



# BRICK BY BRICK

## Building Hope

Supporting Children Impacted by the Disease of Addiction

### STEP UP FOR A CAUSE: Challenge to Stomp Out Addiction

Join NACoA in a powerful and fun campaign to raise awareness and support for children and families impacted by the disease of addiction. Each "brick" represents hope, resilience, and a step toward breaking the intergenerational cycle of addiction.

#### Choose Your Challenge

- **Select a symbolic action** to "stomp out addiction"—it can be
  - Walking a mile
  - Climbing stairs
  - Doing a literal "stomp" on legos (wearing your shoes of course!)
  - Creating a visual wall of bricks or hope
- **Add a personal message** about why you care, who you're honoring, or a message of hope to inspire others

#### Build Your Brick

- **Each stomp of a brick/donation of \$25 adds one "brick"** to NACoA's Wall of Hope.
- **Set a personal goal.** For example: "I'm building 20 bricks and donating \$25.00 per brick, in honor of 20 years of my father's recovery."
- **Promote through friends, family, or your network**—or build your own bricks through personal giving.

#### Spread the Word

- **Share your challenge** on social media, share a selfie or video, go live, or host a quick Q&A explaining why this cause matters.
- **Use hashtags:** #BuildingHope #StompOutAddiction #NACoA #LEGO #LEGOChallenge #BrickNation
- **Share NACoA's LEGO Event donation link** or your personalized fundraising page.
  - **Challenge 3 friends or colleagues to join you** in the movement. Ask them to stomp out addiction, build bricks of hope, and support NACoA alongside you.
  - **Use any and all social media platforms to amplify your message:** Instagram/TikTok/Facebook/Twitter/LinkedIn/Reddit
  - **Group Chats**
  - **Phone Calls**
  - **Emails/newsletters/vlogs**
  - **Podcasts, radio segments, or TV interviews**

#### Invite Others to Build or Stomp

- **Share** with your workplace, faith community, high school sports team, local LEGO community, or family involved.
- **Host** a mini-challenge, team event, or school-based campaign.
- **Encourage others** to start building bricks and share their own reasons for getting involved.

#### Celebrate & Report Back to NACoA!

- Let us know how many bricks you've built - or stomped on!
- Send us your pictures, videos, or testimonials to be featured during the 48 hour Build-A-Thon July 25-27th
- Help us track the impact you're making—brick by brick!

*We need your voice to expand this movement—every story, every share, every challenge builds momentum.  
Help us build hope - brick by brick - for children impacted by parental substance use!*



National Association for Children of Addiction

NACOA.ORG

301.468.0985