



VOICES OF THE UNHEARD

Campaign Quick Guide

Children Deserve Recovery Too.

Voices of the Unheard shines a light on children impacted by familial substance use. Nearly 19 million children in the United States have a parent with a substance use disorder. Every step, story, donation, and shared post helps children feel seen, supported, and worthy of recovery.

Our campaign goals

- **Raise \$150,000.** Support NACoA's work for children impacted by familial substance use.
- **Walk 19 million steps.** Move together across all 50 states—one step for each child represented by this campaign.
- **Million with Morgan.** Support Morgan Wade's personal commitment to walk one million steps.

How to take part

- **Walk.** Add your steps to the campaign's collective total.
- **Give.** Donate to support NACoA's programs, training, and resources.
- **Share or invite.** Post a finished campaign graphic or video, then invite someone in your community to join you.

WHEN YOU SHARE

Tag NACoA and include #voicesoftheunheard so the campaign team can find and amplify your post. Keep children at the center and protect personal information.

CAMPAIGN LINKS

Campaign: [Voices of the Unheard](#)

Steps: [Million Steps with Morgan Wade](#)

Donate: [Give through NACoA's campaign page](#)

FOLLOW AND TAG NACoA

Use the platform tag below and add #voicesoftheunheard to every campaign post.

Facebook: [@NACoAUSA](#) | Instagram: [@nacoa_usa](#)

X: [@NACoA_USA](#) | LinkedIn: [NACoA](#) | YouTube: [@NACoAUSA](#)