

Recovery Rally Binder

A guide to promoting and implementing a substance use awareness event within your community



Why do a Recovery Rally?

Opioid and substance use issues have been surrounding the state of Maine for some time. A Recovery Rally could be an impactful way to bring awareness and education to your community, and to reduce the stigma associated with substance use disorders. Ideally the rally should include people from all walks of life—from people in recovery to counselors, legal representatives, and law enforcement, among others. The overall goal for a Recovery Rally is not only to raise awareness, but also to increase the connection between community members who may be in recovery to those who are supporting people in recovery, and beyond. A connected community is more supportive and makes it easier for people to find the resources they need.

This guide's approach to a Recovery Rally includes a public march through a high visibility area that ends at a public space where a celebration can be held. The celebration could consist of many different activities, including food, music, and speakers that provide speeches to advocate for recovery and treatment. It's a great community event to advocate for recovery!

Where did this guide come from?

In 2016 the Western Maine Addiction Recovery Initiative coordinated the First Annual Western Maine Recovery Rally to support people in treatment and recovery. Over 100 people attended that event and it was very positively received by the community. This guide was created using the process for that Recovery Rally as a template. It is hoped that the guide supports other groups around Maine in planning similar events. Many parts of this guide are specific to Western Maine, but the process is general enough to allow an understanding of how to make these events work in other parts of the state.

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Four Months Prior To Event

- Create planning committee
 - Ideally having representation from multiple sectors including recovery community, youth, treatment, and prevention
 - Determine regular meeting days and times
- Secure fiscal sponsor for donations (having a nonprofit sponsor allows donors to make tax-deductible contributions, which is often attractive to donors)
- Begin brainstorming fundraising ideas. Examples include:
 - Having businesses buy sponsor signs for in front of building (“This business supports recovery”)
 - Hold community dinner
- Brainstorm ideas for potential speakers. Potential speakers could be:
 - Young People in Recovery members
 - Representative from legal or law enforcement communities
 - Person in long-term recovery

- Brainstorm possible dates for the event. When thinking about possible dates, there are a few considerations. Pick a day and time that will allow for good participation and visibility. Weekends usually work the best for this kind of event. Here are some calendars to check when picking a date:
 - SAMHSA Recovery Month Events Calendar
<https://www.recoverymonth.gov/events/find-events>
 - Oxford Hills Chamber of Commerce
<http://www.oxfordhillsmaine.com/community-calendar.asp>
 - Bethel Chamber of Commerce
<http://www.bethelmaine.com/events/calendar>
 - River Valley Chamber of Commerce
<http://rivervalleychamber.com/calendar/>
 - Norway Downtown
<http://www.norwaydowntown.org/calendar-of-events.php>
 - Running In The USA
<http://runningintheusa.com/Race/List.aspx?State=ME>
 - Road Race Runner
<http://www.roadracerunner.com/Races/RunningCalendar.aspx?state=me>

Three Months Prior To Event

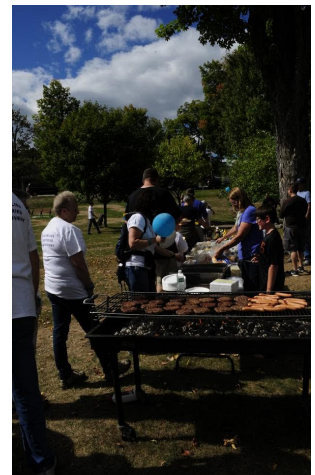
- Finalize date of event
- Meet with Town Manager(s) to see if the use of a local park or public space can be donated. Also, confirm municipal contact information for the morning of the event in case of emergency.
- Reach out to potential speakers about interest and availability
- Determine starting point and route. Get confirmation from any partner or local business about using their space to gather, set-up, etc.
- If the march ends in a different place, it's necessary to get people back to the starting point. Reach out to local transportation providers about donating rides, or organize carpooling. Reaching out to local churches about donating the use of church vans may be another option.
- Meet with town Police Chiefs about escorting the march
- Begin conversations with possible or previous donors about their ability to donate for the event. Engage possible sponsors as well, these could be:
 - Local and surrounding businesses
 - Partner organizations
- Decide on template for a banner including layout, colors, font, and how many banner are needed. Banners can be utilized in a lot of different ways. They can be carried during the march and/or hung at the place where the march ends and the celebration is held. Banners can are also good for recognizing sponsors/supporters and can be included in photos used for media coverage.



- Create and send out “Save The Date” notices to targeted participants (including elected officials, social service providers, the faith community, the recovery community, law enforcement, etc)
- Inquire with town officials about a rain location
- Meet with staff at local Hospital or Health Care Provider about sponsorship
- Brainstorm and engage potential speakers
- If funding allows, consider t-shirts to offer to event participants. Shirts can help to draw people in, and they help to present a uniform crowd in support of recovery. Having a big crowd in the same shirts can make a powerful image for local media. If shirts can be offered, plan for their design (what images and text will be used?), ordering a range of sizes, and having them made so they are ready at least 2 weeks prior to the event.

Two Months Prior To Event

- Create a list and reach out to social service agencies to bring information to event location. These could be local counseling agencies or recovery programs that would like provide brochures at the event.
- Purchase blank signs and decide on pre-event date to decorate signs. These signs can be carried during the march and/or used to decorate at the event location.
- Confirm emcee and speakers. Potential speakers could be:
 - Young People in Recovery members
 - Representative from legal or law enforcement communities
 - Person in long-term recovery
- Reserve sound equipment from local high school or other business that would be willing to donate
- Draft agenda
 - Include list of resource tables
- Determine who will help to prepare food (if offered)
- Begin contacting local newspapers/media outlets
- Identify who can support children's' activities
- Get volunteers to help watch children during event, if the event is to be family-oriented with children welcome. It's ideal that the childcare be located at a close range, but in an area where it will not be distracting when guest speakers are giving their speeches.
- Establish a shuttle stop, preferably a parking lot near the start of rally, and confirm with owners of the lot.



- Coordinate with surrounding substance use prevention initiatives to increase awareness and participation

Four Weeks Prior To Event

- Finalize flier and invites. Send them out to those on the included outreach list for promotion. The next page is an example of a flyer used for a Recovery Rally in Western Maine. Flyers are an important way to promote the event.
- Determine who the press should be directed to for any interviews
- Start sending out targeted invites, including these sectors:
 - Law enforcement
 - Local legislators
 - People in recovery
- Coordinate promotion through partnering agencies, civic groups, and community events prior to rally
- Promote event through local Chamber of Commerce
- Submit an Op-Ed to local newspapers



- Contact local radio stations to help get the word out

Sample Recovery Event Flier

Western Maine Recovery Rally National Recovery Month

Saturday September 24, 2016

Prevention Works. Treatment is Effective. People Recover.

11:30-2:00pm

Start at the First Universalist Church: 479 Main Street, Norway

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Walking to Moore Park, South Paris

Rain location for the BBQ and speakers will be the at the Paris Fire Department,

137 Western Avenue, Paris

***Free Shuttle Service at 10:00 am from:**

Common Ground Counseling, 89 Main Street, Mexico

Fryeburg American Legion, 47 Bradley Street, Fryeburg

**FAMILY
FRIENDLY
BBQ**

Shuttle will return to locations after the end of the event.

LIVE MUSIC

**Free T-Shirts to the
first 100 participants**



**Speakers from the
recovery community**

Limited parking is available at the Universalist Church. Additional parking is available at:

- Off of Water Street behind Cafe Nomad
- Behind the Fare Share Co-Op Store
- Along Main Street

Hosted by the Western Maine Addiction Recovery Initiative

* You must RSVP to Taylor at taylor@healthyoxfordhills.org to reserve your spot on the shuttle.

For More Information:
Taylor@healthyoxfordhills.org

Three Weeks Prior To Event

- Determine set-up and clean-up crew
- Communicate with speakers about time limit
- Distribute fliers within the 12-step community
- Hang promotional banners in the communities
- Each member of planning committee sends out 10 personal invites
- Reserve or identify a truck/ vehicle(s) that may be used to transfer supplies and equipment.
- Purchase balloons, ribbons for balloons, and/or helium tank (this could be donated). Balloons are a great way to increase visibility and help decorate the space where the celebration will be held. It is suggested that the color purple be used because it is used for National Recovery Month. Here are some websites where you can order inexpensive balloons.
 - <http://www.partycity.com>
 - <http://www.bargainballoons.com>
 - <https://www.dollartree.com>



Two Weeks Prior To Event

- Print off rally chants and schedule of events
- Coordinate coolers and ice for the day of the event
- Coordinate recycling and trash cans for day of the event



One Week Prior To Event



- Blow up balloons the night before the rally
- Purchase food & collect food donations
- Confirm set-up crew
- Pick up truck or vehicle that will be used for moving supplies



Examples of Advertising Outlets

- Facebook Event
- United Way list serve
- Chamber of Commerce emails
- Local Hospital Facebook
- Community Concepts internal email
- Tri County Mental Health internal email
- Oxford County Mental Health internal email
- Stephens Memorial Hospital internal email
- Substance use prevention initiative Facebook (e.g. Western Maine Addiction Recovery Initiative)
- Bridgton Hospital Facebook
- Portland Recovery Community Center
- Maine Resiliency Building Network
- School Newsletters
- WIC Offices
- Town Offices
- Sacopee Valley Health Center's Networking Meeting
- Church Bulletins
- Press Release
- AdCare Educational Institute of Maine
- Summer Meals Sites
- Western District Coordinating Council
- Oxford County Wellness Collaborative (including Behavioral Health Workgroup, newsletter, website, Facebook)
- Behavioral Health Agencies for clients
- Oxford County Domestic Violence Task Force
- NA & AA Meetings

Note: These are just examples that worked in the Oxford Hills area of Maine. Although they do not exist elsewhere, there may be a business or organization like the ones above within your community that would help the cause!

Businesses Who Donated in 2016 for the Recovery Rally in Norway & South Paris Maine

Poland Springs

- Need to contact at least 45 days prior to event and you go to location to pick up

Hannaford

- Rumford Hannaford donated gift card
- Oxford Hannaford donated bread product, chips, veggie burgers, and whatever else needed

Western Maine Steel

- Donated money

Progress Center

- Prepared pasta salad for event

Tri County Mental Health

- Purchased a banner for park

Stephens Memorial Hospital

- Donated paper plates, plasticware, and napkins
- Loaned out kitchen materials including large serving spoons, tongs, warming trays

Kane Catering

- Hot dogs

Aubuchon Hardware

- Tables, chairs, pop up canopy, grill (had to pick up)

Record Lumber

- Lath strips for rally signs

Western Maine Property Management

- Money to purchase balloons and wrist bands

Ride Source

- Transportation from Mexico to Norway/Paris and back

Bennett Transportation

- Transportation from Fryeburg to Norway and back. Also bussed people back to start from the park.

Norway and Paris Police Departments

- Police escort

Common Ground Counseling

- Banners, markers, rally signs, printing, etc.

Hot Colors

- Gave a discount for tshirts – 2 color, 2 sided

River Valley Rising

- Money for t-shirts

River Valley Healthy Communities Coalition

- Money for t-shirts

Healthy Oxford Hills

- Money for t-shirts

Additional Places to Solicit Donations

- Pepsi
- Coca-Cola
- Utz Chips
- Local Papers and Radio stations
- Town Parks Department

Note: These are businesses from the Oxford Hills area in Maine. Although many of them are specific to this area, there may be a business or organization like the ones above within your community who could help the cause!