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# **Overview**

Welcome to CHESS Health’s **Digital Marketing Toolkit**—a comprehensive, turnkey resource designed to help you promote, drive adoption, and take full advantage of the resources your organization has invested in from CHESS Health, while alleviating additional burden on your staff.

Contained within this toolkit are various digital assets that provide awareness and engagement prompts for key audiences including patients/clients, staff and the broader community. From engaging social media posts to informative newsletter blurbs, compelling website copy, and even out-of-office email responses, every element is tailored to resonate with your audience and drive adoption.

We worked closely with our customers to create this toolkit and value your feedback as we strive to continuously improve it to better meet your evolving needs. We're expanding the toolkit with more ePrevention resources in the second half of 2024. Stay updated through our newsletter and visit us regularly for enhancements.

**For logo and app imagery that can be used in any of the below content,** [**download here.**](https://drive.google.com/drive/folders/1NKyTFt4FK29JW3p1AyrJM8T7qPdtMCN2?usp=sharing)

# **Website Copy**

Promote the resources you have by adding copy to your website about the CHESS Health solutions you are utilizing. By doing so, you're offering them another touchpoint to enroll or take action.

Take the opportunity to showcase our solutions on your website and demonstrate your commitment to meeting the needs of your customers at every step of their recovery journey. Feel free to customize the content below to your needs and start making a meaningful impact today.

Options for onboarding patients/clients and enrolling providers (if you are a sponsoring entity) are below.

## Promote Solutions to Providers

**Audience:** Sponsoring Entity wanting to promote provider or organizational-level program enrollment

**Goal:** Enroll New Sponsored Providers or Organizations to use the program

**Instructions:** This copy includes language for multiple solutions. Only include the language that is relevant to your contract.

**Header:** Free Prevention, Referral & Recovery Support Solutions Now Available

Franklin/Fulton Drug and Alcohol Program is pleased to offer evidence-based eRecovery support tools available at no cost to the state’s mental health and substance use disorder-focused organizations, including [list types of sponsored entities listed in contract].

These tools were developed by CHESS Health, a leading provider of evidence-based digital health solutions that span the entire lifecycle of SUD management — from prevention and intervention to treatment and recovery.

**Subheader: Recovery Support**

[eRecovery](https://www.chess.health/erecovery/), [be sure to open link in new window] which includes an evidence-based smartphone app, Connections, improves treatment adherence and reduces return to use by supporting individuals between treatment visits and in aftercare using the combination of peer support, digital tools, meetings, and, optionally, contingency management. The app can be enhanced with digital CBT modules and content customization. With a dedicated team of Peer Support Specialists providing 24/7 moderation and a crisis support button, patients and clients have access to immediate assistance. The Peer Team communicates escalation details to providers, ensuring seamless support for those in need. Available in English and Spanish.

**Subheader:** How Will These Tools Support Your Organization?

This tool improves retention in treatment and increased care plan adherence, thereby improving outcomes without increasing the burden on staff.

**Subheader: Learn More**

If you’re interested in learning more about this program, including if you’re eligible to use these tools at no cost, complete and submit the form below.[Your CHESS Health Customer Success Consultant will provide an embed form fill to capture and manage these leads]

## Promote Solutions to Clients / Patients

**Audience:** Contracted (direct or sponsored) entity focused on promoting program participation by the community, patients, or members.

**Goal:** Drive program participation

**Instructions:** This copy includes language for eRecovery and ePrevention solutions. Only include the language that is relevant to your contract.

If you have both prevention and recovery solutions, it is recommended that you have two separate pages for this as it serves different audiences; one that is considering or needing support and one that is already committed to recovery support.

**Connections**

**Header:** With Connections, you’re never alone

Franklin County Drug & Alcohol Program is pleased to offer you Connections, a free recovery support app with 24/7 peer support, a supportive recovery community, and tools to help you track and celebrate milestones!

What do people say about this app? Here are some quotes from individuals in recovery who are using Connections.

[Choose which quotes to include]

*“I am absolutely grateful for the friendship, support and continued encouragement that you offer me."*

*“The name is a beautiful depiction of what this app and community offer and I am just so glad I get to participate and share my journey.”*

*“A place where I can feel safe, where I can become more of the person I was meant to be. A place where love and words are honest and genuine. A place to laugh and build relationships with people who also desire to move forward and grow. A place called Connections."*

*“Checking in every day and keeping up with my friends on the app has become a daily ritual that helps my sobriety.”*

This resource is made available at no cost through a partnership with Justice System Partners

# **Press Release**

Ready to broadcast your commitment to supporting individuals from prevention through recovery? Issuing a press release is a strategic move to showcase your dedication to addressing the substance use disorders (SUD) crisis. A simple way to do this is by issuing a press release to share the resources you now offer and how they're or can positively influence outcomes.

When you're prepared to take this step, connect with your Customer Success Consultant to kickstart the process of crafting a compelling press release. The CHESS Health marketing team is happy to assist you in crafting a compelling message to share with the market.

# **Social Media**

Social media is an invaluable resource crafted to elevate your online presence and effectively communicate with your patients/clients. We're excited to offer you diverse and engaging social media posts tailored specifically to showcase your dedication to providing exceptional care.

With these pre-written posts, you can effortlessly share updates, insights, and resources ensuring that your patients/clients stay informed and empowered on their recovery journey. Each message is designed to resonate with your audience, reflecting your commitment to their well-being.

**We have purposefully left out any mention of CHESS Health – as our goal is to amplify your impact and continue to make a positive difference in the lives of those you serve. We encourage you to personalize these messages to align with your unique voice and branding, making them authentically yours.**

## Connections / Conexiones

These social media templates showcase the Connections app, with posts tailored to each month's theme throughout the year. Feel free to use these posts, edit to make them authentically yours, and share! Additionally, we've included general posts suitable for any time of the year.  
  
Some posts are available in Spanish.

**General Social Media Posts for Connections/Conexiones**

|  |  |
| --- | --- |
| English | Spanish |
| * With Connections, you’re not alone. "I love the support we get from this app each day. This has become such a part of my life, I really look forward to reading and engaging with people on here. I am beyond grateful for what I've gotten from this place, I can't imagine not chatting with you guys/gals. Thank you for everything you do." **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp | * Con Conexiones, no estás solo. "Me encanta el apoyo que recibo de esta aplicación cada día. Esta se ha convertido en una parte de mi vida, realmente espero leer y participar con la gente de aquí. Estoy más que agradecido por lo que he obtenido de este espacio, no puedo imaginarme estar sin hablar con ustedes. Gracias por todo lo que hacen.” **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |
| * With Connections, our peers provide social and emotional support, drawing from the diverse strengths of Latinx individuals and communities. We also provide resources for other difficult circumstances that often surround substance use, such as social and occupational challenges, including immigration. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp | * Con Conexiones, Nuestros especialistas en recuperación proporcionan apoyo social y emocional, tomando en cuenta las fortalezas de cada individuo y comunidades. También proporcionamos recursos para otras circunstancias difíciles que suelen rodear el consumo de sustancias, como lo son las dificultades sociales y laborales (incluida la inmigración). **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |
| * Connections is conﬁdential and free. With Connections, you can you connect with others, seek guidance from a peer recovery support specialist, track your goals, and stay in touch with your provider – all in Spanish. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp | * Conexiones es conﬁdencial y gratis. Con Conexiones, puedes conectarte con otros, buscar la orientación de un especialista en apoyo a la recuperación, dar seguimiento a tus objetivos y mantenerte en contacto con tu proveedor. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |
| * No matter your path, we’re here to support you on your journey to recovery. With Connections, participate in group discussion threads, complete check-ins, and celebrate milestones. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp | * Sea cual sea tu camino, estamos aquí para apoyarte en tu viaje de recuperación. Con Conexiones, participar en grupos de discusión, completar chequeos, diarios, y celebrar tus hitos. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |
| * [Translation] With Connections, you can you connect with others, seek guidance from a peer recovery support specialist, track your goals, and stay in touch with your provider – all in Spanish. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp | * Con Conexiones, puedes conectarte con otros, buscar la orientación de un especialista en apoyo a la recuperación, dar seguimiento a tus objetivos y mantenerte en contacto con tu proveedor. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |
| * Looking for support on your recovery journey? Look no further! **Franklin/Fulton Drug and Alcohol Program** now offers the Connections app, giving you 24/7 access to a community of peers, coping tools, and online group meetings. Take the next step towards a healthier, happier you with Connections. Download now! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |  |
| * At **Franklin/Fulton Drug and Alcohol Program**, we understand the importance of having support whenever you need it. That's why we're excited to introduce the Connections app - your pocket-sized companion on the road to recovery. Join our community, access tools, and find encouragement anytime, anywhere. Start your journey today! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |  |
| * Recovery is a journey best taken with others who understand. With the Connections app from **Franklin/Fulton Drug and Alcohol Program**, you'll have access to a supportive community, coping tools, and 24/7 Peer Support Specialists. Take control of your recovery and embrace the support you deserve. Get started now! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |  |
| * Need a little extra support today? The Connections app from **Franklin/Fulton Drug and Alcohol Program** has your back. Whether you're celebrating milestones or facing challenges, our community is here for you 24/7. Join us and discover the power of connection in your recovery journey. Download now! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |  |
| * Life in recovery is better when you're not alone. With the Connections app from **Franklin/Fulton Drug and Alcohol Program**, you'll find understanding, encouragement, and tools to help you stay strong. Take the next step towards a brighter future - join our community today! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |  |
| * **Franklin/Fulton Drug and Alcohol Program** is proud to offer the Connections app - your personal support system in your pocket. Access coping tools, attend virtual meetings, and connect with peers who understand. Start your journey to recovery with us today! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |  |
| * Ready to take control of your recovery journey? With the Connections app from **Franklin/Fulton Drug and Alcohol Program**, you'll have the tools and support you need right at your fingertips. Don't face this journey alone - join our community and thrive together! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |  |
| * Every step forward in recovery is worth celebrating. With the Connections app from **Franklin/Fulton Drug and Alcohol Program**, you'll find a community ready to cheer you on through every milestone. Embrace support, find strength, and keep moving forward. Download now! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |  |
| * Feeling overwhelmed? You're not alone. With the Connections app from **Franklin/Fulton Drug and Alcohol Program**, you'll find a supportive community and tools to help you navigate through tough times. Take the first step towards a brighter tomorrow - join us today! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |  |
| * Recovery isn't always easy, but it's worth it. With the Connections app from **Franklin/Fulton Drug and Alcohol Program**, you'll find the support and resources you need to stay strong. Together, we can overcome any challenge. Start your journey with us now! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp |  |

**January Social Media Posts:**

Theme: New Beginnings

* 🌟 Exciting News! **Franklin/Fulton Drug and Alcohol Program** is thrilled to bring you the Connections app! Your recovery journey just got a boost with 24/7 access to a supportive community, coping tools, online group meetings, and more. **Franklin/Fulton Drug and Alcohol Program** and the team believe in the power of connection. Ready to embark on this journey together? Enroll now: **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* 🎉 Milestones matter! At **Franklin/Fulton Drug and Alcohol Program**, we're all about celebrating every step of your recovery. With the Connections app, you can share your achievements, big or small, with our community. Your success is our success. Let's inspire and uplift each other on this incredible journey. Join the celebration now: **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Connection at your fingertips! The Connections app offers 24/7 access to Peer Support Specialists. Need someone to talk to during a challenging moment? They're here for you. Your journey is unique, but you're never alone. Reach out, connect, and feel the support. Enroll now: **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Your voice matters! **Franklin/Fulton Drug and Alcohol Program** invites you to join the conversation on the Connections app. Share your thoughts, experiences, and wisdom with our supportive community. Together, we create a space for growth and healing. Your journey, your words. Start the conversation now: **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Empower your recovery with the Connections app -- designed to support your coping strategies. From mindfulness exercises to recovery resources, find what works for you. Take charge of your journey with the help of our comprehensive tools. Ready to explore? Join today!: **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp

**February Social Media Posts:**

Theme: Relationships

* Cultivate a circle of support with the Connections app. Healthy relationships play a crucial role in recovery. Today, Franklin/Fulton Drug and Alcohol Program is embracing the power of connection. Join us and experience the positive impact of supportive relationships. 🤝✨ Connect with others and strengthen your recovery journey with the Connections app. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Recovery is a journey best shared. The Connections app empowers you to build a strong support network. Enhance your communication skills, foster connections, and create a reliable foundation for your recovery. 🌐🌱 Connect with others and strengthen your recovery journey with the Connections app. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Loving yourself is a key ingredient in the recipe for recovery. The Connections app provides tools to nurture self-love. Today, Franklin/Fulton Drug and Alcohol Program is prioritizing self-care and embracing the journey to healing. Join us and explore the connection between self-love and recovery. Connect with others and strengthen your recovery journey with the Connections app. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Recovery thrives in a nurturing environment. The Connections app is more than a tool; it's a pathway to building meaningful connections. Connect with others and strengthen your recovery journey with the Connections app. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Effective communication is the bridge to understanding and support. With the Connections app, develop communication skills vital for your recovery journey. Join us in fostering healthy communication and connections. Connect with others and strengthen your recovery journey with the Connections app. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp

**March Social Media Posts:**

Theme: Mindfulness and Stress Management

* Struggling with stress in recovery? Take a mindful moment today. **💆‍♀️** Discover new stress reduction techniques with the Connections app – your 24/7 support system. Let's conquer stress together! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Stress doesn't stand a chance! 🧘 Learn effective coping mechanisms on the Connections app. Share your go-to stress busters and discover new ones from our supportive community. Recovery is about resilience. Enroll today! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Your journey to recovery involves more than just your mind. Explore the profound mind-body connection on the Connections app. It's a space where understanding your body's signals becomes a crucial part of your recovery journey. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Celebrate your stress-free victories on the Connections app! Share your achievements, big or small, with a community that understands the journey. Recovery is about progress, and **Franklin/Fulton Drug and Alcohol Program** here for every step. Enroll today: **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Discover daily mindfulness practices for stress relief. The Connections app offers virtual meetings including a guided mindfulness session. Your mental well-being matters – explore tranquility on your terms. Enroll today: **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp

**April Social Media Posts:**

Theme: Alcohol Awareness Month

* In recognition of National Alcohol Awareness Month, it's crucial to acknowledge the risks associated with alcohol use, especially concerning mental health. Join us in fostering an open dialogue on the Connections app. Together, let's provide support and encouragement as we navigate the path to recovery. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* During hard times, it's crucial to turn to stories of inspiration. Stories on the Connections app are powerful testaments to resilience and the strength found within the recovery community. Join **Franklin/Fulton Drug and Alcohol Program** in celebrating victories, big and small. Your story could be the beacon of hope someone needs today. Explore the Connections app for a supportive space where triumph over substance use disorder is not just a possibility – it's a shared reality. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* If you or someone you know is struggling with alcohol-related issues, the Connections app is here for you. Discover a hub of resources, compassionate peer support, and 24/7 access to Peer Support Specialists. Take the first step towards recovery – explore the Connections app today. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Alcohol use can take a toll on mental health. Let's come together on the Connections app to share insights, coping strategies, and a supportive community. Your mental well-being is a priority, and **Franklin/Fulton Drug and Alcohol Program** is here to help you navigate the journey to recovery. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* National Alcohol Awareness Month is about fostering connections. On the Connections app, find a community that understands the challenges of SUD. Share your experiences, seek guidance, and let's create a supportive environment where recovery is the focus. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp

**May Social Media Posts:**

Theme: Mental Health Awareness Month

* At **Franklin/Fulton Drug and Alcohol Program**, we recognize the undeniable connection between mental health and substance use disorder. Join us in initiating candid discussions on the Connections app to dismantle stigma and cultivate a community rooted in understanding and support. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Managing co-occurring disorders is a delicate balance. On the Connections app, find strategies, shared experiences, and compassionate support. It's a space where your journey matters, and together, we navigate the complexities of recovery. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Seeking professional help for mental health is a vital step in the recovery journey. **Franklin/Fulton Drug and Alcohol Program** stands with you. Let's encourage and empower our community to prioritize mental well-being. Explore resources on the Connections app – support is just a click away. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Mental Health Awareness Month is a reminder that connection heals. Join **Franklin/Fulton Drug and Alcohol Program** on the Connections app to engage in conversations that matter. Together, we promote understanding, resilience, and a supportive environment for mental health and recovery. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Mental health deserves the spotlight. Let's foster a culture where seeking support is a strength. Your well-being matters – explore the Connections app today. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp

**June Social Media Posts:**

Theme: Celebrating Recovery

* Today marks another step forward in your journey of recovery. Your resilience inspires us all here at **Franklin/Fulton Drug and Alcohol Program**. Don't forget the importance of celebrating the victories, big and small, together in the Connections app! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* June is about celebrating recovery. Recovery is a testament to the strength within each of us. Today, we honor those who have overcome adversity and continue to thrive. Want to share your story? Enroll in the Connections app, brought you by **Franklin/Fulton Drug and Alcohol Program** and start participating in a community of peers, 24/7! **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Every milestone in recovery is a triumph worth celebrating. Let's come together as a community to acknowledge the progress, the perseverance, and the power of hope. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* In the journey of recovery, each day brings new challenges and new victories. Today, we celebrate the courage and determination of every individual on this path of healing. Enroll in the Connections app provided by **Franklin/Fulton Drug and Alcohol Program** to access support 24/7. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* As we reflect on the journey of recovery, let's celebrate resilience, growth, and the unwavering commitment to a brighter future. Together, we are stronger. Join our community on the Connections app provided by **Franklin/Fulton Drug and Alcohol Program** for ongoing support and resources. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp

**July Social Media Posts:**

Theme: Coping with Triggers

* Triggers may test our strength, but they can't break our spirit. Today, let's equip ourselves with tools for resilience and strategies for overcoming obstacles. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* High-risk situations are a reality of recovery, but so is our strength to overcome them. Today, we empower each other with knowledge, support, and a resilient mindset. Join the community in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* When triggers arise, remember: you have the power to navigate through them. Stay connected, stay strong, and remember how far you've come. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* In the face of triggers, we find strength. Let's share our coping strategies, support one another, and emerge from challenges stronger than ever. Join the community in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Every trigger conquered is a victory reclaimed. Today, let's stand together, support each other, and overcome obstacles with resilience and grace. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp

**August Social Media Posts:**

Theme: Healthy Habits

* Recovery is not just about abstaining—it's about thriving. Today, let's prioritize our well-being with positive habits that nourish our body, mind, and soul. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Small steps toward a healthier lifestyle can lead to big transformations in recovery. Let's start today, together, and embrace the journey of self-care and growth. Join the community in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Physical health and mental well-being go hand in hand on the path of recovery. Today, let's commit to nurturing yourself with self-compassion. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Wellness is a journey—a daily practice of self-love and self-care. Today, let's take a step forward, prioritize our health, and embrace the beauty of balance. Join the community in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* In the pursuit of recovery, healthy habits pave the way for a brighter tomorrow. Let's support each other, share our tips, and celebrate every victory, no matter how small. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp

**September Social Media Posts:**

Theme: National Recovery Month

* This September, we honor the journey of recovery—filled with courage, resilience, and hope. Let's celebrate every milestone, every triumph, and every moment of growth. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* National Recovery Month is a time to shine a light on the power of resilience and the beauty of transformation. Today, we celebrate every individual on their path to healing. Join the community in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* As we celebrate National Recovery Month, let's stand together in solidarity, support, and compassion. Together, we can break down barriers, end stigma, and create a community of healing and hope. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Recovery is not a journey we walk alone—it's a path we navigate together. Today, let's celebrate the strength, the courage, and the unwavering determination of every individual in recovery. Join the community in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* This National Recovery Month, let's honor the resilience within each of us and the power of community in overcoming adversity. Together, we are rewriting stories and shaping a brighter future. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp

**October Social Media Posts:**

Theme: Stigma Reduction

* Behind every label is a story—a story of courage, strength, and resilience. Let's challenge stereotypes, break down barriers, and create a community of understanding and support. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Substance use disorder does not define us. Our resilience, our determination, and our unwavering spirit do. Let's stand together, share our stories, and pave the way for a future free from judgment and stigma. Join the community in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Today, we amplify voices, challenge perceptions, and spark conversations to end the stigma surrounding addiction and recovery. Let's create a world where everyone feels seen, heard, and supported. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Let's rewrite the narrative surrounding SUD and recovery. Today, we challenge stereotypes, embrace empathy, and foster a culture of acceptance and support. Together, we can break down walls and build bridges. Join the community in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* In our journey to end stigma, every story shared, every conversation started, and every hand extended is a step forward. Let's continue to challenge perceptions, support one another, and create a community of understanding and compassion. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp

**November Social Media Posts:**

Theme: Gratitude

* Gratitude is the cornerstone of recovery—a daily practice of acknowledging the blessings, big and small, that surround us. Let's pause, reflect, and express gratitude for the journey of healing. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* In recovery, gratitude transforms hardships into opportunities, struggles into strengths, and moments into milestones. Let's cultivate an attitude of gratitude and celebrate the abundance in our lives. Join the community in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Today, we celebrate the beauty of gratitude—the ability to find joy in the simple blessings, the strength in adversity, and the light in darkness. What are you grateful for today? Share with us below. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Gratitude is not only the greatest virtue but the parent of all others. Embrace the practice of gratitude and discover the profound impact it has on our journey of recovery. Join the community in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* In the journey of recovery, gratitude opens our hearts to the abundance of blessings that surround us. Cultivate an attitude of gratitude and celebrate the beauty of life. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp

**December Social Media Posts:**

Theme: Holidays & Loneliness

* As we navigate the holiday season, let's remember: you are never alone. Reach out, stay connected, and prioritize self-care during this time of celebration and reflection. Together, we'll find strength in community. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Amidst the festivities, it's important to prioritize your well-being. Whether it's a moment of solitude, a chat with a friend, or a self-care ritual, remember to nurture your soul and honor your needs. Join the community in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* The holiday season can bring joy and cheer, but it can also stir feelings of loneliness and stress. Today, let's support each other, share coping strategies, and navigate the festivities with resilience and grace. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* In the midst of holiday hustle and bustle, let's carve out moments of peace, moments of reflection, and moments of self-care. Your well-being matters, now more than ever. Join the community in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* This holiday season, let's prioritize presence over presents, connection over perfection, and self-care over stress. Together, we'll navigate the ups and downs with compassion, resilience, and grace. Join us in the Connections app, provided by **Franklin/Fulton Drug and Alcohol Program**. **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp

## Out of Office / Facility Closed

These social media templates can be utilized when you are planning for your facility to be closed whether for holidays, weekends, or emergencies.

**Social Media Posts:**

* As our office closes for the holiday, we're here to ensure you're never without support. Join us on the Connections App for 24/7 access to peer engagement. Enroll now: **https://signup.connectionsapp.com?token=xufIH** #ConnectionsApp
* Amidst the holiday rush, remember you're part of a supportive community. Access 24/7 peer support through the Connections App, offering solace even when our doors are closed. Enroll here: **https://signup.connectionsapp.com?token=xufIH**. Wishing you a connected holiday season!  #ConnectionsApp
* Weekends are for relaxation, not isolation. Ensure your support network is always within reach with the Connections App. Enroll today for 24/7 peer support, even during holidays: **https://signup.connectionsapp.com?token=xufIH**. Your journey matters every day.  #ConnectionsApp
* During weekends or holidays, your support system should remain steadfast. That's why we offer 24/7 peer support through the Connections App. Enroll now to stay connected: **https://signup.connectionsapp.com?token=xufIH**. Your well-being is our top priority.  #ConnectionsApp
* Weekends can bring their challenges, but you're never alone. With the Connections App, access 24/7 peer support to navigate any hurdles. Enroll today and empower your recovery journey: **https://signup.connectionsapp.com?token=xufIH**. We're here for you, always.  #ConnectionsApp

# **Newsletter Blurbs**

Newsletters outreach are essential tools for enhancing communication and strengthening connections with your patients/clients. We're thrilled to provide you with a collection of engaging newsletter blurbs, meticulously crafted to highlight your commitment to delivering outstanding care.

Our pre-written blurbs enable you to effortlessly share updates, insights, and valuable resources, keeping your patients/clients informed and empowered throughout their recovery journey. Each message resonates with your audience, reinforcing your dedication to their well-being.

**We have purposefully left out any mention of CHESS Health – as our goal is to amplify your impact and continue to make a positive difference in the lives of those you serve. We encourage you to personalize these messages to align with your unique voice and branding, making them authentically yours.**

## Connections

These blurbs below showcase the Connections app, with posts tailored to each month's theme throughout the year. Feel free to use these blurbs whenever they're relevant to your content needs. Additionally, we've included general blurbs suitable for any time of the year.

**January Newsletter Blurb:**

Theme: New Beginnings

**Embark on a revolutionary journey towards recovery with the Connections app!** We're thrilled to introduce this powerful tool designed to deliver support at every step. The app provides 24/7 access to a vibrant community, coping tools, online virtual meetings, and discussions —connecting you with peers who understand the challenges of substance use disorder.

Celebrate your victories, no matter how small, within our supportive space. The Connections app is not just a platform; it's a community. Need immediate assistance during a challenging moment? Peer Support Specialists are just a click away, ready to provide the support you deserve, even in between meetings. Looking for feedback, reassurance or advice? The Connections community of hundreds of individuals are ready and willing to help. Join the **Franklin/Fulton Drug and Alcohol Program** community in this transformative experience. Download the Connections app today and carry a network of encouragement, understanding, and celebration right in your pocket. Your journey to recovery just became more connected and empowering. **https://signup.connectionsapp.com?token=xufIH**

**February Newsletter Blurb:**

Theme: Relationships

**Empower Your Recovery Journey.** **Franklin/Fulton Drug and Alcohol Program** is honored to guide you through your recovery process. But, for the moments when we can’t be there, we have Connections – an app specifically designed to support you through your recovery. With Connections, you can cultivate healthy relationships and build a robust support network with tools designed for effective communication and connection. And, the peers and community in Connections are available 24/7.

With Connections, we can extend recovery support to be available at the moments when you might need support the most. Unlock the potential of self-love on your recovery path, guided by the Connections app's tailored resources. Nurturing connections and fostering an environment of understanding are pivotal steps toward recovery. Get started today! **https://signup.connectionsapp.com?token=xufIH**

**March Newsletter Blurb:**

Theme: Mindfulness and Stress Management

**Begin an inspiring journey with the Connections app!** At **Franklin/Fulton Drug and Alcohol Program**, we're excited to introduce this dedicated companion for your recovery. Explore a range of support and tools available 24/7. Discover coping mechanisms that empower stress management without compromising your recovery journey, all within the caring community of the Connections app.

In the app, you'll find virtual meetings designed to explore the mind-body connection. From Tai Chi to gentle, mindful moving meditation, experience guided mindfulness sessions that provide a tranquil space for your mental well-being.

Celebrate progress, resilience, and connection tailored to your needs with the Connections app – proudly brought to you by **Franklin/Fulton Drug and Alcohol Program**. With Connections, support is always in your pocket. Enroll today: **https://signup.connectionsapp.com?token=xufIH**

**April Newsletter Blurb:**

Theme: Alcohol Awareness Month

**Finding Hope in Shared Stories.** During hard times, it's crucial to turn to stories of inspiration. Stories on the Connections app are powerful testaments to resilience and the strength found within the recovery community. Join **Franklin/Fulton Drug and Alcohol Program** in celebrating victories, big and small. As we delve into National Alcohol Awareness Month, our focus is on fostering a community that understands the dangers of alcohol use and its profound impact on mental health.

Explore the unique stories of triumph, celebrate victories, and connect with a supportive network. The Connections app is not just a recovery support tool – it's a haven for shared experiences, compassionate understanding, and collective healing. Navigate resources for overcoming alcohol-related issues and find comfort in knowing that help is just a click away, 24/7. Let's stand together, build resilience, and inspire hope. Join us on the Connections app today. **https://signup.connectionsapp.com?token=xufIH**

**May Newsletter Blurb:**

Theme: Mental Health Awareness Month

**Elevate mental health conversations with Franklin/Fulton Drug and Alcohol Program.** On the Connections app, we tackle the intimate link between mental health and substance use disorder, providing a judgment-free space for shared experiences.

Discover effective strategies for managing co-occurring disorders, fostering resilience and understanding. Break the silence surrounding mental health – **Franklin/Fulton Drug and Alcohol Program** stands as your ally.

Navigate resources, engage in supportive discussions, and prioritize your well-being. Mental Health Awareness Month is an opportunity to connect, heal, and empower. Join us on the Connections app, where support is always in your pocket. **https://signup.connectionsapp.com?token=xufIH**

**June Newsletter Blurb:**

Theme: Celebrating Recovery

**Celebrate Recovery with Franklin/Fulton Drug and Alcohol Program and Connections!** This month, let's shine a spotlight on the incredible journey of recovery. Whether your sobriety journey is on day one or year ten -- every milestone deserves recognition. Share your stories of perseverance and triumph to inspire others on their path to recovery. Let's cultivate a culture of celebration and support, encouraging each other to acknowledge and honor our achievements.

Join us on Connections to be part of a community that understands the importance of celebrating every victory, big or small. Together, we can achieve more than we ever thought possible. Don't miss out—click **https://signup.connectionsapp.com?token=xufIH** to join the celebration and connect with others who share your journey!

**July Newsletter Blurb:**

Theme: Coping with Triggers

**Manage Triggers with Connections.** In July, we're diving deep into coping strategies for your recovery journey. Triggers can be challenging, but with the right tools and support, you can navigate them successfully. Join us on Connections to learn how to identify and manage triggers effectively.

From recognizing common high-risk situations to developing a personalized relapse prevention plan, our expert resources are here to guide you every step of the way. Empower yourself with the skills you need to stay strong and resilient in the face of temptation.

Start managing triggers today with Connections and take control of your recovery. Click **https://signup.connectionsapp.com?token=xufIH** to access support now and start building a healthier, happier future!

**August Newsletter Blurb:**

Theme: Healthy Habits

**Prioritize Healthy Habits with Connections.** This August, let's focus on the well-being and power of positive habits. Your recovery journey is more than just abstaining from substances—it's about nurturing your body, mind, and spirit.

Join us on Connections to explore the profound impact of healthy lifestyle choices on your overall wellness. From tips for establishing new habits to strategies for maintaining them long-term, our community is here to support you every step of the way.

Together, let's cultivate a lifestyle that fuels your recovery and empowers you to thrive. Join us on Connections to start your journey to wellness today. Click **https://signup.connectionsapp.com?token=xufIH** to get started and discover a new way of living!

**September Newsletter Blurb:**

Theme: National Recovery Month

**Celebrate National Recovery Month with Connections.** This September, we're honoring recovery achievements and raising awareness about the journey through recovery. It's a month dedicated to celebrating the strength and resilience of individuals who have overcome substance use disorder.

Join virtual meetings, share your success stories, and be part of the movement to break the stigma surrounding mental health and substance use treatment. Together, let's inspire hope and support one another on the path to recovery.

Join the movement on Connections and discover a supportive network of individuals who understand your journey. Click **https://signup.connectionsapp.com?token=xufIH** to be part of something bigger and make a difference today!

**October Newsletter Blurb:**

Theme: Stigma Reduction

**Challenge Stigma with Connections!** This October, let's confront the stigma surrounding substance use disorder and recovery head-on. It's time to shatter stereotypes and promote open, honest conversations.

Join us on Connections to share your stories, challenge misconceptions, and advocate for change. Together, we can create a more compassionate and supportive community where judgment has no place.

Join the conversation on Connections and be part of the movement to reduce stigma and support yourself and those in need. Click **https://signup.connectionsapp.com?token=xufIH** to join us in challenging the status quo and building a brighter future for all.

**November Newsletter Blurb:**

Theme: Gratitude

**Practice Gratitude with Connections.** As November arrives, let's embrace the power of gratitude in our recovery journey. Take a moment to reflect on the blessings in your life and the progress you've made on this path to recovery.

Cultivating a mindset of thankfulness can transform your outlook and strengthen your resilience. Join us on Connections for resources, support, and inspiration to cultivate gratitude in your daily life. Together, let's celebrate the beauty of recovery and the endless possibilities that lie ahead.

Join our community of gratitude warriors on Connections and start your journey to a more fulfilling life today. Click **https://signup.connectionsapp.com?token=xufIH** to join us and unlock a world of positivity and possibility.

**December Newsletter Blurb:**

Theme: Holidays & Loneliness

**Navigate the Holidays with Connections.** As the holiday season approaches, we understand the unique challenges it can pose on the journey to recovery. From gatherings filled with triggers to feelings of loneliness and stress, it's important to prioritize self-care and support during this time.

Join us on Connections for coping strategies, peer support, and resources to navigate the holidays with confidence and resilience. Remember, you're not alone—our community is here to offer comfort, companionship, and understanding every step of the way.

Let's embrace the spirit of the season together and create a holiday season filled with hope, connection, and joy. Join us on Connections to find support and solidarity this holiday season. Click **https://signup.connectionsapp.com?token=xufIH** to connect with others who understand and start your journey to a happier, healthier holiday season today!

**General Newsletter & Email Blurbs:**

* **Discover the Power of Community with Connections App.** Join us in embracing the journey to recovery with the Connections app, now available through **Franklin/Fulton Drug and Alcohol Program**. Our app provides you with 24/7 access to a supportive community of peers who understand what you're going through. Engage in online group meetings, access coping tools, and celebrate milestones together. Plus, with our Peer Support Specialists available round the clock, you'll never have to face challenges alone. Take control of your recovery journey today and experience the strength of connection. Don't wait—download the Connections app now! **https://signup.connectionsapp.com?token=xufIH**
* **Stay Supported Wherever You Go with Connections.** At **Franklin/Fulton Drug and Alcohol Program**, we believe that support should be accessible whenever you need it. That's why we're excited to introduce the Connections app—a comprehensive recovery support tool designed to fit right in your pocket. With features like discussion forums, coping tools, and 24/7 access to a supportive community, you'll always have the encouragement and resources you need to stay strong. Whether you're celebrating achievements or navigating challenges, the Connections app is here to support you every step of the way. Start your journey towards a healthier, happier life today—download the app now! **https://signup.connectionsapp.com?token=xufIH**
* **Empower Your Journey with the Connections App!** Embark on your path to recovery with confidence, thanks to the Connections app available through **Franklin/Fulton Drug and Alcohol Program**. Our app offers a range of features designed to support you on your journey, including online group meetings, coping tools, and a welcoming community of peers. No matter where you are or what time it is, you'll always have access to the support you need. With the Connections app, you can take control of your recovery and find hope in every step forward. Ready to embrace a brighter future? Download the app today and start your journey towards healing. **https://signup.connectionsapp.com?token=xufIH**
* **Your Pocket-Sized Support System: Connections App!** Say hello to your new companion on the road to recovery—the Connections app, now available through **Franklin/Fulton Drug and Alcohol Program**. With this powerful tool, you'll have access to a wealth of resources designed to support you in your journey towards wellness. From coping tools to online group meetings, our app has everything you need to stay connected and motivated. Plus, with Peer Support Specialists available 24/7, you'll never have to face challenges alone. Take the first step towards a healthier, happier life—download the Connections app today and discover the strength of community. **https://signup.connectionsapp.com?token=xufIH**
* **Connect, Share, and Thrive with the Connections App!** At **Franklin/Fulton Drug and Alcohol Program**, we understand that recovery is a journey best traveled with others by your side. That's why we're proud to offer the Connections app—a comprehensive support tool designed to help you navigate through every step of your recovery. With features like discussion forums, coping tools, and access to a supportive community, you'll find the encouragement and resources you need to thrive. Whether you're celebrating victories or facing challenges, the Connections app is here to support you. Start your journey towards a brighter tomorrow—download the app now and join our community of hope and healing. **https://signup.connectionsapp.com?token=xufIH**

Out of Office / Facility Closed

These blurbs can be utilized when you are planning for your facility to be closed whether for holidays, weekends, or emergencies.

**Newsletter Blurbs:**

* **Continuous Support, Day or Night.** In times when our office is closed, we want you to feel supported. That's why we've partnered with the Connections App. Access a 24/7 peer engagement team by signing up here: **https://signup.connectionsapp.com?token=xufIH**.  Your well-being is our priority.
* **Use Connections for Support, Especially During Holidays!** As the holiday season approaches, remember that you're not alone. Stay connected with 24/7 peer support through the Connections App, even when our office is closed. Enroll now using this link: **https://signup.connectionsapp.com?token=xufIH**. Wishing you a supported and connected holiday season!
* **Support Every Day, Even on Weekends!** Your recovery journey matters, and we're committed to supporting you every day. Even on holidays, access 24/7 peer support through the Connections App. Enroll today with this link: **https://signup.connectionsapp.com?token=xufIH**. You're never alone in your journey.

# **Out of Office Auto Response Email Templates**

Out of office emails are crucial for maintaining communication while you're away. We're pleased to offer you a selection of professional out of office templates, specifically designed to showcase your commitment to providing exceptional care even when you're unavailable.  
  
With our pre-written templates, you can ensure that your clients receive a clear and informative message during your absence, directing them to valuable resources such as the Connections app for continued support on their recovery journey. Each template reflects your dedication to their well-being, even when you're not physically present.

**Out of Office Auto Response Email Templates:**

* Don’t forget to stay connected with the Connections app. The community and team of peer engagement specialists are available 24/7.  *Don’t have it? Click here to self-enroll.* **https://signup.connectionsapp.com?token=xufIH**
* Thank you for reaching out. Our team is currently away, but remember, you can still access our support community and resources through the Connections app anytime, anywhere.**https://signup.connectionsapp.com?token=xufIH**
* I’m out of the office, but your journey to recovery doesn't stop. Stay connected with our support network on the Connections app for ongoing guidance and encouragement. **https://signup.connectionsapp.com?token=xufIH**
* Our team is unavailable at the moment, but you can find support and encouragement through the Connections app, where you have access to a community of peers and recovery tools. **https://signup.connectionsapp.com?token=xufIH**
* Thanks for contacting me. While I’m away, don't forget to utilize the Connections app for continuous support and resources to aid in your recovery journey. **https://signup.connectionsapp.com?token=xufIH**
* While I’m currently out of office, but your support options don't end here. Access our recovery community and tools 24/7 through the Connections app for ongoing assistance and encouragement. **https://signup.connectionsapp.com?token=xufIH**