

Real Recovery Podcast - Donor Presentation Materials

Executive Summary

The Real Recovery Podcast is a 501(c)(3) nonprofit organization (EIN: 99-1347297) addressing Oregon's addiction crisis through authentic recovery stories and community support. With Oregon ranking **50th in the nation** for addiction treatment access and **6 Oregonians dying daily** from alcohol-related causes, accessible recovery resources like podcasts fill critical gaps in care.

Current Impact & Reach

Podcast Performance Metrics

- **75+ episodes** published since launch
- **3,300+ total plays** across all platforms
- **396+ hours** of content consumed
- **1,200+ monthly website visitors** seeking recovery resources
- **616+ total followers** across Apple Podcasts, Spotify, and social media
- **Global reach** spanning 10+ countries (94.9% US-based audience)
- **Consistent weekly publishing** schedule maintained

Digital Presence Growth

- Apple Podcasts: 3,300+ plays, 65 followers
- Spotify: Comprehensive 75+ episode catalog, 154 followers
- Website: 1,200+ monthly active users
- Social Media: 397 followers with +76 weekly growth
- Primary traffic: Direct visits (733), Social media (352), Organic search (275)

The Crisis: Why Donations Matter

Oregon Addiction Statistics

- **50th in the nation** for addiction treatment access
- **6 Oregonians die daily** from alcohol-related causes
- **1-2 additional daily deaths** from drug overdoses
- **\$6.7 billion annual cost** to Oregon taxpayers
- **2nd highest untreated addiction rate** in the US
- **Less than 1%** of state funding goes to treatment/prevention
- **17% of state funding** consumed by addiction consequences
- **Nearly 1 in 5 Oregonians** struggles with substance abuse

The Treatment Gap

- **29.3 million US adults** report resolved substance use problems
- **54.1% achieved recovery** without formal treatment programs
- **22% decrease** in Oregon overdose deaths (2024 vs 2023)
- **Podcasts proven effective** for recovery support and education

Donation Impact Analysis

Direct Impact Per Donation

Donation Amount	Episodes Funded	People Potentially Reached	Monthly Hosting Supported
\$25	1 episode	50 people	0.5 months
\$50	2 episodes	100 people	1 month
\$100	4 episodes	200 people	2 months
\$250	10 episodes	500 people	5 months
\$500	20 episodes	1,000 people	10 months
\$1,000	40 episodes	2,000 people	20 months

Monthly Giving Impact

Monthly Amount	Annual Value	Episodes Funded Annually	People Reached Annually
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\$10/month	\$120/year	4.8 episodes	240 people
\$25/month	\$300/year	12 episodes	600 people
\$50/month	\$600/year	24 episodes	1,200 people
\$100/month	\$1,200/year	48 episodes	2,400 people

Fundraising Materials

1. Comprehensive Infographic

Chart 51: Professional fundraising infographic displaying:

- Current reach and engagement metrics across all platforms
- Oregon addiction crisis statistics highlighting urgent need
- Donation impact scenarios showing how contributions translate to lives saved
- Mission statement: "Empower, enlighten, and inspire recovery journeys"

2. Flyer Concepts

Flyer Concept 1: "Crisis & Urgency" (Image 52)

Target Audience: Donors motivated by crisis response

Key Messages:

- Oregon ranks LAST in addiction treatment access
- 6 Oregonians die daily from alcohol-related causes
- \$6.7 billion taxpayer cost annually
- Real Recovery Podcast fills critical gaps in support

Best For: Board presentations, community leaders, initial awareness

Flyer Concept 2: "Growth & Impact" (Image 53)

Target Audience: Donors motivated by positive outcomes

Key Messages:

- 75+ authentic recovery stories shared

- 1,200+ monthly website visitors seeking help
- Growing community across 10+ countries
- Proven platform connecting people to recovery resources

Best For: Individual donors, recovery community events, success stories

Flyer Concept 3: "Donation Impact" (Image 54)

Target Audience: Donors wanting concrete impact measurement

Key Messages:

- \$25 = Fund 1 episode reaching 50 people
- \$500 = Enable 20 episodes reaching 1,000 people
- \$25/month = 12 episodes annually reaching 600 people
- Every dollar directly supports life-saving stories

Best For: Major gift solicitation, monthly giving campaigns, corporate sponsorships

Donor Conversation Guide

Opening Statement

"Oregon faces an unprecedented addiction crisis. We rank dead last - 50th out of 50 states - in providing treatment access. While 6 Oregonians die daily from alcohol and 1-2 more from drug overdoses, less than 1% of state funding goes to prevention and treatment."

The Gap We Fill

"Traditional treatment isn't reaching everyone who needs help. Research shows 54% of people in recovery achieved it without formal treatment programs. Podcasts like Real Recovery provide that crucial bridge - accessible 24/7, stigma-free support when people need it most."

Our Proven Impact

"In just over a year, Real Recovery Podcast has published 75+ episodes, reached 3,300+ listeners, and built a community of 1,200+ monthly website visitors. Our authentic stories from people in recovery provide hope and practical guidance exactly when it's needed."

The Ask

"Your support directly translates to lives saved. A \$25 monthly donation funds one episode that reaches 50 people in recovery. That's just \$0.50 per person potentially helped. Can you think of any other investment with greater life-saving potential?"

Urgency Statement

"Every day we wait, more Oregonians die from preventable overdoses. Every episode we can't produce is another missed opportunity to reach someone contemplating recovery. Your donation today means we can continue providing this critical lifeline."

Audience-Specific Talking Points

Healthcare Professionals

"As someone in healthcare, you see the treatment gap firsthand. Our podcast reaches people in that crucial window between deciding they need help and accessing formal treatment."

Business Leaders

"Addiction costs Oregon \$6.7 billion annually in lost productivity and healthcare costs. Supporting accessible recovery resources like our podcast is an investment in workforce stability and community health."

Community Leaders

"Recovery happens in community. Our podcast creates connection and hope for people who might otherwise suffer in isolation. It's community-based recovery support that works."

People in Recovery/Family Members

"You understand the power of hearing that you're not alone. Our podcast amplifies voices like yours to reach people still struggling. Your support helps us share more stories of hope."

Recommended Donation Levels

Individual Donors

- **\$25/month:** "Recovery Supporter" - Funds 1 episode monthly

- **\$50/month:** "Hope Builder" - Funds 2 episodes monthly
- **\$100/month:** "Life Saver" - Funds 4 episodes monthly

One-Time Major Gifts

- **\$500:** Funds 20 episodes (potential reach: 1,000 people)
- **\$1,000:** Funds 40 episodes (potential reach: 2,000 people)
- **\$2,500:** Funds 100 episodes (potential reach: 5,000 people)

Corporate Sponsorships

- **\$5,000:** "Episode Series Sponsor" - Fund entire themed series
- **\$10,000:** "Annual Supporter" - Cover full year of hosting/production costs
- **\$25,000:** "Founding Partner" - Enable major expansion and outreach

Growth Projections

Current Baseline

- **1,200 monthly website users**
- **616 total followers across platforms**

Projected Growth with Sustained Funding

- **10% growth:** 1,320 users, 677 followers
- **25% growth:** 1,500 users, 770 followers
- **50% growth:** 1,800 users, 924 followers

Key Messaging Principles

1. **Every dollar saves lives:** Connect donations directly to measurable impact
2. **Fill the treatment gap:** Position as essential bridge to formal treatment
3. **Oregon's unique crisis:** Emphasize state's last-place ranking and urgent need
4. **Community-based solution:** Highlight accessibility and stigma-free support
5. **Proven effectiveness:** Reference research on peer support and recovery outcomes

Contact Information

Real Recovery Podcast Inc.

- **Legal Status:** 501(c)(3) nonprofit organization
- **EIN:** 99-1347297
- **Oregon Registry:** 226440493
- **Website:** RealRecoveryPodcast.com
- **Mission:** Empower, enlighten, and inspire recovery journeys through authentic stories, practical advice, and community insights

Remember: Every donor interaction should emphasize that their support directly saves lives in a measurable, tangible way. The Real Recovery Podcast isn't just content - it's a lifeline for people in Oregon's most vulnerable moments.