

All Volunteer Call

April 2026 – Notes



Agenda/Overview

The April 2026 All Volunteer Call was a space where volunteers took a deep dive into our new Mobilizer tier within our volunteer ecosystem, how they can support awareness around Treatment Atlas, spotlighted some incredible Mobilizers that have taken action over the past few months, held a moment of gratitude surrounding National Volunteer Month/Week, and left time for open discussion.

Questions? Contact Volunteer@Shatterproof.org

Presenters:

Gabrielle Tuggle – Volunteer Engagement Director

Kari Gosman – Program Coordinator II (Treatment Atlas)

Notes

Launch of the Mobilizer Volunteer Tier

Gabrielle introduced and detailed the launch of Shatterproof's new Mobilizer volunteer tier, explaining its purpose, structure, and immediate actions for volunteers, with Kari Gosman and other team members supporting the rollout and clarifying engagement pathways.

- **Mobilizer Tier Overview:** Gabrielle explained that the Mobilizer tier is a new entry-level volunteer category designed to provide clear, accessible pathways for engagement, focusing on quick, simple actions to spread awareness and build community power. This tier is intended as the starting point for all new volunteers, with opportunities such as sharing resources, posting flyers, and supporting events.
- **Volunteer Ecosystem Structure:** Gabrielle outlined the tiered engagement system: Mobilizers (entry-level, flexible actions), Connectors (trained volunteers for deeper outreach and advocacy, launching later in the year), and Ambassadors (high-trust leaders, launching in 2027). She clarified that previous ambassador titles have been sunset, but deeply engaged volunteers can still identify as ambassadors in conversation with her.
- **Actions for Mobilizers:** Gabrielle encouraged volunteers to sign up on the volunteer portal, join the new Mobilizer user group, and engage with Shatterproof's social media and campaigns. She emphasized that mobilizer opportunities will be posted on the portal and that volunteers should also look for local opportunities to represent Shatterproof, with Gabrielle offering support for materials and coordination.
- **Development and Resources:** Gabrielle described the internal cross-functional work group that defined the Mobilizer tier, aligned on opportunity types, and prioritized essential resources for launch. She noted that existing materials will be consolidated and refined, with new resources created based on volunteer and staff feedback, and that the launch is foundational with ongoing development planned.
- **Open Door Policy and Feedback:** Gabrielle reiterated her open door policy, inviting volunteers to provide feedback and schedule time with her to discuss needs, ideas, or concerns as the Mobilizer tier and other volunteer programs evolve.



Treatment Atlas Engagement and Resources

Kari Gosman presented an overview of the Treatment Atlas platform, described available outreach materials, and explained how volunteers can support awareness and engagement efforts, with Gabrielle highlighting the importance of advocacy and resource sharing.

- **Treatment Atlas Platform Overview:** Kari explained that Treatment Atlas is a platform where individuals can answer a short questionnaire to receive a recommended level of care and a filtered list of suitable treatment facilities. The platform is currently active in several states, with plans to expand.
- **Stakeholder Engagement:** Kari described outreach efforts to provider associations, coalitions, government agencies, courts, payers, and community organizations, including site demos and website linkages, and encouraged volunteers to request materials or host Treatment Atlas tables at events.
- **Outreach Materials:** Kari detailed the types of collateral available for volunteers, including state-specific resource cards (with QR codes), postcards, flyers, and bifolds tailored to different audiences, with materials available in English and Spanish. Volunteers can order these directly from Kari for distribution in their communities.
- **State Launches and Expansion:** Kari announced the upcoming launch of Treatment Atlas in Virginia and emphasized the importance of spreading resources in new and existing states to drive awareness and connect people to high-quality treatment.
- **Advocacy and Funding:** Gabrielle and Kari discussed the importance of building awareness for programs like Treatment Atlas to secure funding and expand to new states, noting that advocacy, sharing resources, and engaging with policy initiatives are critical for program growth.

Volunteer Achievements and Community Impact

Gabrielle spotlighted recent volunteer advocacy successes, community engagement activities, and fundraising efforts, highlighting individual and group contributions and encouraging continued sharing and celebration of volunteer impact.

- **Advocacy Successes:** Gabrielle reported on significant volunteer engagement around a California bill, with over 25 volunteers signing a petition, sharing stories, and providing testimony, resulting in the bill passing committee unanimously. She encouraged continued involvement as the bill progresses.
- **Community Engagement Highlights:** Gabrielle shared examples of volunteer involvement, including Linda Phillips presenting at a Treatment Atlas provider roundtable, the expansion of the New York City Junior Council, and support for the naloxone pledge and social media campaigns.
- **Fundraising Event Support:** Gabrielle noted that five volunteers contributed to the success of the Hospitality Heroes reception, which raised over \$2.1 million, and encouraged volunteers to share their own community activities in the chat or during open discussion.
- **Recognition and Volunteer Month:** Gabrielle acknowledged National Volunteer Month and the upcoming National Volunteer Week, expressing gratitude for volunteers' ongoing contributions and announcing plans to spotlight volunteer stories on social media.



Upcoming Opportunities and Program Updates

Gabrielle provided updates on current and upcoming volunteer opportunities, including the naloxone pledge, walk events, and the next all-volunteer call, and addressed questions about expanding opportunities and flexible engagement.

- **Naloxone Pledge and Resources:** Gabrielle promoted the ongoing naloxone pledge, encouraged volunteers to sign and share it, and mentioned upcoming trainings and tools to help volunteers access and distribute naloxone in their communities.
- **Walk Events and Volunteer Signups:** Gabrielle announced that all volunteer positions for the six national walk events are now live, invited volunteers to sign up, and offered assistance for those needing help with registration or choosing roles.
- **Portal and Communication:** Gabrielle acknowledged feedback about the slow pace of new opportunities during winter and early spring, assured volunteers that more opportunities will be posted as the mobilizer tier launches, and reminded them of the next call scheduled for July 22nd.
- **Flexible and Inclusive Engagement:** In response to questions, Gabrielle confirmed that volunteers can participate across all tiers as time allows, and that opportunities are being designed to accommodate full-time workers, parents, and students. She also mentioned the development of skilled and corporate volunteer programs.

Volunteer Q&A and State-Specific Inquiries

Gabrielle and Kari Gosman addressed volunteer questions about engaging across multiple volunteer tiers, increasing opportunities, state-specific program expansion (including Texas), and resource availability, with Paul Jacobs and MJ raising specific points.

- **Engagement Across Tiers:** Gabrielle clarified that volunteers can engage in activities across all three tiers (Mobilizer, Connector, Ambassador) as their availability and interests allow, and that the system is designed for flexibility and inclusivity.
- **State Expansion and Funding:** Paul Jacobs inquired about Treatment Atlas availability in Texas, and Kari explained that expansion depends on funding and state-level support, with ongoing efforts to secure grants and partnerships, including through opioid settlement funds.
- **Resource and Material Requests:** MJ requested youth-sized T-shirts and outreach materials for college advocacy, and Gabrielle committed to exploring options for youth sizes and sending flyers once available.
- **One-on-One Support:** Gabrielle encouraged volunteers to schedule individual meetings to discuss specific interests or local opportunities, and reiterated her availability for ongoing support.

[NEXT MEETING – July 22nd at 7PM EST – Click here to register!](#)