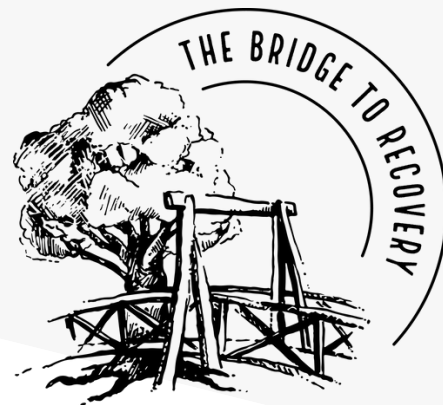




case study



TPAS Helped The Bridge to Recovery Build A Strong Alumni Program

The Bridge to Recovery's partnership with TPAS has transformed its alumni program and strengthened its organizational sustainability. Through collaboration, education, and shared best practices, The Bridge to Recovery has created a thriving alumni network that continues to support its mission of healing and growth.

"Every good idea we've implemented has come from TPAS."

970-591-3643
gina@tpasrecovery.org
tpas.org

"I don't think I'd be in a managerial position or on our leadership team if it weren't for TPAS. It's a community that has given me practical tools, guidance, and the confidence to advocate for myself and my program."

*Sara Beth Caldwell
Director of Admissions & Alumni Relations*



WHO IS THE BRIDGE TO RECOVERY?

The Bridge to Recovery, founded in 1972 by Paul and Carol Cannon, is a small nonprofit organization in Bowling Green, Kentucky, offers a transformative, non-medical model for addressing trauma and family of origin issues. As a residential workshop, it provides intensive group therapy for two, four, or six weeks to individuals seeking healing and growth. The Bridge to Recovery serves a unique niche, focusing on trauma rather than addiction or primary treatment, and relies entirely on private pay and fundraising to support its programs, scholarships, and discounts.

BEFORE TPAS

When The Bridge to Recovery became a TPAS member in 2015, its alumni program was more of a loosely connected community than a structured system. The collaboration with TPAS introduced The Bridge to Recovery to tools and best practices that became the backbone of its alumni program today. *"Before TPAS, we didn't even have alumni contact or consent forms. We weren't doing follow-up calls or tracking referrals. We didn't know where our alumni were or how they felt about their experiences,"* recalls Caldwell.

To Learn More About The Bridge to Recovery
Visit: www.thebridgetorecovery.com



THE BRIDGE TO RECOVERY



KEY IMPROVEMENTS & METRICS

With Guidance from TPAS Collaboratives, The Bridge to Recovery Implemented:

- Alumni Contact and Consent Forms: Ensuring connections were facilitated and maintained appropriately.
- Follow-Up Communication: Including follow-up calls and surveys to better understand alumni needs and collect feedback.
- Private Alumni Facebook Group: A platform for alumni to connect and stay engaged.
- Understanding and tracking alumni referrals was a game-changer.
- **From 2017 to 2023, the percentage of alumni referrals increased by 15%**, a direct reflection of the strategies learned from TPAS collaboratives.

LASTING IMPACT

The future of TPAS's support for The Bridge to Recovery is bright, with plans to continue leveraging TPAS resources and relationships to enhance alumni engagement. Recent initiatives include efforts to improve the organization's online presence through Google reviews and SEO strategies—both inspired by TPAS guidance.

"Every good idea we've implemented has come from TPAS," Caldwell emphasizes. "The community is open, supportive, and collaborative. It's not about competition; it's about shared growth."

Caldwell is also optimistic about the future of fundraising. *"We have a new Director of Fundraising who's an alum herself. She and I are working closely to collect data and strengthen alumni connections. I'm excited to see how TPAS will continue to support us in these efforts."*

"TPAS is the place to go if you want to build the strongest, healthiest alumni community. It's an investment that pays for itself many times over."