

Love People Loudly Day

Proclamation Toolkit

Love People Loudly Day is an annual movement created by Shatterproof that encourages individuals, families, organizations, workplaces, schools, and communities to take visible action that reduces stigma and reminds people impacted by addiction that they are loved and supported. **September 13 marks Shatterproof's 13th anniversary** and serves as an opportunity for communities across the country to choose compassion over judgement, connection over silence, and hope over shame.

One way volunteers can help bring Love People Loudly Day to their communities is by **requesting an official proclamation** from local, county, or state government leaders.

This toolkit will walk you through the process and provide resources to help you get started.

Questions? Volunteer@Shatterproof.org

WHAT IS A PROCLAMATION?

A proclamation is an official declaration issued by a government leader to recognize a cause, event, issue, milestone, or observance.

For Love People Loudly Day, proclamations help:

- Raise awareness about addiction and recovery
- Encourage compassion and reduce stigma
- Recognize the impact addiction has on families and communities
- Build relationships with local government leaders
- Introduce Love People Loudly Day to new audiences
- Inspire local conversations and community engagement

Proclamations may be issued by: Mayors, City Councils, County Executives, County Commissioners, Governors, State Legislatures, Tribal Governments.

START HERE: You're Inviting, Not Asking

The most important shift is this: You are not asking an official for a favor. You are inviting them to join a movement rooted in compassion, connection, and support for people impacted by addiction.

Many elected officials are looking for opportunities to recognize important community issues. Your proclamation request provides them with a meaningful way to support their constituents and raise awareness.

You do not need to be an expert in government, addiction policy, or advocacy.

We'll provide the tools. You bring your passion.

STEP BY STEP GUIDE: Overview

- **Check the Proclamation Tracker**
- **Identify the Appropriate Office**
- **Review Local Submission Requirements**
- **Prepare Your Request**
- **Submit Your Request**
- **Follow Up**
- **Celebrate and Report Back**

STEP BY STEP GUIDE: In Detail

1 Check the Proclamation Tracker	Before starting: - Review the Shatterproof Proclamation Tracker - See if another volunteer is already working in your city, county, or state - If someone has already begun outreach, consider joining their effort - If no one is working in your area, proceed to Step 2
2 Identify the Appropriate Office	Visit your city, county, or state government's website and look for: - Mayor's Office, City Council, County Executive's Office, Governor's Office, Community Relations Office Search Terms: "Proclamation Request" "Request a Proclamation" "Mayor Proclamation" "Governor Proclamation"
3 Review Local Submission Requirements	Every community is different. Review: - Submission deadlines - Required forms - Supporting documentation - Presentation opportunities - Contact information <i>Many offices require requests several weeks or months in advance.</i>
4 Prepare Your Request	Gather all necessary materials - which are all included within this toolkit. Items you might need include: proclamation title, requested proclamation date, contact information, Shatterproof overview, Love People Loudly Day description, supporting language, formal request letter.
5 Submit Your Request	Submit via: online portal, email, mailed request, printed application. Save copies of everything submitted.
6 Follow Up	If you have not received a response: - Wait 1-2 weeks - Send a polite follow-up email - Call the office if appropriate - Offer to answer questions Persistence is helpful. Pressure is not.
6 Celebrate and Report Back	If approved: - Share photos/tag Shatterproof in Socials - Attend proclamation presentations when possible - Thank the officials involved - Report your proclamation by emailing Volunteer@Shatterproof.org - Help us celebrate your success

SUGGESTED COMMUNICATIONS & REQUEST FORM SUPPORT

The next two pages suggested communications, talking points, and request form support. Not all may be required.

Suggested Description of Love People Loudly Day

Love People Loudly Day is an annual awareness and stigma-reduction observance led by Shatterproof. Held on September 13, the organization's anniversary, the day encourages individuals, families, organizations, workplaces, schools, and communities to choose compassion over stigma and demonstrate support for those impacted by addiction. Love People Loudly Day seeks to raise awareness, inspire connection, and create communities where no one faces addiction alone.

Suggested Description of Shatterproof

Shatterproof is a national nonprofit organization transforming how addiction is treated in America. By advancing policy, improving healthcare systems, reducing stigma, and supporting families, we're building a future where more people get the help they need and addiction never defines or ends a life..

Sample Letter | *Editable template can be [found here](#)*

Dear [Official Name],

I am writing as a volunteer with **Shatterproof**, a national nonprofit organization dedicated to transforming how addiction is treated in America.

On **September 13**, Shatterproof will observe its inaugural **Love People Loudly Day**, a national movement that encourages individuals, families, organizations, and communities to choose compassion over stigma and support those impacted by addiction.

Addiction affects millions of Americans and touches families in every community. Yet stigma often prevents individuals from seeking help or feeling supported. Love People Loudly Day seeks to foster understanding, connection, hope, and recovery through visible acts of compassion and awareness.

I respectfully request that **[City/County/State Name]** recognize September 13 as Love People Loudly Day through an official proclamation.

Your recognition would help raise awareness, honor individuals and families impacted by addiction, and encourage a culture of compassion throughout our community.

Thank you for your consideration and for your service to our community.

Sincerely,
[Name & Contact Details]

Why Love People Loudly Day?

- Addiction impacts every community.
- Compassion can help reduce stigma.
- Recovery is possible.
- Families deserve support, not judgment.
- Communities play a vital role in creating hope and connection.

Why a Proclamation?

- It publicly recognizes an important community issue.
- It raises awareness.
- It demonstrates local leadership.
- It encourages community engagement.
- It helps start conversations that can reduce stigma.

REQUEST FORM SUPPORT

Field	Answer
Requester Organization / Agency	Shatterproof
Is your organization / agency a state government agency?	No
Mailing Address - where the completed document should be mailed.	Preferred: Your mailing address. Only if necessary: You can utilize Shatterproof's mailing address, but there might be a delay in receiving it - 56 Broad St. Suite 14069 Boston, MA 02109
Requester Phone	Preferred: Your phone number Other option: Shatterproof's number 1-800-597-2557
Requester Email	Preferred: Your email Other option: Volunteer@Shatterproof.org
Would you like to receive a PDF of the proclamation?	Yes
Requested Title of Proclamation	Love People Loudly Day
Requested Proclamation Date	Preferred: September 13 Other options include: August 31 (<i>International Overdose Awareness Day</i>) or any date in September (<i>National Recovery Month</i>)
Suggested Text of Proclamation	Utilize suggested communication in page before and within this table.
Sources	Check-out the Resource Hub for specific resources, including potential fact sheets for your city/state. Shatterproof.org
Is the proclamation to be presented at an event?	Answer depending on your plans.
Additional fields	If there are fields that you don't know how to answer, reach out to Volunteer@Shatterproof.org

BEYOND THE PROCLAMATION

Securing a proclamation is often just the beginning. Strong relationships create opportunities for future awareness, advocacy, and community engagement efforts. The options are endless! Engage in more ways that align with your's and your community's interests and needs. Below includes some ways you can start.

Inviting officials to a community event

Sharing information about Shatterproof

Encouraging officials and/or community to attend a Walk to End Addiction event

Inviting community partners to participate

Requesting to light up a landmark in teal

Sharing Love People Loudly Day resources throughout your community

Building ongoing relationships with local leaders

Check-out even more Love People Loudly Day activities happening across Shatterproof

Nervous, or want to talk one through? We've got you.

Reach out any time and we'll practice and walk through together.

Gab Tuggle

Director, Volunteer Engagement

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**Additional Proclamation Resources & Information
Found HERE**