



Ambassadors for Recovery

Recovery Walks!



www.recoverywalks.org



SUGGESTED STRATEGIES FOR BUILDING A FAMILY AND FRIENDS TEAM

1. Set goals for the number of walkers and the total amount that you hope your team will raise.
 - Target the people that you would like to invite to walk on your team. Your top prospects could include:
 - You and your spouse or significant other
 - Your children
 - Parents and grandparents
 - Brothers and sisters, and brothers and sisters-in-law
 - Cousins
 - Aunts and Uncles
 - Your closest friends from work and from outside of work
 - Former co-workers
 - Neighbors
 - Anyone else that you feel close to
2. Make sure you request every walker that you recruit to register online at www.recoverywalks.org. If they don't have access to a computer, please enter their registration yourself. Use tools on www.recoverywalks.org to invite family, friends and associates to sponsor you or participate in the walk.
3. Make sure all your walkers know why their participation in Recovery Walks! is important to you and the millions of other families in the U.S. who are touched by a substance use disorder in some way. Encourage every member of your team to gather as many donations as possible from their own circle of friends, neighbors and colleagues. Keep them as informed as possible about the progress of team fundraising efforts during the months and weeks leading up to the walk. Copy and distribute the Contribution Form to help them track donations.
4. Write (or email) a note about your family's participation in the walk to your holiday card mailing list, your present and past co-workers, and any business associates you and your spouse may have. Put an announcement on your Facebook page.
5. Decide if your family wants to order team t-shirts for all the walkers on your team. Information on ordering t-shirts will be at the Kick-off events.
6. Have a special pre-walk dinner or a post-walk cookout at your house to help celebrate the day and to thank everyone for their support.
7. Write (or email) everyone a thank you note that includes the fundraising results for your team. Include pictures from the day if you can.
8. Relax and be proud of the important role you and your family and friends are playing in the fight for all those dealing with a substance use disorder!