step 3: Recruit



When you join the Stronger Than Addiction Challenge, you're joining thousands of others across the country to create a movement during Recovery Month. Invite not only coworkers but friends and family to join your team as well.

## HERE ARE SOME RECRUITMENT IDEAS:

- Post on social media and share what you are doing for your challenge. Invite others to join you and don't forget to tag us!
- Send an all-staff email
- Include a blurb in your company's newsletter
- Reach out to friends and family explaining why this event is important to you and invite them to join you.



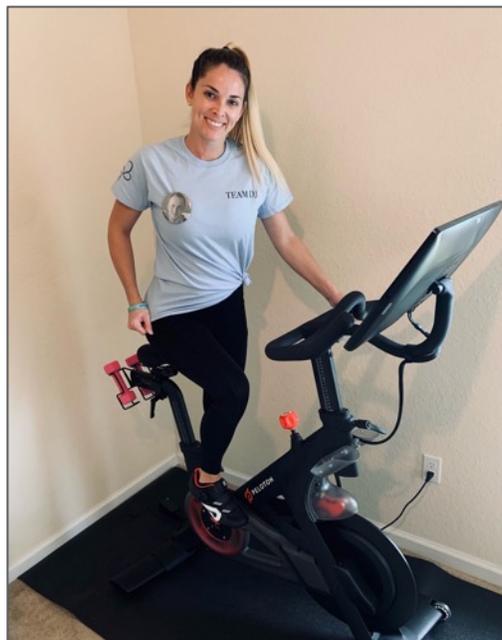
# Step 4: Fundraise



The funds you raise helps reverse the addiction crisis in the U.S. through educating and empowering communities, ending the stigma and revolutionizing addiction treatment.

## HERE'S HOW:

- Set a fundraising goal and encourage your teammates to do the same.
- Sometimes it's not easy to get started fundraising but once you do, it can be very rewarding. Celebrate every success they have, whether it's a donation or reaching their goal.
- Remind your teammates about the fundraising incentives they'll be eligible for as a result of their efforts.
- Check out our social media toolkit for more resources.
- Share why you chose to participate in the Challenge. Engage donors by sharing why you're doing what you're doing.



# Step 5: Celebrate



During Recovery Month, we'll be celebrating the Stronger Than Addiction Challenge and highlighting different challenges. On September 30<sup>th</sup>, join us at [www.shatterproofchallenge.org](http://www.shatterproofchallenge.org) for a virtual celebration of your success.

## OTHER WAYS TO CELEBRATE:

- Celebrate your team and their accomplishments. Thank them for their participation and fundraising.
- Thank your donors and supporters.
- Tag Shatterproof in your photos on social media using:



@ShatterproofHQ



@ShatterproofHQ



@WeAreShatterproof



@Shatterproof

- Join our virtual event on September 30th!

