



## Appeal Story Template

See below for help in crafting an appeal story for your fundraising page. Please make sure to always include the mission of Recovery Beyond. "To develop, fund, and deliver programs, services, or items that complement the efforts of established recovery programs in unconventional ways."

### **OPTION 1: Individual Fundraising Page**

My name is \_\_\_\_\_ and I am raising funds to support the mission of Recovery Beyond!

Recovery Beyond is tackling the addiction crisis in a new and innovative way. Through rigorous physical fitness programs, of which their signature mountain climb is one. Their programming supports both those coming into a life of sobriety and those who are in active recovery. Their 85% success rate is attributed not just to the physical fitness aspect of their programming, but also because of the sense of community created by the programs through hundred's of volunteers. Many of whom are also in recovery.

Recovery Beyond is very important to me because as a person in/supporter of recovery, I know physical activity and community are key to lasting sobriety!

*INSERT PERSONAL STORY*

My goal is to raise \$ \_\_\_\_\_ for Recovery Beyond. Your support would mean the world to me. Thank you for your help!

### **OPTION 2: Hosting a Movie Night or Event**

My name is \_\_\_\_\_ and I'm hosting a fundraising movie night/event for Recovery Beyond!

Recovery Beyond is tackling the addiction crisis in a new and innovative way. Through rigorous physical fitness programs, of which their signature mountain climb is one. Their programming supports both those coming into a life of sobriety and those who are in active recovery. Their 85% success rate is attributed not just to the physical fitness aspect of

their programming, but also because of the sense of community created by the programs through hundred's of volunteers. Many of whom are also in recovery.

Recovery Beyond is very important to me because as a person in/supporter of recovery, I know physical activity and community are key to lasting sobriety!

*Insert Personal Story*

On (insert date) I will be hosting a movie night/event screening the film "A New High" which showcases the struggles and road to sobriety of some of the participants from Recovery Beyond's Climbing Out program.

My goal is to raise \$ \_\_\_\_\_ for Recovery Beyond through this event. Your support would mean the world to me. Thank you for your help!