

Recovery Communities of New Mexico



# 2025 Recovery Month Toolkit

May 2025

[RCoNM.org](http://RCoNM.org)



**RECOVERY IS FOR EVERYONE:**  
Every **Person**, Every **Family**, Every **Community**



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# **How to Use This Toolkit**

Welcome, we're delighted you're here! This toolkit is in development and designed by Recovery Communities of New Mexico (RCoNM) to help recovery celebration organizers, advocates, and volunteers navigate the ins and outs of holding a September recovery month celebration. It is intended to be concise and tailored to the needs of New Mexico communities.

The toolkit is based on RCoNM's 10+ years of experience organizing and promoting recovery month celebrations throughout New Mexico. We've included examples of the many documents and items necessary to organize, promote, conduct, and complete a successful recovery celebration.

This information is provided for you to use in celebrating recovery. Please feel free to adapt any of these materials to support your area's local needs. Together, we can make a difference in the lives of those in or seeking recovery from mental and substance use disorders.

We are stronger TOGETHER, New Mexico!

Elise Padilla

Tom Starke

NM Peer Coalition &  
Recovery Communities of New Mexico



# Preparation

When planning a recovery month celebration, there are some important deadlines to keep in mind to ensure your community is adequately prepared and funded to host a recovery event.

These deadlines apply solely to communities that apply for and receive Recovery Communities of New Mexico (RCoNM) grant funding. If you are not on the RCoNM distribution list and would like to be added, please visit [RCoNM.org](https://www.rcnmm.org) and fill out the contact form.

## Important Deadlines

- **April 25th:** RCoNM recovery month organizing meetings begin
- **First week of June:** Recovery event grant applications open
- **Last week of June:** Recovery event grant applications close
- **First week of July:** Award Recipients are notified
- **August 1st:** All event flyers submitted to RCoNM
- **August 9th:** Register your event on [Faces and Voice of Recovery website](https://www.facesandvoiceofrecovery.org) & with other organizations
- **August 16th:** Notify statewide exhibitors who are participating in your event
- **October 31st:** Final Recovery event grant reports due to RCoNM

**Note:** These general deadlines are subject to change. When submitting documentation to RCoNM, please email documents to Elise Padilla at [elise@nmpeercoalition.org](mailto:elise@nmpeercoalition.org).

## Funding

Funding is a significant aspect of holding an event. Organizers need to ensure that there is an adequate amount of funding available to plan and execute a recovery celebration in their area. Funding sources are often utilized to support event entertainment, activities, games, gifts, T-shirts, marketing, flyers, food, artist, and more, making it a critical part of any celebration.

Each May, with support from the Behavioral Health Services Division – Recovery Communities of New Mexico coordinates several \$2,000 mini-grants to assist communities holding New Mexico's recovery month celebrations. To be eligible for a mini-grant, community organizers must submit a completed grant proposal by the deadline, which is generally toward the end of May. Grant proposals should be concise and contain the required components.

**Grant applications will open the first week of June and close during the last week of the month.**

Below is an example of the 2023 Recovery Event Grant Proposal Application.



5/8/2023

New Mexico Recovery Advocates - Funding opportunity for communities seeking grants in support of their September 2023 Recovery Celebrations.

Grant Proposal Instructions for 2023 Community Recovery Celebrations:

Proposing organizations are to email a brief letter proposal to Recovery Communities of New Mexico (RCoNM) by May 26<sup>th</sup>. Please email proposals to both Tom Starke at [TomStarke@comcast.net](mailto:TomStarke@comcast.net) and Lauren Levis at [Levis440@gmail.com](mailto:Levis440@gmail.com).

A total of \$40,000 of funds are available. Small communities are encouraged to apply for \$2,000 grants while larger communities can apply for \$3,000 or \$5,000 grants.

Grant applications will open on May 8<sup>th</sup> and close on May 26<sup>th</sup>. Grant recipients will be notified of awards by June 6<sup>th</sup>. Funds will be available shortly after July 1<sup>st</sup> in the form of a check.

Letter proposals should include:

- Proposing organization's name, address, phone number, email, and webpage. Preferable, this is a 501 (c)(3) nonprofit or a local government agency.
- Celebration point of contact - name, phone number, and email.
- A brief description of the proposed celebration, including - date, time, address/location of event, activities, and food, if offered.
- Level of funding requested.

Grant-receiving organizations are encouraged to submit an event flyer by July 15th, 2023.

Receiving organizations are required to submit an expense report along with a final event report, including photos of the event, to RCoNM via email.

Grants are made possible through funding from the State's Behavioral Health Services Division and the Office of Peer Recovery and Engagement.

Please contact Tom Starke (505-412-0860, [tomstarke@comcast.net](mailto:tomstarke@comcast.net)) or Lauren Levis 505-795-0122, [Levis440@gmail.com](mailto:Levis440@gmail.com)) with questions.

We look forward to many fantastic recovery celebrations throughout New Mexico this September.

Thank you for your service!

Sincerely,

Lauren Levis & Tom Starke, RCoNM Chairs

## Donations & Sponsorships

For most communities, RCoNM mini-grants only cover a portion of festivity expenses, so it is important to search for other methods of funding. Requesting and receiving donations or sponsorships from local businesses, local government, and charitable organizations within your area will help acquire more money for your event.

Requesting in-kind donations is an excellent tactic for gathering support for your recovery event; most local agencies are happy to support a worthy cause.

In-kind donations are non-monetary contributions to organizations or events, such as goods, services, or expertise. Common in-kind donations include venue or site donation, law enforcement support, volunteer efforts, equipment, gift cards, and flyers. Once you have your event date planned, it's a good idea to begin reaching out to local organizations and businesses to request in-kind donations and sponsorships for your recovery celebrations.

Involving local community businesses and agencies in planning and executing your recovery event can build relationships and lead to improved community event outcomes.

## Budget

Budgeting event funds appropriately is an essential component of holding a successful recovery celebration. Creating a budget will allow you to plan your expenses and ensure the event stays within an appropriate financial range.

Keep in mind that it is possible your budget may change as planning evolves and you move closer to your event date. Be prepared for miscellaneous expenses and any last minute necessities.

Below are two sample budgets for your reference.

### Recovery Celebration Sample Budget One

Music set up & DJ	\$250
T-Shirts	\$400
Eight \$50 gift cards for prize giveaways	\$400
Graphic artist for flyers & promotional materials	\$300
Photographer for 4 hours	\$150
Table & Chair Rentals	\$350

Miscellaneous items- Paper plates, cups, plastic silverware, etc.	\$150
<b>Total</b>	<b>\$2,000</b>

### Recovery Event Sample Budget Two

Rental Equipment - 6' Tables, 20' x 20' tent	\$500
Catering	\$600
Marketing/Advertising: Newspaper PSA, Social media ads, & Printed materials	\$800
Bottled waters	\$100
<b>Total</b>	<b>\$2,000</b>

## Logos

### National Recovery Month Logos

The official color of September National Recovery Month is purple, but other colors may be used in celebrations. The theme of Recovery Month generally changes each year, but the permanent tagline is "**Every Person, Every Family, Every Community.**" The tagline emphasizes that recovery is possible for everyone.

Below are the National Recovery Month logos commonly used to promote Recovery Month. All these logos and more are available for your use and FREE to download from the Faces and Voices of Recovery website at [FacesandVoicesofRecovery.org](https://FacesandVoicesofRecovery.org).

Logos are available in both Spanish and English.



## **Local Recovery Month Logos**

You are welcome to design your own logo to represent your recovery event. Below are examples of logos created by Santa Fe Rally4Recovery.



Rally4Recovery Santa Fe designed unique logos in several sizes according to where and how they were to be used. Some logos are for use online, and others are for banners or print.

Including a unique logo along with the National Recovery Month logos on your promotional items can help create Recovery Brand recognition within your community, which will support your events for years to come.

## **Recovery Communities of New Mexico Logo**

To help support New Mexico's recovery initiative, you are encouraged, but not required to utilize the RCoNM logo on recovery month flyers, T-shirts, and other promotional items when possible. The logo can be copied from below or found on the Recovery Communities of New Mexico website at [RCoNM.org](https://RCoNM.org)



## T Shirts

T-Shirts are a terrific method for gaining support and marketing your recovery event. T-shirts show solidarity and unity within the recovery community and are fun for the wearer. You may decide to design T-shirts prior to your event and offer them up for purchase to community members as a fundraising mechanism or create T-shirts and pass them out for free during the recovery celebration. Some communities utilize T-shirts for volunteers who assist with the celebration. Whatever you choose, T-shirts are a powerful tool for advertising recovery.

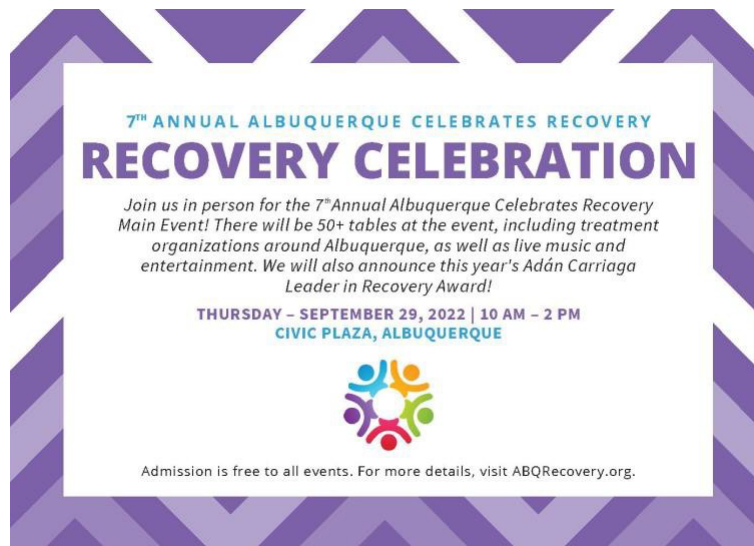
Below is an example of the T-shirts created for the 2023 Rally4Recovery events.



## Save the Date Cards

Whether digital or in print, Save the Date cards are an excellent method of promotion for your event. Creating Save the Date cards at least one to two months prior to your event will help ensure that your community is aware your event is taking place and increase attendance. Save the Date cards may also help your event collect more volunteers and community support in general. RCoNM recommends creating Save the Date cards two months in advance to ensure there is ample time for event information to reach the public.

Below is an example of a digital Save the Date Card created by Albuquerque Celebrates Recovery.



## **Announcements**

Announcing your event to the public is key for increasing awareness and alerting the community that a recovery event is taking place. Announcements not only help promote your event, but they also help raise awareness surrounding New Mexico's growing recovery movement.

RCoNM recommends announcing your event through multiple channels, including email blasts among your networks, through social media outlets, on websites, and in publications. Event organizers are encouraged to place advertisements in local newspapers, community newsletters, on local radio stations, websites, and community calendars. Public service announcements will go a long way in helping your event gain recognition and attendees, while also promoting recovery throughout the state.

Below are examples of public announcements utilized by Recovery Santa Fe.

### **KSFR Radio Public Service Announcement Example**

Recovery Santa Fe and the Friendship Club are hosting a celebration of those who have succeeded in overcoming addictions to alcohol and drugs. Join us, from eleven a.m. to two p.m. Sunday, September 25th, at the Friendship Club, 1316 Apache Avenue in Santa Fe, for this free event. Join your community in celebrating the good life! Food, fun, an Art Show and more information about how to find freedom from addictions. Sunday, September 25th, at the Friendship Club.



## Menu/Food Announcement Example

Greetings, Friends of Recovery Santa Fe. Look what's on the menu for our September 25<sup>th</sup> Recovery Celebration!

### 3rd Annual

### Recovery Santa Fe Celebration

9/25/16

#### The Menu by Peas' N Pod Catering

#### Buffet Picnic Turkey Sloppy Joes

Organic Ground Turkey with Onions and Peppers in a Spicy Tomato Sauce on a Soft Bun

#### Mushroom Joes

Chopped Portobello Mushrooms with Onions and Peppers in a Spicy Tomato Sauce on a Soft Bun (Vegetarian and Vegan)

#### Beef Hot Dogs

Ketchup, Mustard, Relish

#### Summer Pasta Salad

Al Dente Pasta Tossed with Colorful Vegetables in an Herb Dressing

#### Cole Slaw

Apple Cider Vinaigrette

#### Cookies and Brownies

## Art Show Announcement Example

### RECOVERY SANTA FE! SECOND ANNUAL ART SHOW

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When: Sunday, September 20th, 2015, from 1 p.m. – 4:30 p.m.

Where: The new Friendship Club located at 1316 Apache, Santa Fe NM

What: An "Artists in Recovery" art show featuring over 35 local artists – Items will be for sale!



Why: **WE ARE CELEBRATING RECOVERY IN SANTA FE NEW MEXICO**

This exciting event is being held in conjunction with the 2<sup>nd</sup> Annual Recovery Celebration in Santa Fe New Mexico. Please come and join us to celebrate, recognize and honor Santa Fe individuals in recovery and our families and friends. There will be exhibitors and free food! It is guaranteed to be a lot of fun! The event is free to the public. Set up begins at 11:00 A.M. for artists wishing to participate in the show. You will receive the proceeds of what you sell. You are responsible for bringing and setting up your artwork. (Please limit to 3-4 pieces as many artists will be participating). If your work is small, like jewelry, etc., of course you can bring more. Please call Mary S. at 505-930-1024 with questions regarding this. Some tables and hanging hardware will be available, but if you have stands, easels, small tables, etc., please bring that with you for your display. It will make setting up much easier. Most of all, please invite other interested artists and bring yourself, your family, and friends. Attached is a sign-up sheet for this event. **Please complete attached application and return to me by Monday, September 14th, 2015, to assure yourself a spot.** It is filling up quickly. You can email the completed form.



## New Mexico Recovery Month Proclamation

Each year, the Behavioral Health Services Division (BHSD) drafts a statewide Recovery Month Proclamation as an observance document that reinforces the positive message that behavioral health is essential to overall health, prevention works, treatment is effective, and people can and do recover. The New Mexico Recovery Month Proclamation is signed by the Governor and shared far and wide.

Some communities choose to read the statewide Recovery Month Proclamation or a local/mayoral recovery month proclamation during their recovery event while other share the Proclamation when promoting an event. RCoNM encourages you to share a Recovery Month Proclamation within your community during National Recovery Month each September.

Below is a copy of the 2023 New Mexico Recovery Month Proclamation. The most current document can be found at [RCoNM.org](https://www.recoverycommunities.org/).



## Local Recovery Month Proclamations

Issuing a proclamation on behalf of your city, county, town, or tribal community is a way to raise public awareness surrounding National Recovery Month. A proclamation is an official announcement that publicly recognizes an initiative or observance. Proclamations are typically signed and issued by federal officials, governors, state legislators, mayors, or other government officials at the local level. Issuing a proclamation designating September as National Recovery Month can help draw attention to recovery and the events and activities held in your region in honor of this observance.

Some communities choose to draft a local or Mayoral Recovery Month Proclamation.

Below is an example of a 2023 Recovery Month Proclamation created by Eddy County.

*The House of Representatives  
of the  
State of New Mexico  
in Recognition of  
National Recovery Month*

**WHEREAS**, mental health and substance use disorders affect all communities nationwide, but with commitment and support, those impacted can embark on a journey of improved health and overall wellness; and

**WHEREAS**, the focus of *Recovery Month* each September is to celebrate all people who make the journey of recovery possible by embracing the tagline, “*Recovery is For Everyone: Every Person, Every Family, Every Community.*”; and

**WHEREAS**, *Recovery Month* spreads the message that people can and do recover every day and gives our community the opportunity to come together to share resources and to support those in recovery, their family members and all those affected by the impact of mental health and substance use disorders; and

**WHEREAS**, the impact of mental health and substance use disorders is apparent in Eddy County, and ALL Eddy county residents are affected by these conditions; and

**WHEREAS**, through *Recovery Month*, people become more aware of and able to recognize the signs of mental health and substance use disorders and can therefore encourage people in need of recovery services to seek help; and

**WHEREAS**, managing the effects of these conditions helps individuals achieve healthy lifestyles, both physically and emotionally, and encourages individuals to “Live Their Best Life!”; and

**WHEREAS**, Eddy County *Recovery Month* observance continues to work to improve the lives of those affected by mental health and substance use disorders by raising awareness and educating Eddy County residents about the effective services that are available;

**NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE STATE OF NEW MEXICO** that the month of September be recognized as *Recovery Month* in Eddy County; and

**BE IT FURTHER RESOLVED** that the community of Eddy County observe this month with compelling programs, resources, and events that support this and all future *Recovery Month* observances.

  
JAVIER MARTÍNEZ, SPEAKER OF THE HOUSE

  
LISA M. ORTIZ MCCUTCHEON, CHIEF CLERK

REPRESENTATIVE CATHRYNN N. BROWN

## **Recovery Month Proclamation Template**

The template below can be used to draft a Recovery Month Proclamation for your area. Feel free to tailor the wording to suit your area's needs.

### **Recovery Month Proclamation (insert City or County)**

**WHEREAS**, mental health and substance use disorders affect all communities nationwide, but with commitment and support, those impacted can embark on a journey of improved health and overall wellness; and

**WHEREAS**, the focus of Recovery Month each September is to celebrate all people who make the journey of recovery possible by embracing the tagline, "Recovery is For Everyone: Every Person, Every Family, Every Community."; and

**WHEREAS**, Recovery Month spreads the message that people can and do recover every day and gives our community the opportunity to come together to share resources and to support those in recovery, their family members and all those affected by the impact of mental health and substance use disorders; and

**WHEREAS**, the impact of mental health and substance use disorders is apparent in (insert City or County) County, and ALL (insert City or County) residents are affected by these conditions; and

**WHEREAS**, through Recovery Month, people become more aware of and able to recognize the signs of mental health and substance use disorders and can therefore encourage people in need of recovery services to seek help; and

**WHEREAS**, managing the effects of these conditions helps individuals achieve healthy lifestyles, both physically and emotionally, and encourages individuals to "Live Their Best Life!"; and

**WHEREAS**, Eddy County Recovery Month observance continues to work to improve the lives of those affected by mental health and substance use disorders by raising awareness and educating (insert City or County) residents about the effective services that are available;

**NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE STATE OF NEW MEXICO** that the month of September be recognized as Recovery Month in (insert City or County); and

**BE IT FURTHER RESOLVED** that the community of (insert City or County) observe this month with compelling programs, resources, and events that support this and all future Recovery Month observances.

(Insert official signatures)

## Exhibitors

Hosting recovery-oriented exhibitors at your celebration is critical to ensuring helpful resources and organizations are reaching community members. Some communities host a handful of exhibitors while larger community events tend to have upwards of 30+ exhibitors. Exhibitors will help to expand the reach and scope of your recovery celebration, while connecting attendees to valuable resources.

### Exhibitor Announcement

Creating a "Request for Exhibitors Participation" announcement several months prior to your event will help your community draw in exhibitors to set up booths and share resources at your event.

Below is a template for creating a Request for Exhibitor Participation Announcement.

### Request for Exhibitor Participation Template Example

Subject Line: REQUEST FOR EXHIBITORS for SEPTEMBER RECOVERY CELEBRATION

Greetings, I am writing to see if your organization is interested in hosting a booth at (insert your recovery event info) on (insert event date, time, and location). The recovery celebration will include free food, games, activities, music, and recovery testimonies. (Insert activities expected at your recovery event and any other pertinent information)

Our recovery celebration would like to host (insert number of exhibitors). Exhibitor spots are available on a first come first serve basis. If you are interested in hosting a booth at (recovery event name), please contact (organizer name, phone number, and email address). **Please confirm as soon as you can.**

As we continue to grow and expand the community's recovery month celebration, we are looking for opportunities to offset our increasing costs. We are suggesting a booth fee donation of \$50 for for-profit businesses and \$25 for non-profits.

If this is outside your realm of possibility, we understand. However, we certainly do appreciate the support. If you are interested in a booth at a discounted rate, please contact us.

If you can fulfill this request, we greatly appreciate your support. If you have any questions, please feel free to email or call at (insert email and phone number).

Thank you! (Insert Organizer's contact info)

*Note: This is an example. Charging a fee for exhibitor booths is optional. Please adjust the example content to suit your community's needs.*

After you have confirmed the exhibitors taking part in your event, it's a good idea to send out instructions on what to expect, and how and where to set up on the event day. Creating exhibitor instructions prior to your event will save time and help things run smoothly on your celebration day.

Below is a template for creating Exhibitor Instructions. Please adjust the content to suit your community's needs.

## **Exhibitor Instructions Template Example**

SUBJECT: (Insert event name) Recovery Celebration Exhibitor Instructions

Greetings (Insert exhibitor/contact person's name),

First and foremost, thank you for your willingness to participate in our recovery month celebration!

The event takes place on Sunday, September 25th, from 11:00 am - 2:00 pm at the Friendship Club at - 1316 Apache Avenue. (Insert your event's day, date, time, location, and address)

We would like you to arrive between 9:30 am and 10:15 am to be sure that we have enough time to get everyone, and everything set up for our Opening Address at 11:00 am. (Insert your event's specifics and arrival time)

There will be volunteers available to help you unload and set up. The "unloading" area will be the Friendship Club driveway; please do not drive into the parking lot. (Insert directions for exhibitors at your location)

Exhibitors for this Recovery Celebration include:

- Adult Children of Alcoholics
- Al anon
- Alcohol Taxes Save Lives and Money
- Alcoholics Anonymous
- Narcotics Anonymous
- National Alliance for Mental Illness
- NM Crisis and Access Line
- Overeaters Anonymous
- Anna Sebastian, Hypnotherapist
- Christus St. Vincent's
- Esperanza Shelter for battered Women
- La Familia Medical Center
- Life Link
- Santa Fe Recovery Center
- Solace Crisis Treatment Center
- St Elizabeth's Shelter / Casa Familia
- Youth Shelters

1st Judicial District Attorney  
Aging and Long-Term Services Department  
Behavioral Health Services Division of the Health Care Authority  
Children, Youth and Families Department  
Department of Health  
DWI Planning Council  
Santa Fe County Corrections  
Blue Cross Blue Shield  
Molina Healthcare  
Presbyterian Healthcare Services / Magellan Health

Please ensure the name of your organization is listed correctly.

Please bring your own table, chairs, and canopy, and be prepared to stay the entire event. We strongly encourage you to bring a canopy to protect your exhibit from possible rain or sun. Ensure your canopy legs are weighted in case we experience high winds. Volunteers will be available to help you take down your booth.

Please contact us if you have any questions or need accommodations for this event.

Thank you!

(Insert Organizer's contact info)

## **Statewide Exhibitors**

The following list contains organizations that commonly support and exhibit at New Mexico's recovery month events. Please consider including some of these organizations at your event.

### **Self-help & Advocacy organizations:**

Alcoholics Anonymous  
Adult Children of Alcoholics  
Al Anon  
Narcotics Anonymous  
New Mexico Crisis and Access Line  
Fire Departments  
Police Departments  
County & City Behavioral Health Providers  
[New Mexico Leaders in Recovery Resource Guide](#)

(This guide lists contact information for numerous recovery agencies within the state, and can be accessed using the following link:

[\(https://www.sharenm.org/library/new-mexico-leaders-in-recovery-guide\)](https://www.sharenm.org/library/new-mexico-leaders-in-recovery-guide)

### **Local & State agencies:**

Aging and Long-Term Services Department (ALTSD)  
Behavioral Health Services Division (BHSD)  
Children, Youth and Families Department (CYFD)  
Department of Health (DOH)  
Office of Peer Recovery and Engagement (OPRE)  
Department of Corrections (DOC)  
Department of Veteran Affairs (DVA)  
988 Outreach Team  
Behavioral Health Planning Council (BHPC) and Sub-Committees  
Local Collaboratives

### **Managed Care Organizations:**

Blue Cross Blue Shield  
United Health Care  
Molina Healthcare  
Presbyterian Healthcare Services / Magellan Health



# Celebrations

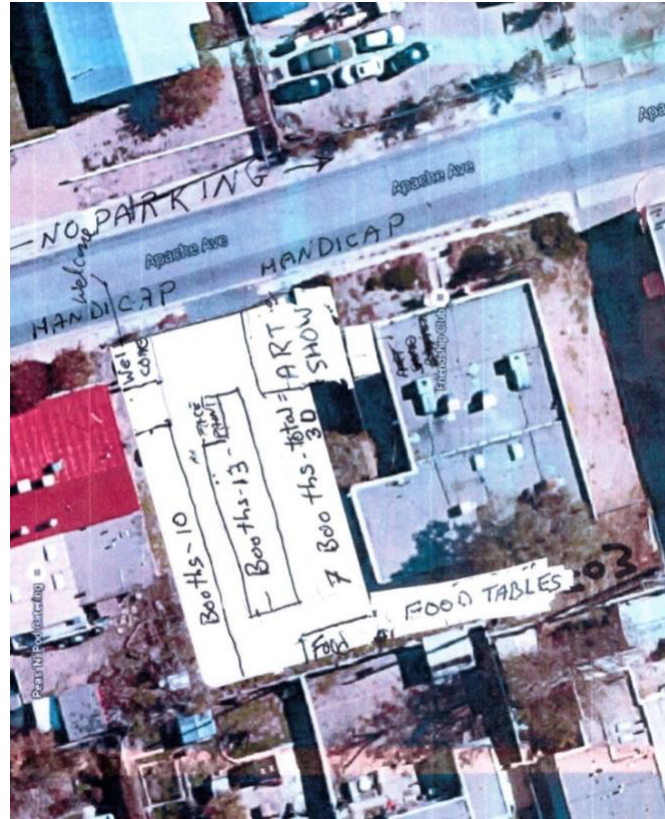
## Site Location & Layout

Choosing an ideal event location is a significant part of creating a recovery-oriented atmosphere and fostering unity. The location of an event can affect the event's attendance, budget, ambiance, and overall success. A centrally located venue or location with ample parking or good public transportation links will attract a larger audience and make it easier for attendees to reach the event. Partnering with other behavioral health nonprofits (e.g. suicide prevention, ending homelessness, mental illness support organizations, etc.) is an excellent method for boosting attendance.

Please ensure that your event location is accessible for people in wheelchairs and those with limited mobility. Promoting an inclusive environment is essential for recovery.

When choosing a site location, you can utilize Goggle Maps to take an arial photograph of the venue or park to ensure you are using the site to its fullest capacity. An ariel view sheds insight on how best to set up and organize event activities and exhibitors.

Below is an example of an ariel view of a site location.





## **Email Campaigns**

Sending out emails about your event is a terrific free method for getting the word out. Email announcements surrounding your recovery celebration can be sent to listservs, shared with other organizations, and within your networks.

Below are some examples of email campaigns.

- Save-the-date request four months prior to the event.
- Send out a celebration announcement two months before the event.
- Announcements highlighting specific features of the celebration, such as face painting for kids, type of food available, information on the venue and/or art show, mentions of some of the exhibitors, etc.
- Announcements of talk show or radio appearances.

## **Social Media**

Social media can be a powerful tool for recovery month because it can spread awareness surrounding recovery, share hope and inspiration, support those who are still struggling, and connect people to recovery celebrations happening in their area.

Whichever platforms you choose to use (e.g. Facebook, Instagram, etc.), RCoNM recommends using social media to post:

- Promotional materials
- Save the date images
- Celebration announcements
- Event flyers
- Highlights of artist or exhibitors expected at the event
- Notice of keynote speakers or officials who plan to attend the event
- Thank you mentions to sponsors and donors
- Prize giveaways and event activities planned (e.g. face painting, dancing, food, etc.)
- Local Recovery Month Proclamations
- Photos and videos of your celebration

RCoNM will post flyers for all New Mexico's recovery events on the [Recovery Communities of New Mexico Facebook](#) and [Instagram](#) pages. Please follow RCoNM on these platforms to stay attuned to events in your area.

## Print Media Advertisements

Print media advertisements are a proven method for marketing events. Print advertisements reach populations who may not engage in social media or use a computer and are an excellent tactic for getting the word out about your recovery event. While it generally costs to list an advertisement in the newspapers, it is likely to pay off by helping your event gain recognition and attract more attendees.

Below are examples of recovery celebration advertisements that were published in the Albuquerque Journal North, Santa Fe New Mexican, and the Santa Fe Reporter.

<b>Celebrate Recovery</b> Sunday, Sept. 25, 11-2 1316 Apache Ave Food, Exhibits, Art Show	<b>Recovery Art Show</b> Sunday, Sept. 25, 11-2 1316 Apache Ave Plus Food, Exhibits
--	--

**Recovery Santa Fe**  
**Celebrate Recovery** with us!  
Sunday, September 25th ♦ 11 am - 2 pm  
Friendship Club, 1316 Apache Ave.  
**FREE!**  
Food by Peas 'N' Pod Catering, Art Show & Exhibits  
Speakers include Mayor Gonzales

## Press Release

Creating a Press Release will help increase the visibility of your event, while reaching a wider more diverse audience, and building credibility. Press Releases can also help generate awareness, establish media relations, create buzz and anticipation, and attract positive media coverage.

Share Press Releases far and wide, including within your networks, on listservs, with supporting organization, and your local mayor/officials.

Below is an example Press Release that was created to promote the 2016 Recovery Santa Fe event.

## **FOR IMMEDIATE RELEASE**

**Contact: Chris Wendel, 505-XXX-XXXX**  
**Santa Fe Celebrates People in Recovery**

Sunday, September 25th, 2016, Santa Fe, New Mexico. September is National Recovery Month. From 11 am – 2 pm on September 25th, Recovery Santa Fe and the Friendship Club will host the second annual Santa Fe Recovery Celebration at the Friendship Club 1316 Apache Ave. in Santa Fe. People in recovery from substance use disorder will join with their family and friends, local treatment providers, and others supporting recovery to celebrate Santa Fe's 10,000-strong recovery community. For too long, our community has focused on the face of addiction. On this day we'll honor those in recovery and acknowledge their contribution to our community.

Mayor Javier Gonzales will read the City's proclamation declaring September 25th Recovery Day in Santa Fe. The Honorable Stephanie Garcia Richard, Member of the New Mexico House of Representatives, will provide the keynote address highlighting how "Santa Fe's strong recovery community is a beacon of hope to those still struggling with drug and alcohol abuse, showing everyone that recovery is possible." The celebration includes a recovery art show displaying paintings, jewelry, furniture, sculpture, and other unique creations. It includes a community meal provided by Peas N Pod Catering with City Counselor Sig Lindell as one of the servers. There will be a clown and face painting. Thirty exhibitors will share information about their recovery services including Christus St. Vincent Medical Center, PMS Community Guidance Center, The Life Link, the Santa Fe Recovery Center, the State Behavioral Health Services Division, the State Department of Health, mutual aid 12-step groups, the New Mexico Crisis and Access Line, and many others.

There are over 10,000 Santa Feans in recovery and about the same number still struggling with active substance use disease. Chris Wendel, Recovery Santa Fe co-organizer explains that "We need to bring forth the Face of Recovery instead of the face of addiction; we organize public recovery celebrations because our nation has stigmatized addiction disease to the point that too many people don't even realize that recovery is possible ". The organization's goal is for everyone to understand that addiction is a treatable disease. Turning back the addiction epidemic requires a whole-community effort that includes embracing, supporting and celebrating people in recovery. Our community must end the stigma and discrimination that make the disease worsen.

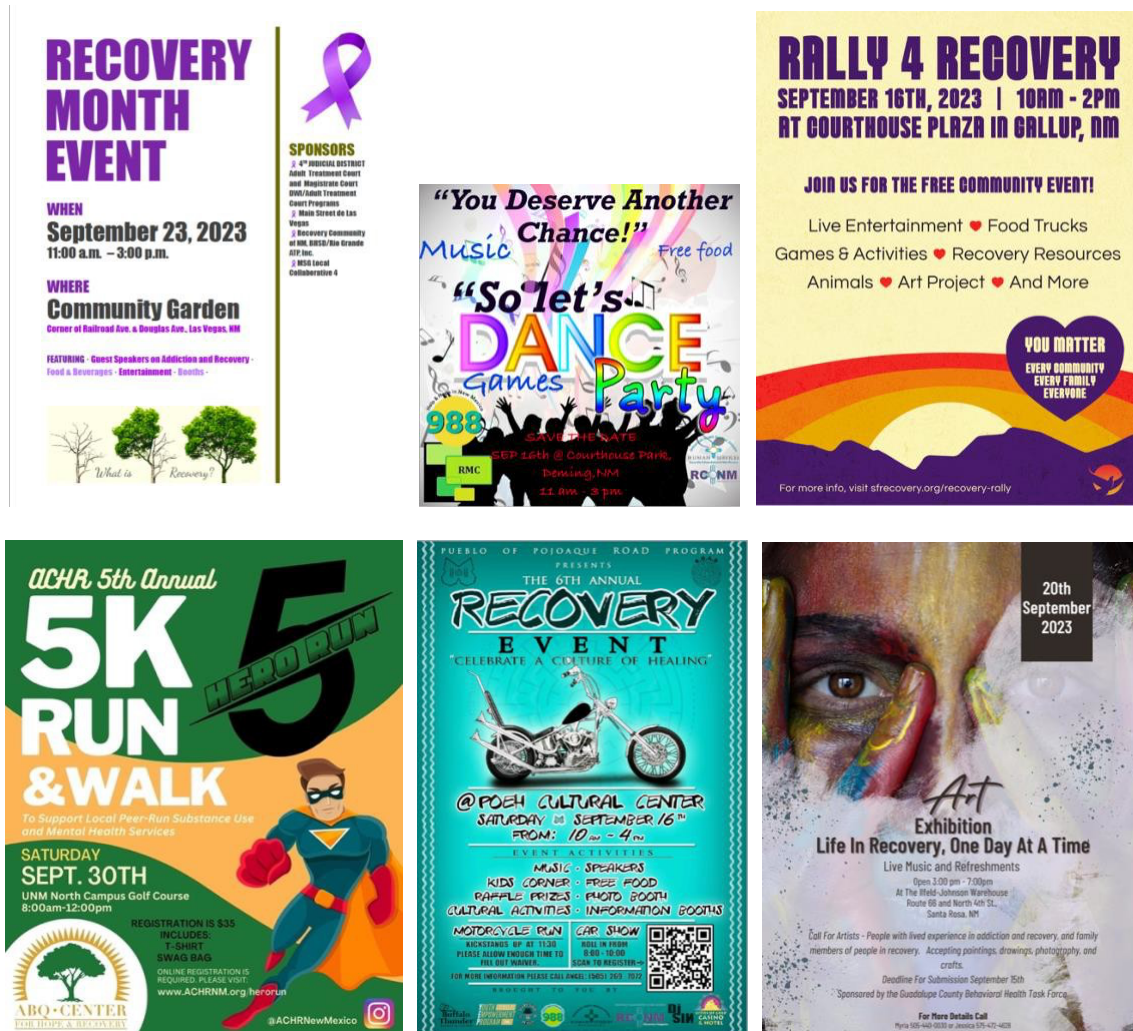
This even supported by the New Mexico HSD/BHSD Office of Peer Recovery and Engagement and the Con Alma Health Foundation.

## **Flyers**

Creating a flyer containing the time, date, location, address, theme, and activities offered at your event is an essential step in marketing your celebration to the public and others in recovery. Flyers can be distributed via social media posts and emails, displayed on bulletin boards, shared with media outlets, and circulated throughout public areas.

The expansive reach of flyers allows them to find people who may not be actively looking for events but might be interested in attending if they hear about it. If your community is receiving RCoNM grant funds, an event flyer is required.

Below are a few examples of flyers created by local communities to promote recovery events. More examples of flyers can be found at [RCoNM.org](http://RCoNM.org).



## Event Program

Creating an optional event program can assist in keeping your event organized and running efficiently. Event programs are helpful to attendees, especially if you plan to have officials, keynote speakers, or other guests with an assigned or allotted time frame to speak.

Below is an example of an Event Program created by Recovery Santa Fe that was handed out at the event.



## **Santa Fe Recovery Celebration**

**Sunday September 25th, 2016**

**Presented by  
Recovery Santa Fe and the Friendship Club**

- 11:00 Celebration begins
- 11:10 Opening Ceremony
- |                                |   |
|--------------------------------|---|
| Welcome                        | Chris Wendel  |
| Introducing the Mayor          | Councilor Signe Lindell   |
| Santa Fe Recovery Proclamation | Mayor Javier Gonzales   |
| Celebrating Recovery           | Hon. Stephanie Garcia Richard, Dist. 43 New Mexico House of Representatives |
- 11:40 Activities
- Cookout by Peas' N' Pod Catering  
Art Show  
Exhibits  
Music by Jovan Garcia
- 12:00 Face painting by Lovedeedo
- 1:30 iPod Shuffle Drawing
- 2:00 Celebration Concludes

***PLEASE BE AWARE THAT BY ENTERING THIS AREA, YOU CONSENT TO YOUR LIKENESS BEING USED, WITHOUT COMPENSATION, IN FILMS AND PUBLICATIONS ABOUT THIS RECOVERY CELEBRATION. DO NOT ENTER THIS AREA IF YOU DO NOT WISH TO BE SUBJECT TO THE FOREGOING.***

A little about us:

Recovery Santa Fe is a recovery community organization comprised of people in recovery, their friends and family, and recovery allies (including treatment providers).

Our purpose is to celebrate recovery from drug and alcohol addiction and change our community's attitude so we see addiction as a disease requiring treatment and a community support system, instead of seeing it as individual moral failure that must be deterred through stigma and punishment.

We are doing this:

- By publicly celebrating and honoring the 10,000 Santa Fe County residents in recovery.
- By educating Santa Fe policy makers and residents that addiction is a disease and that those with the disease require community acceptance and support to heal and maintain their recovery.
- By coordinating the many organizations supporting recovery in our community.
- By listening to people in recovery and advocating policies that promote prevention and recovery, while abolishing attitudes, policies, and laws that increase addiction and impede recovery.
- By initiating change through organized action.

For more information visit [recoverysantafe.org](http://recoverysantafe.org) or our Recovery Santa Fe Facebook Page

## Participant survey

Participant surveys are a great tactic for eliciting feedback about your event and improving future events. Some communities pass out brief surveys or links to online surveys, while others use the completion of a survey form to be entered into a prize drawing. Surveys are optional.

Below is an example of an optional Participant Survey created by Recovery Santa Fe that, upon completion, was utilized as a submission for a prize drawing.



**2nd ANNUAL CELEBRATION**  
September 20, 2015

### FOLLOWUP SURVEY EXAMPLE

Please let us know your thoughts about our Celebration!!

**Please check all that apply.**

1. **Did you have fun?**  
☐ Yes  
☐ No
2. **How did you hear about today's Celebration?**  
☐ Advertisement (Flyer, poster, Facebook, Ad, Radio)  
☐ From someone I know  
☐ Meeting  
☐ Other \_\_\_\_\_
3. **Was the information from our exhibitors helpful and/or interesting?**  
☐ Yes  
☐ No  
☐ I don't know
4. **Did the Celebration help the message that Santa Fe honors and celebrates people who are in recovery from whatever their personal situation may be?**  
☐ Yes  
☐ No  
☐ I don't know
5. **Was the location of our Celebration convenient (access, transportation, parking, etc)?**  
☐ Yes  
☐ No  
☐ I don't know
6. **Would you like to volunteer on Recovery Santa Fe projects?**  
☐ **Yes!** Please send me information to: Phone or email or mailing address:  
☐ **Not today thanks.**  
☐ **No, but please add me to your mailing list.** My phone number or email or mailing address is: \_\_\_\_\_  
☐ I don't know
7. **Please give us your comments, suggestions on how things might be done differently for next year, or anything else you'd like to share with us. Thank you!!**



## **Video & Photograph Documentation Disclaimer**

Event photographs and videos are a terrific method for documenting the fun and growth of New Mexico's Recovery Movement! Capturing videos and photographs at your event helps to tell a story, and convey the atmosphere, emotions, and experiences of attendees.

If your community is receiving RCoNM grant funds, you are **required to submit 10 engaging and interactive photos taken at your recovery event with your final report**. Photographs and video clips will be utilized to create a Recovery Month Recap Video.

It's important to keep in mind that not everyone wants to be photographed. Posting a Video & Photography Disclaimer near the entrance of your event or on your event program ensures that attendees are aware photos are being taken and can decline to be photographed if they choose.

Below are two examples of Video & Photography Disclaimers that can be utilized for your event.

### **Video & Photography Disclaimer Example**

***PLEASE BE AWARE THAT BY ENTERING THIS AREA, YOU CONSENT TO YOUR LIKENESS BEING USED, WITHOUT COMPENSATION, IN FILMS AND PUBLICATIONS ABOUT THIS RECOVERY CELEBRATION. DO NOT ENTER THIS AREA IF YOU DO NOT WISH TO BE SUBJECT TO THE FOREGOING.***

### **CROWD NOTICE / RELEASE Example**

PLEASE BE AWARE THAT BY ENTERING THIS AREA, YOU CONSENT TO YOUR VOICE, NAME, AND/OR LIKENESS BEING USED, WITHOUT COMPENSATION, IN FILMS AND TAPES FOR EXPLOITATION IN ANY AND ALL MEDIA, WHETHER NOW KNOWN OR HEREAFTER DEvised, FOR ETERNITY, AND YOU (INSERT EVENT NAME), ITS SUCCESSORS, ASSIGNS AND LICENSEES FROM ANY LIABILITY WHATSOEVER OF ANY NATURE.

DO NOT ENTER THIS AREA IF YOU DO NOT WISH TO BE SUBJECT TO THE FOREGOING.

## Example Photographs

Below are a few examples of excellent recovery event photographs. Photos submitted to RCoNM should be engaging, show activities and community members, and be clear. When sending photos to RCoNM, please save each submitted photograph with the name of your community event.





## **Event Safety**

Ensuring safety at your recovery event is vital. Creating a safe and trauma-informed environment at your event location or venue will help the focus of the celebration remain on recovery and community unity.

Many recovery celebrations incorporate recovery testimonies. For some, talking about the journey to recovery can be emotional and difficult. Please ensure those speaking at your event are well-supported and have a safe space to speak openly.

Sometimes recovery events draw in people looking for services, people in crisis, and/or those who may show up under the influence. It's a good idea to be prepared and have a plan to assist folks who are in crisis or needing services, and how best to handle intoxicated individuals. Always remember the 988-Crisis line is there for your event attendees.

The weather in our state can change at any moment, so it's a good idea to be prepared for an array of weather conditions, especially sun, rain, and wind. The New Mexico sun can be intense; providing shade and covered seating areas will help attendees feel cared for and comfortable. Please ensure you have enough seating and water available for your event guests.

**Important note about Canopies:** Canopies are an excellent method for offering shade and protection from the elements. If you or the exhibitors at your event use canopies, they **must be weighted or staked into the ground** for the safety of your event and attendees. Please ensure all canopies are secured at the start of your event.

It is important to make sure you have adequate, safe, and free parking available for event attendees. Special attention should be given to pedestrian crossings and areas of high-volume traffic.

Many New Mexico celebrations are sponsored by government agencies or nonprofits. Sponsoring entities should be sure to have liability insurance appropriate for their event.

Some communities require permits or contracts for events that use public spaces (e.g. parks or fairgrounds). Sponsoring entities must ensure they've completed all required coordination with local government agencies.

Lastly, for events serving food, sponsoring entities should ensure their food service complies with all applicable New Mexico Environment Department (NMED) standards and requirements.

## **Registering Your Event**

As New Mexico's Recovery Movement continues to grow, RCoNM encourages you to register your event with national organizations, such as Faces and Voices of Recovery (FAVOR) and the Substance Abuse and Mental Health Services Administration (SAMHSA).

Registering with these organizations will help put the Land of Enchantment on the national map as a flourishing and growing recovery-oriented state.

To register an event with Faces & Voices of Recovery, please visit:

<https://facesandvoicesofrecovery.org/engage/events/>

To register an event with SAMHSA, please visit: <https://www.samhsa.gov/recovery-month/events>

To help get the word out, it is important and valuable to register your event with State and County organizations, and on local community platforms and/or calendars. This may include registering your event with Health Councils, other local behavioral agencies, courts, and beyond.

[SHARE New Mexico](https://sharenm.org/) is a statewide community resource platform, and an excellent place to post your event. SHARE New Mexico offers a free event calendar on their website at: <https://sharenm.org/>.

**NOTE: For communities NOT using RCoNM grant funding to host a recovery event, please register your event with Recovery Communities of New Mexico using the contact form at: [RCoNM.org](https://rcnm.org).**

## **Where to Get Help with your Celebration**

The first and best place to get help with your recovery celebration is by joining the monthly RCoNM recovery event organizer online Zoom meetings. Recovery Communities of New Mexico hosts recovery organizer meetings on the fourth Thursday of each month, April-October (with no meeting occurring during September Recovery Month). To be added to the distribution list, please email [elise@nmpeercoalition.org](mailto:elise@nmpeercoalition.org).

If you need immediate assistance, Recovery Communities of New Mexico Co-Chairs, Elise Padilla and Tom Starke, are available to assist with questions or concerns regarding an event.

Please email questions or concerns to Elise at the email above, or Tom Starke at [Tomstarke@comcast.net](mailto:Tomstarke@comcast.net). You can also fill out the contact form at, [RCoNM.org](http://RCoNM.org).

If you have questions regarding Peer Support services and outreach, please contact the [Office of Peer Recovery and Engagement](#).

# Afterward

## Thank You Emails

Thank You emails are a kind gesture and let the recipients know that their presence at your event was appreciated. Creating a brief thank you note to your exhibitors, officials, artist, volunteers, donors, and other people who helped bring your event to life will go a long way, especially if you plan on hosting future events. Crafting an email or a digital thank you card and sending it to those who deserve recognition will not go unnoticed.

Below is an example of a thank you letter to artists.

Dear Artists,

Thank you for joining us at the Recovery Santa Fe! 2nd annual Celebration on Sunday, September 20, 2015. We literally could not have had such a great Celebration without not only all your support but also all your wonderful art, and for that, we are very grateful!



Recovery Santa Fe! plans to conduct several recovery events during the coming year and to hold an even bigger 3rd annual celebration next year on Sunday, September 25th. We continue to build community among the 10,000 Santa Feans in recovery, their families, care providers, and allies, so that Santa Fe becomes an even healthier, supportive place to recover. We believe that supporting and celebrating recovery is essential to reducing the impact of substance use and mental health disorders in our community.



You can find our video of the event on our website [recoverySantaFe.org](http://recoverySantaFe.org).

If you would be interested in getting involved with our plans for the 2016 Art Show, please let Mary Stramel know, and we will be in touch. We look forward to working with you during the coming year.

Sincerely,

Tom Starke and Christine Wendel  
Recovery Santa Fe!

## Letter to the Editor

After your event, you may want to consider writing a brief letter to the editor of your local newspaper. Writing a letter to the editor allows one to directly engage with a larger audience to share a message. A Letter to the Editor is also a great way to bring awareness to recovery advocacy topics, influence public opinion, educate policymakers, or promote the work you do in your community.

Below is an example Letter to the Editor by Recovery Santa Fe.



## RCoNM Final Reports

For communities who receive RCoNM grant funding, submitting a final report is vital to the continuation of funds for future events. A final report allows RCoNM to hold grantees accountable and ensure awards are used appropriately. Please submit final reports as a Word Doc, PDF, or PowerPoint (PPT) and save with appropriate title that includes your community's name by **October 31st**. Please **do not** submit final reports in the body of an email.

RCoNM final reports should be brief and concise, while including the following points:

- Recovery event name or community
- A brief summary of the event including activities and special features
- Estimated number of attendees
- An itemized list/table of award fund expenditures
- Person completing the report's contact information
- 10 quality event photos for the Recovery Month recap video

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**Note:** Please keep receipts of event expenditures on file in the rare circumstance of an audit.

An excellent example of a PDF report created by the Pueblo of Pojoaque R.O.A.D Program can be seen below. Final reports do not need to be elaborate but must include the required information. Please choose a format that suits you.



Good luck hosting your recovery celebration!

We honor and support all the organizers and advocates who come together to make recovery month in New Mexico possible. Thank you for your service and commitment to improving behavioral outcomes throughout the Land of Enchantment.

We are stronger TOGETHER, New Mexico!

# **Toolkit Acknowledgements**

Recovery Communities of New Mexico is a collaboration among New Mexico community advocates in support of annual recovery celebrations across our state. Recovery Month events are made possible by funding from the New Mexico Behavioral Health Services Division (BHSD).

This toolkit was prepared by Lauren Levis, with Catalyze New Mexico | Co-Creating & Consulting.