Ashley
Everything for Recovery

A YEAR OF GRATITUDE

Campaign Quick Guide

This year, we're celebrating the people, moments, and acts of kindness that make Ashley's mission possible. Whether you're an employee, alumni, family member, or supporter, your voice can help us spread gratitude and recognize the impact of recovery.

Campaign Goals

1. **Inspire Giving:** Encourage philanthropic support for Ashley's mission by showing how every gift makes a meaningful difference in the lives of individuals and families affected by addiction. Increase awareness of giving opportunities, and inspire continued investment in recovery, research, and access to treatment.
2. **Encourage Practicing Gratitude:** Cultivate a culture of gratitude throughout the Ashley community by encouraging employees, alumni, families, and supporters to recognize and celebrate the people who make recovery possible. Inspire meaningful expressions of appreciation, strengthen connections, and share stories that highlight the impact of Ashley's mission.

How To Take Part

Make gratitude a daily habit. Join us for a yearlong journey of recognizing the people, moments, and experiences we're thankful for.

1. **Practice Gratitude Every Day:** Take a moment each day to reflect on something you're grateful for, whether it's a person who made a difference, a moment of connection, or a reminder of the power of recovery.
2. **Log Your Gratitude on Ashley's Website:** Visit Ashley's website to record your daily gratitude and track your progress throughout the year. Each entry is an opportunity to pause, reflect, and celebrate the good in your life.
3. **Share Your Gratitude:** Use the resources in this toolkit to share your gratitude on social media, recognize others, and encourage your friends, family, and colleagues to participate.
4. **Give Back:** Celebrate the impact of Ashley's mission by supporting opportunities to help individuals and families access treatment and build lasting recovery.

WHEN YOU SHARE

Tag Ashley Addiction Treatment so the campaign team can find and amplify your post. Focus on gratitude and recovery and protect personal information.

FOLLOW AND TAG ASHLEY

Use the platform tag below to every campaign post. Facebook: @Ashley Addiction Treatment | Instagram: @Ashley Addiction Treatment | LinkedIn: Ashley Addiction Treatment | YouTube: @AshleyAddictionTreatment

CAMPAIGN LINKS

Campaign: A Year of Gratitude
Donate: Give through Ashley's Campaign Page.