

All Volunteer Call

September 2025 – Notes



Agenda/Overview

The September 2025 All Volunteer Call included the launch of the new Volunteer Purpose Statement, a breakdown of our engagement tiers, a deep dive into the Mobilizer Tier, upcoming engagement opportunities, and an open discussion amongst volunteers/staff.

Questions? Contact Volunteer@Shatterproof.org

Presenters:

Gabrielle Tuggle – Volunteer Engagement Director

Andree Scanlon – Volunteer Engagement Intern, Shatterproof Fundraiser

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Shatterproof Volunteer Program Updates

Gabrielle provided an overview of Shatterproof's mission, recent updates to the volunteer program, and introduced the new volunteer purpose statement, engaging all participants in a discussion about the organization's evolving structure and opportunities.

- **Mission and Impact Overview:** Gabrielle explained Shatterproof's mission to reduce the addiction crisis through evidence-based initiatives, highlighting the organization's focus on prevention, treatment, recovery, policy change, education, and stigma reduction. She emphasized the measurable impact of their work, including passing over 50 laws, creating the Treatment Atlas, and leading stigma reduction campaigns.
- **Volunteer Purpose Statement:** Gabrielle unveiled the new volunteer purpose statement, developed after extensive feedback from over 200 volunteers, which frames volunteerism at Shatterproof as a movement that honors lived experiences, builds connection, and inspires hope. The statement underscores the importance of volunteers in driving change, supporting recovery, and saving lives.
- **Volunteer Tiers Structure:** Gabrielle detailed the new tiered volunteer structure, explaining the roles of Mobilizers, Connectors, and Ambassadors. She clarified that most volunteers currently fall within the Mobilizer tier, which focuses on accessible, everyday actions to build awareness and community power, while Connectors and Ambassadors engage in deeper, more intentional activities.
- **Ambassador Program Status:** Gabrielle addressed questions about the Ambassador program, confirming that while the formal program is paused to bridge gaps in support and training, volunteers can still perform ambassador-level activities and are encouraged to reach out for resources or clarification.

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Mobilizer Tier Activities and Resources

Gabrielle and Andree discussed the [Mobilizer tier](#) in detail, sharing examples of volunteer-led initiatives, resource distribution, and community engagement, and provided guidance on accessing and distributing naloxone and related materials.

- **Examples of Mobilizer Activities:** Gabrielle highlighted recent Mobilizer activities, including tabling at events, distributing resources, and organizing local engagement efforts. She noted that over 170 walk volunteers have signed up for upcoming events and that volunteers are increasingly creating their own opportunities for outreach.
- **Resource Library Development:** Gabrielle announced ongoing work on a resource library within the volunteer portal to streamline access to materials, guides, and information for volunteers preparing for events or community engagement.
- **[Naloxone Distribution Guidance](#):** Gabrielle provided detailed instructions on how volunteers can access naloxone (Narcan) for community distribution, referencing national and local resources, harm reduction coalitions, and the importance of education on opioid overdose reversal.
- **Volunteer Spotlight: Andree's Outreach:** Andree described her community outreach efforts in Southern California, including maintaining a public naloxone library, organizing an overdose memorial tree, and conducting weekly outreach at local events. She partners with Recovery Rd. to keep supplies stocked and provides educational materials and harm reduction tools.
- **Unique Community Engagement Examples:** Gabrielle shared additional examples, such as Leo's Narcan distribution box in Wyoming and the New York City Junior Council's efforts to distribute naloxone and provide education in bars and restaurants, illustrating the diverse ways volunteers are making an impact.

Upcoming Events and Volunteer Opportunities

Gabrielle outlined upcoming Shatterproof events, including walks, thank you call initiatives, endurance events, and Giving Tuesday, and encouraged volunteers to register on the portal and participate in National Recovery Month activities.

- **[Walk Events and Participation](#):** Gabrielle listed upcoming Shatterproof walks in Chicago, Boston, DC, New York City, LA, and Dallas, and explained how volunteers can participate either in person or virtually through Walk Your Way events. She encouraged volunteers to sign up via the portal for streamlined involvement.
- **Thank You Call Initiative:** Gabrielle introduced the thank you call initiative, where volunteers can sign up to call donors and fundraisers to express appreciation. She emphasized the flexibility of this opportunity and its positive impact on supporter engagement.

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- **Other Volunteer Opportunities:** Gabrielle mentioned additional opportunities, including volunteering at the Shatterproof Golf Classic in Connecticut, supporting endurance events like the Marine Corps and New York City Marathons, and participating in Giving Tuesday activities.
- **National Recovery Month Engagement:** Gabrielle encouraged volunteers to leverage National Recovery Month to increase awareness and community involvement, suggesting they look for local events, campaigns, or opportunities to share Shatterproof resources and support those impacted by addiction.

Volunteer Training and Education Initiatives

Gabrielle and Heather discussed opportunities for volunteer-led education, particularly around medication-assisted treatment and provider outreach, and Gabrielle shared information about Shatterproof's provider education programs and resources.

- **Provider Pathway Program:** Gabrielle described the Providers Pathway program, a free, continuing education resource for healthcare professionals focused on substance use disorder, patient-centered care, and related topics. Over 1,000 providers have participated, and the program offers credits and comprehensive resources.
- **Volunteer-Led Education Outreach:** Heather expressed interest in organizing educational outreach for medical providers about [medication-assisted treatment](#). Gabrielle offered to collaborate on developing talking points and materials, and suggested tabling at medical events as a potential avenue for outreach.
- **Training on Naloxone Administration:** Gabrielle explained that volunteers can administer naloxone after completing appropriate training, which is available online and in-person. She referenced Shatterproof's website and local resources for training and certification.
- **Resource Sharing and Support:** Gabrielle committed to sharing relevant links and resources with volunteers, ensuring they have access to up-to-date information for their outreach and education efforts.

Open Discussion and Volunteer Support

Gabrielle facilitated an open discussion, addressing volunteer questions about event logistics, resource access, and reiterated her availability for ongoing support and feedback.

- **Resource and Link Distribution:** Gabrielle clarified how volunteers can access shared links and resources from the chat, and offered to follow up directly with individuals who need additional information or materials.
- **Ongoing Communication:** Gabrielle encouraged volunteers to reach out via email with questions or feedback, and reiterated her commitment to supporting volunteers and facilitating connections within the community.

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Follow-up tasks:

- **Volunteer Email List Accuracy:** Verify and update volunteer email lists to ensure all volunteers receive progress updates and communications. (Gabrielle)
- **Resource Library Development:** Complete and share the resource library in the volunteer portal to support mobilizers attending events. (Gabrielle)
- **Mailing Volunteer Materials:** Send printed materials and resources to Sylvia and other volunteers who have requested them before their upcoming events. (Gabrielle)
- **Medication Assisted Treatment Outreach:** Connect with Heather to provide talking points and resources for educational outreach on medication assisted treatment to healthcare providers and at medical events. (Gabrielle)