



THE COUNCIL
ON RECOVERY

COUNCIL CHAMPIONS

a giving program to help you share the gift of recovery

"Because of The Council, I have a life I never dreamed possible."

Each and every day, The Council on Recovery brings hope for recovery to families across Houston. The Council Champions program gives you an opportunity to say "thank you" and to share the gift of recovery with others.

Getting Started Guide

Tips and Tricks to Create a Successful Virtual Fundraiser

CREATE

1. Pick your purpose.



Celebrate
your recovery
birthday



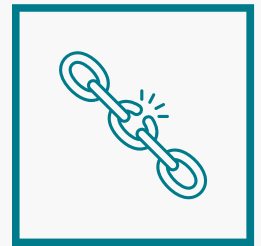
Thank a
caregiver



Honor a
loved one



Share the
gift of
recovery



Break the
stigma

2. Personalize your campaign.

In your own words, share what recovery has meant in your life and why The Council's mission is important to you.

Pictures and videos help to personalize it even more!

Tips for Success



- Keep it simple and direct
- Speak from the heart
- Explain why this is important to you
- Share your progress along the way
- Thank your supporters personally



SHARE

Share with your closest friends and family first.

Then share with other friends, neighbors, and colleagues.



Send an email to friends and family



Promote your page on Facebook and other social media platforms



Send a text message

Tips for Success

- Describe your connection to recovery
- Share the good work of The Council in supporting recovery
- Be clear in asking for financial support
- Make it easy for people to donate by including a link to your fundraising page
- Thank your contacts for their support



INSPIRE

1. Follow up with your donors.

Send a personal thank you to each of your donors, or send them a shout out on social media.

Keep your supporters updated on progress toward your goal, and follow-up with people who haven't yet responded to give them another chance to join in.



2. See how your hard work is helping to save lives.

Sign up for The Council's latest news and events to stay connected!

See how your hard work is helping to transform lives and make our community a better place.



"I am not only alive today because of The Council, but I feel more grounded and capable of facing life than I have ever felt. My only wish is that someday I am able to pay forward the fees you allowed me to forgo."