

# FUNDRAISING FOR RURAL RECOVERY HOUSES



R C O E

**THE FLETCHER GROUP**  
RURAL CENTER OF EXCELLENCE

Supplemental  
Workbook

Fletcher Group, Inc.

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## Introduction:

Rarely do rural Recovery Houses find themselves in situations where they have no need for additional funding. Usually, their predicaments are the opposite as they experience near constant concerns arising from having inadequate resources to pay essential expenses such as utilities, insurance, general facility upkeep, and staff salaries. This may be especially commonplace for smaller houses that have limited resources.



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Even modest budget deficits can cause disruptions in the functioning of Recovery Houses when their operators' attention is diverted by financial concerns that detract from the day-to-day mission driven work of supporting their residents' recovery. Fortunately, the viability of rural Recovery Houses can be solidified through effective and well thought out fundraising efforts.

The Fletcher Group Rural Center of Excellence (RCOE) is pleased to provide this supplemental workbook aimed at assisting rural Recovery Houses in developing fundraising plans. This workbook is intended to be used in conjunction with the Fletcher Group's "Rural Recovery Housing Fundraiser Development Toolkit" which provides a thorough description of fundraising planning and execution that is applicable to houses of all sizes. A copy of the toolkit can be requested from [www.fletchergroup.org/ta](http://www.fletchergroup.org/ta).

As no two Recovery Houses have identical needs and/or resources, successful fundraising efforts should be tailored to reflect specific needs, available resources, and experience levels. To illustrate the concept that "one size may not fit all" detailed examples of both large and small scale fundraisers are provided on the following pages.

While reading through the examples that have been provided, consider whether you can envision your organization conducting similar fundraisers.

## Large Scale Fundraising Example

Capital expense event that generated \$200,000



A non-profit organization had been formed and was exploring a vision to build a long-term rural residential recovery center with a capacity to serve one hundred individuals at a time. The organization did not have an operating budget nor did it have any money set aside for project development.

With assistance from the Fletcher Group, Inc. (FGI) Rural Center of Excellence in Recovery Housing, the project's leadership planned a fundraising event to be held five months later. The first component of the two-prong fundraising effort was "direct asks" to potential large donors, and the second was aimed at securing smaller donors through a public event that would serve as the fundraising campaign's capstone.

The fundraising campaign was ambitious given the size and rurality of the donor base, but the team designed the goal around its capital construction budget with an ultimate intention of having a final debt free project.

A secondary goal of the fundraising event was a 'soft introduction' of the recovery house to the community. Recovery houses can quickly garner negative publicity and attention from community members who are fearful because of misconceptions and misunderstanding of substance use disorder. Through the public event the project's organizers were able to influence the narrative surrounding the project, showcase supportive community leaders, and avoid backlash from being introduced too abruptly. This diplomacy aspect can be equally important to any funds raised.

## Results

The Recovery House developer expected that despite its best efforts the fundraising event would draw out NIMBYism (Not in My Back Yard) toward the project. However, they believed that the knowledge shared through the fundraising event would help lessen the negativity.

The results of the event were overwhelmingly positive with more than eighty attendees from the community and favorable television and newspaper coverage. Just over \$200,000 was raised through the direct appeals and fundraising event.

Event speakers included a well-known local business owner who self-disclosed his experience recovering from substance use disorder. For the first time, an elected official also publicly self-disclosed his own opioid use experience. Former Kentucky governor and FGI founder, Dr. Ernie Fletcher, spoke about the project via Zoom and an FGI staff member was present to answer technical questions about the project.

As the positive experiences of the event attendees were shared through word-of-mouth, other community leaders and elected officials reached out to support the project. Results which followed the fundraising effort included several critical pre-development milestones including securing an option to purchase land for the project; funding to pay for a preliminary architectural design and engineering reports; and leverage to acquire a \$1 million bridge loan to meet matching requirements for a federal grant application.

## Conclusions

A well-organized and well-executed fundraising campaign can help accelerate the development of long-term residential recovery housing. Early control of the narrative surrounding the project can help avoid the speculation and gossip which often fuel vitriolic NIMBY. Raising even modest amounts of capital can provide leverage to secure support from larger funding sources.

In addition to raising much needed cash, this fundraising event acted as a catalyst for the development of the proposed recovery housing program. Contributing to the success of the effort was the involvement of Governor Fletcher and his wife, Glenna, who brought potential donor contacts as well as experience in this type of effort. Additionally, the event sponsor called upon established relationships with several critical community connections including media outlets and prominent community leaders.

## Small Scale Fundraising Example

Annual appeal with a \$25,000 goal

A non-profit residential recovery center located in a rural state was formed more than forty years ago. At the time of its inception the program had few financial resources and, as a service for women, faced significant stigma related to its residents. The center's strongest asset has always been the composition of its board of directors made up of members who understand the value of even small-scale fundraising events. Although many of the board members possess personal wealth and connections to potential donors, some of them bring mere dedication to the program and a willingness to enlist others in its support.

As part of the program's initial implementation plan, the board knew that an ongoing fundraiser would be needed to support the operating budget as well as to connect with existing and potential program supporters. The board settled on focusing its efforts on an annual Christmas Card fundraiser that has now benefited the program for decades.



Although seemingly simple, this effort has proven effective and has raised hundreds of thousands of dollars over the years. The key components of the effort are:

1. The same Christmas Card cover is used each year (so that donors are familiar with it). The inside of the card contains a brief description of the program, a list of board members, and room for a personal note. A donation card and return envelope are also provided. (If possible, seek a donation of the printed cards.)
2. The Program Director generates a list of former donors (with addresses) as well as any potential donors with whom they are familiar.
3. The board members hold a meeting to review the list, add names, and then divide the list between them depending on any connections they have with previous or potential donors.
4. The members then write personal notes on the cards, and hand address and mail them (having the board members pay for postage if they can afford it). An



example of a note might be “ Mary, so hoping that this has been a great year for John and you. I’m still working to support XYZ Center and hope that you will help us again this year. Most sincerely, Abby.”

5. Donations are returned to the recovery center where they are recorded and acknowledged by staff (thank you letter, charitable donation receipt that can be used for tax purposes, and a small token gift – such as a paper Christmas ornament made by a resident). As technology has advanced, changes have been made to allow for electronic donations vs. gifts made by checks. Donations that are received by the deadline specified on the Christmas Card are acknowledged in a newspaper listing and through social media (if desired by the donor). If possible, secure a donated newspaper ad.
6. At the end of the fundraising event, lists of donors are provided to each board member so that they can write personal thank you notes or acknowledge gifts in person. Many donors have become invested in the program and have continued to give for years.

## Results

This event has consistently raised at least \$25,000 annually. Over the years, this has equated to nearly a million dollars in much needed funding for basic operating costs.

The organization’s board members are well respected and well-known community members who represent a variety of professions and cultural backgrounds. Many are in recovery from substance use disorder. Some possess financial wealth while others’ wealth is in the form of dedication to securing support for the program’s mission.

Each year, an open-house is held to show appreciation to donors (as well engage potential supporters) and give them an opportunity to not only interact with each other but also with the program’s residents, staff, volunteers, and board members. To make the event more attractive, catered food is provided and local celebrities (such as a news anchor and/or a sports personality) are secured to serve as the host and/or to make a brief speech about what recovery means to them. (Whenever possible, engage a caterer who will donate food - perhaps in exchange for advertising their services during the open-house). If media is involved, considering using the sample volunteer media consent & release form (Appendix 8) and Sample Media Consent Procedure for Recovery House Residents Appendix 9).

## Conclusions

A well-executed fundraising campaign does not have to be complicated to generate meaningful financial and benevolent support. This fundraiser, while not elaborate, is cost effective and has provided opportunities to build ongoing relationships with a range of donors.

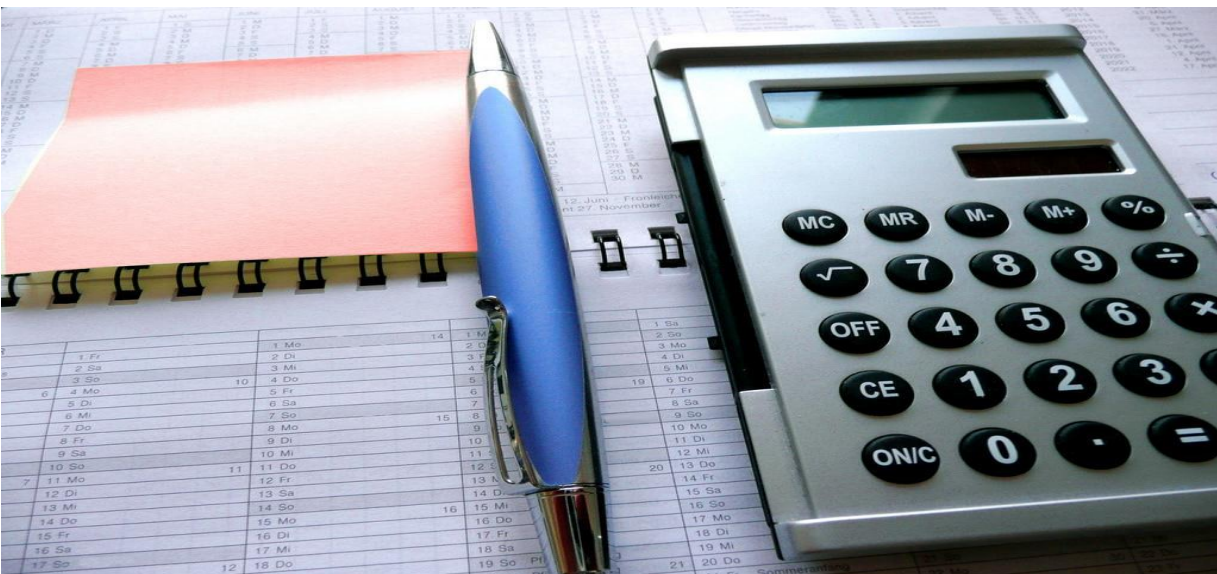
## Identify Your Fundraising Needs & Set Your Fundraising Goal

Before starting to plan a fundraiser, you will first need to assess your Recovery House's financial status. For example, do you have an ongoing deficit either overall or just for specific expense categories? Or is there an unmet expense that is one-time such as a roof repair or an HVAC replacement? Are funds needed to sustain your house's current programs and/or capacity? Are you hoping to expand or are you just getting started and need money to construct/acquire, furnish, and equip your recovery house?

In case you don't already have a written budget, a sample budget format is provided as Appendix 1 to assist you in developing your Recovery House's budget. Some facilities won't have revenue and/or expenses to enter for all the suggested categories, however, any deficit areas that are identified may serve as potential fundraising targets.

Once you've identified areas where you are short on cash, realistically assess the amount of funding that is needed to resolve the deficit. When calculating your fundraising need, include all associated direct and indirect costs for each line item for which you plan to seek fundraising support.

Determine whether you will be seeking funding that is one time (such as pre-development capital for startup or expansion, critical gap funding, matching capital, etc.) or will you need support on an ongoing basis (i.e., monthly, or annually) for operational gaps? Based on your assessment, set your preliminary fundraising goal (which may be adjusted based on your available resources and the type of fundraiser that you decide on). Keep in mind that as with any goal, the objectives associated with your fundraising goal should be "SMART" (specific, measurable, achievable, realistic, and time-bound).



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# Evaluate Your Fundraising Capacity

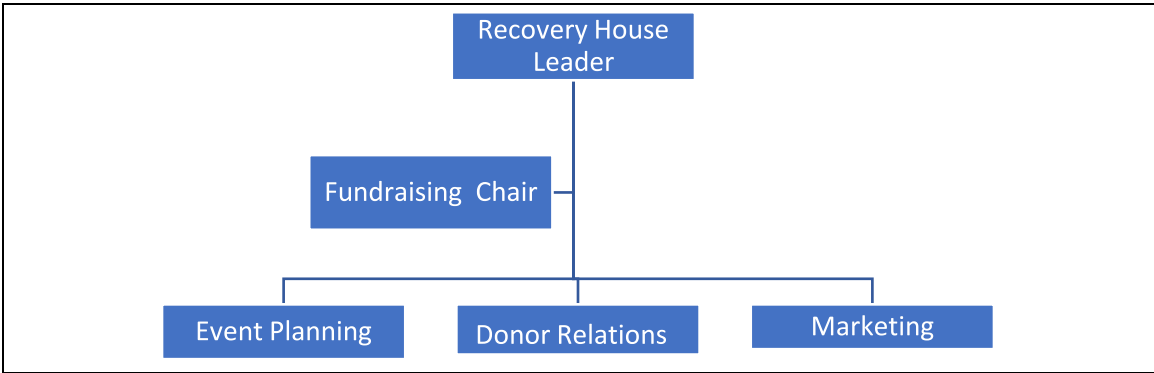
## a. Review Your Fundraising Expertise

As you may be aware, fundraising has evolved into a specific profession with membership associations, large conferences, and well-trained, and sometimes highly paid, solicitors. However, this does not mean that grassroots fundraising efforts are not also effective. (An example of a successful small-scale “grassroots” fundraiser is provided on page 5.)

Before selecting what type of fundraising effort that your Recovery House will pursue, first evaluate the resources and skills that are available to support your work.

- Do you have staff, volunteers, or board members with experience in fundraising? This is especially important if you are considering a large scale special event or are exploring planned giving/estate gifts. If your team members lack experience, do they have a commitment to helping you raise funds or can you pay or recruit someone with fundraising experience who will donate their skills to your effort?
- Assess who will serve on your fundraising team (and name a chair but keep in mind that a single person cannot effectively conduct a fundraiser). Consider whether these members are willing to commit the time necessary to perform the duties that they will be assigned (writing, events, social media, donor/public relations, marketing, etc.). Do they have the poise and commitment to invite (ask) others to contribute money to support your work that changes lives? Determine if there are groups of people who can be called upon to expand your fundraising workforce. Examples include church groups, civic clubs, fraternities/sororities, etc.

### Sample Fundraising Team Structure



- Don’t forget to provide training for your fundraising team. It is likely that most of your staff, board members, and volunteers will have little experience in fundraising including identifying, prospecting, and cultivating donors. If you don’t have the skills to provide this training, look to larger nonprofits, universities/colleges, civic clubs, or fundraising/nonprofit associations for training assistance.

## b. Decide on What Type of Fundraiser You Are Going to Have

A multitude of fundraisers can be used by nonprofit organizations to raise money to support their causes. There are pros and cons to all types of fundraisers. The kind that you choose should be attainable based on your need, the capabilities of your fundraising team, your ability to fund expenses associated with the fundraiser (see *Section c: Developing a Fundraising Budget*), and most importantly, whether you have a donor base that will support your efforts. As the primary purpose of fundraisers are to raise money (with a secondary purpose to “friend raise”), return on investment – regardless of the type of investment (cash, staff/volunteer time, in-kind contributions, etc.) must be considered.

In the Introduction to this workbook, you read about a large scale capital fundraiser “direct ask” coupled with a gala, and a small scale direct mail annual appeal. Although both were successful, the events required vastly different investments of time and other resources. The large scale event raised four times that of the smaller scale effort, however it was significantly more labor intensive requiring the involvement of recognizable spokespersons (including a former governor) and far greater investments of financial and manpower resources. The smaller scale event, repeated for decades by a small number of board members, benefited from myriad relationships that offset expenses and provided revenue. Over its forty years, the smaller event raised fourfold that of the one-time larger event.

While the purpose of the previous paragraph was to attempt to demonstrate that different types of fundraisers (in these examples, direct ask, gala, and direct mail) work better for some organizations than others, there are many other options that might work even better for your organization. Some examples are provided below along with a brief discussion of the pros and cons of each.

Type of Fundraiser	Pros	Cons
Direct Mail (See Appendix 6: Sample Appeal Letter & Appendix 7: Sample Former Resident Solicitation)	May appeal to older or established donors; gives you a chance to provide detailed information about your recovery house	Cost of printing and postage; Risk that donors won't read your appeal
Online Solicitation (donation tab on your website, Facebook link, or other online donation platform such as donorbox.org).	Reaches a wide audience and may have a low cost if limited to your website and Facebook page	Donor fatigue from too many requests; fees associated with online donation platform
Telephone Solicitation	Can be effective; effective way of staying in touch with donors	Labor intensive; many people no longer have easy to obtain “land-line” numbers; all pledges don't get paid

Type of Fundraiser	Pros	Cons
Special Events (5k, gala, golf scramble, silent auction, etc.)	Opportunity for recovery house personnel and residents to personally interact with donors; increases the visibility of your recovery house	Labor intensive; can be expensive; can be influenced by factors out of your control (for example, weather); could spend more money than you make
Crowdfunding	Focus on many small donors to collectively help you achieve a modest fundraising goal	Can be labor intensive; fees have to be paid to the crowdfunding site; donor fatigue with number of crowdfunding appeals
Sponsorships	Larger gifts; opportunity to build ongoing partnerships	Competitive; can come with restrictions; can be labor intensive to develop and maintain relationship with sponsorship decision maker

Another form of fundraising involves “games of chance” which can include bingo, raffles or “casino nights”. Although these types of fundraisers can be profitable, often with little financial investment if prizes are donated, they can have associated complications that significantly reduces their appeal. Among these are potential public disdain for “gambling” (which is especially a concern for a recovery house because of gambling addiction) and labor intensity commonly associated with charitable gaming efforts (for example, selling raffle tickets or working bingo games). Of particular concern is that many states have enacted Charitable Gaming Laws that require nonprofits to register and secure charitable gaming licenses from the State’s Division of Charitable Gaming.



Each state’s laws regarding Charitable Gaming are unique to that state. Some states, for example, exempt bingo and raffles while others do not. Charitable Gaming laws can restrict the autonomy of the organization that is holding the event through such actions as governing where gaming supplies are purchased, requiring reports, and even charging fees or imposing fines for late or erroneous reports.

### c. Develop a Fundraising Budget

Few fundraisers can be conducted without incurring some level of expense. Expenses commonly include mailings, event costs, and compensation of employees involved in fundraising activities. Depending on the nature of the fundraiser there may be a variety of other costs. As discussed above, examples of fundraisers include direct mail, events (5ks, golf scrambles, galas), online fundraising, annual giving appeals, capital campaigns, charitable gaming, and others. All have associated expenses.

The proportion of fundraising expenses to total expenses may be considered by donors to determine whether their contribution will go to fundraising costs rather than to meeting the organization's mission. In ideal situations fundraising costs are covered by donated services and sponsorship contributions, however expenses are likely and should be included in your fundraising goal and budget.

Examples of fundraising costs are included on the Sample Fundraising Budget Worksheet (Appendix 2). This sheet is not meant to be all-inclusive and expenses should be tailored to your specific event. You may expect additional expense categories or quickly realize that some of the suggested categories are not relevant to your event.



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## d. Evaluate Your Donor Base

It pays to devote significant effort to defining your potential donor base. This can include individuals, corporations, small businesses, civic clubs, churches, Greek organizations, peers, and others. No matter how great the need for your recovery house and no matter to what degree your services change lives, the majority of people in your community will not be interested in financially contributing to your organization.

Some community members won't support your recovery house because they just don't believe in its purpose, but most likely it's because they already support another charity or maybe they don't make charitable gifts at all! You will never appeal to everyone in the community so target your efforts to the people who are most likely to care about the mission of your recovery house. You could start with friends and family of your staff, board of directors, volunteers, and even those of your residents (with their permission).

As you consider soliciting support from the broader community, target those who are likely to care about the success of your recovery house. Appendix 3: Donor Information Sheet is provided to assist you in collecting demographic information on existing and potential donors. This information can be used to analyze your donors and prospects.

You may ask why would you develop a donor profile for those who already support your recovery house. It's so that you can look for commonalities among your current donors and apply them to prospects (potential donors). For example, what gender/age/education level/professional affiliations are your current donors? Do they work in certain professions, attend the same churches, or participate in similar civic clubs?

Once you pinpoint the commonalities among your donors, you can seek similar prospects in the community. For example, if most of your donors are college educated retired men and women who worked for the local school system, then a potential prospect group could be a retired teachers association. You may even already have a retired teacher among your current donors. If so ask them to directly introduce you to the retirees' association, or if they aren't involved with it, can they introduce you to someone who is?

When approaching a new donor prospect, target your message to their interests. For example, if you are approaching the retired teachers association you could discuss the educational aspirations and achievements of your residents along with any services that you provide or secure for them to improve their educational attainment (for example, GED or literacy programs). If you provide parenting education that focuses on the parents' role in supporting their children's school readiness and/or educational success, you could also include that information in your approach to the retired teacher donor prospect.



## e. Engage Stakeholders

Engaging new and established donors is about building and maintaining relationships. As with all relationships, those between organizations and donors are dependent on *communication, respect, trust, and boundaries*. Donor relations must be practiced as a priority throughout the year – not just during fundraising events. It isn't difficult or overly time consuming to create a culture that honors your donors by allowing them to become "a part" of your organization.

In larger organizations, a full-time position may be exclusively focused on donor relations. Since your Recovery House probably doesn't have such a staff member here are some ideas for how you can practice donor retention with limited personnel (or volunteers).

Whenever possible have face to face contact with your donors.

- Invite them to stop by the Recovery House for coffee or lunch with your residents
- Offer them a tour if they haven't visited before or if you have made changes since their last visit
- Give them an opportunity to chat with your residents; or show them a video of a resident telling their recovery story (and mentioning how the house helped them)
- See if the donor wants to bring a friend with them to visit your Recovery House
- Don't ask for a donation while they are visiting – remember they are your guests!

As with all people, donors have a need for esteem and belonging. You can support these feelings through individualized communications with them.

- Maintain contact through personal notes and emails. Update your donors on what has happened at your center since you last communicated with them. Include pictures!
- Avoid mass emails where the donor can see that the message went to numerous recipients. Address each message by name.
- Notes seem more personal when they are handwritten. Don't be surprised if you run into a donor that you haven't seen for some time and they mention the nice note that you wrote and sent to them!
- Consider sending out a newsletter (annually or more often) highlighting the Recovery House's accomplishments and, with their permission, showcasing a resident who has made progress in their recovery.

- Newsletters can be sent either electronically or printed and mailed. Although requiring more time and expense, a mailed newsletter has the advantage of not being as easy to delete without reading, and can include a “house wish list” and a donation card.
- Newsletters are also a great way to acknowledge donors!

Show appreciation to your donors.

- Timely acknowledge all donations made (whether cash or in-kind) as well as time spent visiting the Recovery House or volunteering at your events. See Appendix 4: Sample Thank you Letter; and Appendix 5: Sample Charitable Donation Receipt.
- If possible, try to acknowledge the donor within two to three days.
- In addition to individualizing thank you notes by using the person’s name and specifically stating why you are thanking them (donation, visit, volunteering, etc.), don’t forget to include any documentation they may need for tax purposes. (See Appendix 5: Sample Charitable Donation Receipt.)
- With their permission, recognize donors on your website, social media, and through newsletters. Be sure that all donors are included in such recognitions (unless they specify that they don’t want recognition) so that you don’t unintentionally hurt feelings or alienate a donor who was overlooked.
- Acknowledge and show appreciation to your donors throughout the year by inviting



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them to “non-ask” events. These can be simple such as a hotdog cookout at your Recovery House or a Christmas tree or cookie decorating party. They can also help plant flowers, trim shrubs, or do craft projects with the residents’ children. These are all ways for your donors to become more invested in your work.

## Appendix 1: Sample Budget Format

<b>Organization Name:</b>				
<b>Fiscal Year Period:</b>				
	<b>Current Org. Budget</b>	<b>Current YTD Actuals</b>	<b>Previous FY Budget</b>	<b>Previous FY Actuals</b>
<b>Revenue</b>				
Government grants & contracts				
Foundations				
Corporations				
Religious institutions				
United Way, combined federal & other federated campaigns				
Individual contributions				
Fundraising events & products				
Membership and program income				
Other				
<b>Total cash revenue</b>				
<b>Total in-kind revenue</b>				
<b>Total Revenue</b>				
<b>Expenses</b>				
Staff salary and wages				
Insurance				
Fringe benefits & payroll taxes				
Sub-grants to partner orgs				
Consultant and professional fees				
Travel and meetings				
Equipment				
Supplies				
Staff development				
Printing & copying				
IT/telephone				
Postage & delivery				
Fundraising fees				
Other				
<b>Total cash expenses</b>				
<b>Total in-kind expenses</b>				
<b>Total Expenses</b>				

## Appendix 2: Sample Fundraising Budget

<b>Expense</b>	<b>Quantity/Unit</b>	<b>Cost per Unit</b>	<b>Total Cost</b>	<b>Notes</b>
Personnel				
Fringe Benefits				
Insurance				
Consultants				
Compensation				
Travel/Per diem				
Travel and meeting expense				
Speaker fees/honoraria				
Equipment				
Supplies				
Other				
Printing				
Copying				
Telephone				
Internet				
Postage				
Venue Rental				
Prizes/Favors				
Permits				
Food				
Online donation platform fees				
<i>Total Expense</i>				
<b>Revenue</b>				
Sponsorship				
Contributions				
Other Proceeds				
<i>Total Revenue</i>				
<b>Projected Fund Raising Total</b> (Revenue minus Expenses)				

## Appendix 3: Sample Donor Information Sheet

### DONOR INFORMATION

Donor Name: \_\_\_\_\_

Type of Donor (Individual, Corporation, Group, Church, etc.) \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ (Mobile/Home) \_\_\_\_\_ (Work)

Email: \_\_\_\_\_ Other social media: \_\_\_\_\_

#### FOR GROUPS/BUSINESSES:

Primary Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

Charitable Contributions Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

Marketing/Advertising Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

President/CEO: \_\_\_\_\_ Telephone: \_\_\_\_\_

Minister: \_\_\_\_\_ Telephone: \_\_\_\_\_

#### Detailed Individual Donor Information:

Preferred Name: \_\_\_\_\_

Age: \_\_\_\_\_ Gender: \_\_\_\_\_ Ethnicity/Race: \_\_\_\_\_

Occupation: \_\_\_\_\_

Spouse's Name: \_\_\_\_\_

Spouse's Occupation: \_\_\_\_\_

Donor's Educational Level: \_\_\_\_\_

Club/Association/Church Membership: \_\_\_\_\_

Board of Directors Involvement (other organizations): \_\_\_\_\_

Political Involvement: \_\_\_\_\_

Church Involvement: \_\_\_\_\_

General Interests: \_\_\_\_\_

Other philanthropic interests: \_\_\_\_\_



## Appendix 4: Sample Thank You Letter

Dear [insert name of donor],

Every day we all strive to make a difference in the world. Nelson Mandela worked throughout his life to effect change and help others. He shared his view by saying, “What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead.” You have made a significant difference through your support of the [insert name of Recovery House].

Thank you so very much for your caring donation of \$[insert amount of gift]. Your gift helps to provide for the needs of our residents as they work toward long term recovery. Most importantly, your gift is a kind wish of hope and belief in recovery for each resident.

We are sincerely grateful for your friendship and assistance that enables our residents to rebuild their lives, as they battle substance use disorder. Thank you for being a shining example of helping others.

Best Wishes,

[insert name/title of sender]

*Your contribution was not in exchange for services or goods, and it meets all IRS criteria for a charitable donation.*

## Appendix 5: Sample Charitable Donation Receipt

### [Name of Recovery House]

#### Charitable Donation Receipt

Date of Donation: \_\_\_\_\_

Name of Donor: \_\_\_\_\_

Donor's Address: \_\_\_\_\_

\_\_\_\_\_

Description of Donation: \_\_\_\_\_

Thank you for your generous support of the [Name of Recovery House]. Your support is much appreciated. This receipt serves as an acknowledgement of the donation that is described below. No goods or services were provided to you in exchange for this donation.

Description of Donation:

\_\_\_\_\_ Cash [Insert amount of cash donation]

\_\_\_\_\_ Other items (clothing, household, personal care, furniture, etc.) **Fair market value of donated items is assigned by the donor.**

Description of donated items: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Itemized list of donated items may be attached if provided by donor.*

Received by: \_\_\_\_\_ Title: \_\_\_\_\_

**NOTE TO RECOVERY HOUSE:** Don't use this receipt in lieu of a thank you note. Couple it with a note of gratitude that specifies why the gift was important to your Recovery House.

## Appendix 6: Sample Appeal Letter

[Dear \_\_\_\_\_]

We look around today and see a changing world as we've faced a pandemic, experienced limited availability of the goods and services that we've always relied on and seen increasing costs in everyday items such as food, gasoline, and household supplies. These changes have created financial hardships for our neighbors and have shaken our economy to its core, but rural people are hardy and we take care of one another. Ultimately, we have hope that we will come out of this together and stronger.

Throughout these challenging times, [insert name of Recovery House] has maintained one focus – help our residents stay safe, sober, and healthy. Our house, like many other businesses, is seeing a funding loss. As all of our services (beyond the rent that the residents pay) are provided free of charge, decreased income is a significant problem. Community members have generously supported this critically important program from the beginning, and now we need your help more than ever. With your assistance, we can continue to assist our residents to recover from substance use disorder. The residents living and learning at [insert name of Recovery House] are committed to maintaining their recovery as they develop stability to transition back into the community for a second chance at life. Many of our graduates have chosen to remain in the local area where they are contributing to our community as students, employees, and neighbors. Their possibilities for success are endless!

We need your help to continue to offer these critically needed services in the battle against substance use disorder. Would you please consider assisting [insert name of Recovery House] through a caring gift of your choice or one of the options listed below?

- A \$10 donation to pay for a month of shampoo, deodorant, and hygiene products for one resident.
- A \$35 contribution to pay for the cost of programming and house maintenance for one resident for one day.
- A \$50 gift to cover the cost of programming and house maintenance for one resident for one day along with an AA Big Book (or other recovery materials) for one resident.

Whatever you can contribute will make a difference to [insert name of Recovery House] as we work to continue providing a safe home for people striving to live a sober life. If you would like additional information about [insert name of Recovery House], please call [insert telephone number]. It will be a pleasure to talk with you.

Thank you for considering this request.

Sincerely,

[insert name of sender]

## Appendix 7: Sample Former Resident Solicitation

Dear [name of addressee],

The mission of [name of recovery house] has a different meaning for everyone, but for you, it remains a permanent, loving home where you will always be welcomed by others seeking the very thing you acquired – freedom from substance use disorder. This caring home provided you with an affordable and safe place to live and learn that helped you overcome obstacles on your journey to sobriety.

One of life’s lessons that you learned while at the [name of recovery house] was to pay it forward, to help others seeking recovery. During this difficult economic time, many people are struggling financially, and unfortunately, so is [name of recovery house]. However, we continue to focus on the most important objective of keeping the house operating so others can achieve and maintain their recovery as you did. For this to happen, we need your help. We understand that making a donation is not always possible, especially now, but we would like to ask you if you would consider giving back to help support this life-saving program open? Below is a list of giving options that would make a difference.

- A \$10 donation will pay for a month of shampoo, deodorant, and hygiene products for one resident.
- A \$35 contribution will pay for the cost of our recovery programming and house maintenance for one resident for one day.
- A \$50 gift will cover the cost of recovery programming and house maintenance for one resident for one day along with a Big Book for one resident.

As you think back on your time at [name of recovery house] please remember what helped you the most – food, a safe home, toiletry products, a Big Book, paper, pencils, pens, and dedicated staff to help guide you toward longtime sobriety. As you are now living life-on-life’s terms and maintaining your recovery, we ask that you please join us by giving back to [name of recovery house] to help save another life. If you are unable to make a financial gift, would you please support our residents by becoming a recovery sponsor and/or volunteering at the house? Whatever you can do will make a difference to the residents of the [name of recovery house] and will be greatly appreciated.

Most importantly, please know that we are proud of your perseverance and dedication to your recovery and to helping others obtain the same life. Thank you for letting us be part of your life!

Best Wishes,

Name  
Title

## Appendix 8: Sample Volunteer Media Consent & Release Form

### Volunteer Media Consent & Release

Throughout “XYZ House’s” fundraising efforts and events, volunteers may be photographed and/or recorded along with XYZ House residents and fundraising participants. Photos will be used to promote the XYZ House and its services. Residents and donors may be featured in print and/or social media to increase awareness for XYZ House and volunteers may also appear in some of these photos. This includes brochures, webpage, social media, and other types of media.

I, the undersigned, authorize XYZ House and its representatives permission to print, photograph, and record me for use in audio, video, film, or other media platforms.

I understand that I will receive no monetary compensation for use of photographs, videos, or audio.

I relieve XYZ House its employees, and other representatives from any liabilities, known or unknown, with use of this material. I certify that I have read this Volunteer Media Consent & Release Form and I fully understand its terms and conditions.

#### Agreed and accepted by:

Volunteer Full Name (Please Print): \_\_\_\_\_

Volunteer Signature: \_\_\_\_\_

Date: \_\_\_\_\_

#### Parental Consent, if volunteer is under the age of majority:

I certify that I am the parent or guardian of the individual above, \_\_\_\_\_, a minor under the age of 18 years. I hereby agree to assume legal responsibility of his/her authorizations referred to in this Volunteer Media Consent and Release Form.

Parent/Guardian Name (Please Print): \_\_\_\_\_

Parent/ Guardian  
Signature: \_\_\_\_\_

Date: \_\_\_\_\_

XYZ House, Inc.

Address  
Telephone  
Email



## Appendix 9: Sample Media Consent Procedure for Recovery House Residents

1. [Enter house name here] requires that any individuals (staff members, volunteers, or residents) appearing in print, video, or audio materials participate voluntarily. At no time should an individual be coerced into providing public statements of gratitude.
2. [Enter house name here] will require written signed consent from residents prior to them participating in a media release or event. These volunteer consent statements will be placed in their house records.
3. The time and length allowed for resident interviews will be discussed in advance with the resident and will be mutually decided between the House Manager (or their designee) and the resident being interviewed.
4. All media coverage solicitation must be approved by the House Manager. Advance notice should be given to the House Manager when an employee is to be interviewed by the media. If advance notice is not possible because the media attends a function and approach a RH staff member there, the staff members are reminded that they are representing the RH and the people it serves and therefore should be very careful in making statements that could be misunderstood or misconstrued. Avoid speculating publicly about what is not known and remember that every comment is “on the record.”
5. Under no circumstance shall information be released that is detrimental to another resident.

## For Additional Recovery Housing Technical Assistance

Contact the Fletcher Group, Inc.

Staffed by financial, technical, business, and treatment experts, the Fletcher Group provides organizations, communities, counties, and states with unrivaled Technical Assistance. Our experience in building innovative Recovery Ecosystems can dramatically enhance your organization's effectiveness by improving collaboration, developing new partnerships, and blending otherwise fragmented funds and resources.

[www.fletchergroup.org/ta/](http://www.fletchergroup.org/ta/)

Telephone: (606) 657-4662

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