



*Planting Seeds  
of Hope*

# Planting Seeds of Hope

REACH  
Spring Campaign  
Toolkit



# Planting Seeds of Hope

## Welcome!

And THANK YOU for joining REACH's *Planting Seeds of Hope* Spring Fundraising Campaign!

We are thrilled to have you join this effort to help us raise **\$25,000** – funds that will help us better serve the 7,000 people a year who use REACH's services. Our campaign will run for just two weeks and will be 'live' on our website, Facebook page and other social media, with daily communications and engagement (including prizes) around developments and progress throughout the campaign.

This toolkit contains:

- I. Campaign Details
- II. How to Join
- III. Fundraising Page Appeal & Example
- IV. Email Appeal & Example
- V. Social Media Appeal & Example
- VI. Text Message Appeal & Example
- VII. Thank you Email Template
- VIII. Fun Fundraising Ideas
- IX. Helpful Links

Thank you again for joining the campaign! If you should have any questions or need assistance on campaign materials etc. please contact us.

Best regards,

REACH's Development Team  
(781) 891-0724



# Planting Seeds of Hope

**Please join REACH in raising \$25,000 through our *Planting Seeds of Hope* Campaign**

**When: May 18 – 31, 2020**

**Goal: \$25,000 in two weeks**

Every day, REACH works with survivors of domestic violence to foster safety and support while engaging communities to promote healthy relationships. Domestic violence is often shrouded by secrecy, silence, and shame. Survivors face physical, emotional, sexual, psychological, cultural, and financial abuse at the hands of partners who go to great lengths to control them.

As the days continue to get warmer and the plants are in bloom, help shine a light and lift the voices of survivors out of the shadows.

The statistics are staggering:

- In Massachusetts, 1 in 3 women & 1 in 5 men report having experienced rape, physical violence, or stalking by an intimate partner in their lifetime.
- Approximately 15.5 million children are exposed to domestic violence every year
- In one day in 2019, Massachusetts domestic violence programs served 1,857 victims and were unable to meet 441 requests, of which 54% were for housing.
- In 2019 nationwide, 1 in 4 women and 1 in 9 men were victims of intimate partner violence resulting in impact such as injury, fear, concern for safety, and/or needing services

**Help us raise \$25,000 this spring to support our work with the more than 7,000 people we will help this year alone through a combination of intervention and prevention services.**

**The best way to stay up to date is to follow our social media platforms! We will be sharing leaderboards, donor matching opportunities, and different ways you can be entered to win prizes! Make sure you follow our social medias here:**



@reachma



@REACH\_MA



@reach\_bdv



# Planting Seeds of Hope

## How to Join Sign Up at:



1 Sign up fundraiser here: <https://reachma.salsalabs.org/seedsofhope2020>

2 Simply share your own short personal story about why you are supporting REACH or use the text that we have provided to you in this toolkit. Remember, people support causes recommended by their friends, so tell them what REACH means to you!

3 You can send the appeal from your fundraising page using the icons below the orange register button for Facebook, Twitter, LinkedIn, Pinterest, or send it out via email.

For more detailed instructions:

<https://tinyurl.com/yde5zy3a>



\$400.00 of \$1,000.00



40%

DONATE

Register



# Fundraising Page Appeal & Example



## Planting Seeds of Hope



\$25.95 of \$500.00

5%

DONATE

Register



**Spring is a time for new beginnings. Help plant seeds of hope for a future free of domestic violence!**

Every day, REACH works with survivors of domestic violence to foster safety and support while engaging communities to promote healthy relationships. The COVID-19 pandemic has impacted the lives of survivors that we work with in unimaginable ways and **the need has never been greater**. Many have lost their jobs and are struggling with financial uncertainty. We also know that home is not safe for everyone and when officials recommend "social distancing" to slow the spread of infection, those facing abuse may encounter additional risks. REACH advocates have been working tirelessly to offer support and resources while we all face this pandemic **together**. Your gift to REACH will help ensure that we have the means to continue this work right now and in the future - because once THIS crisis is over, we know the impact on survivors will be long lasting.

Help shine a light on domestic violence and lift the voices of survivors out of the shadows.

The statistics are staggering:

- In Massachusetts, 1 in 3 women & 1 in 5 men report having experienced rape, physical violence, or stalking by an intimate partner in their lifetime.
- Approximately 15.5 million children are exposed to domestic violence every year
- In one day in 2019, Massachusetts domestic violence programs served 1,857 victims and were unable to meet 441 requests, of which 54% were for housing.
- In 2019 nationwide, 1 in 4 women and 1 in 9 men were victims of intimate partner violence resulting in impact such as injury, fear, concern for safety, and/or needing services

**Help us raise \$25,000 this spring to support our work with the more than 7,000 people we will help this year alone through a combination of intervention and prevention services.**

To learn more about REACH and their many programs and accomplishments, please visit [www.reachma.org](http://www.reachma.org).

**Thank you for your donation!**

**Leave me a message:**

Elizabeth Dugan	\$25.95
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0 Comments

Sort by Oldest

Add a comment..

Facebook Comments Plugin

# Email Appeal & Example

**To:** My circle of friends, family & colleagues

**Subject:** Help Plant Seeds of Hope for Survivors of Domestic Violence!

Dear Friend,

I hope you are doing well!

I need your help. As you may know, I am a [board member, volunteer, donor, friend] for an amazing organization called REACH Beyond Domestic Violence.

The COVID-19 pandemic has impacted the lives of survivors that REACH works with in unimaginable ways and the need has never been greater. Many survivors have lost their jobs and are struggling with financial uncertainty. Home is not safer for everyone and when officials recommend “social distancing” to slow the spread of infection, those facing abuse may encounter additional risks. REACH advocates have been working tirelessly to offer support and resources while we all face this pandemic together.

Thanks to organizations like REACH, survivors have somewhere to turn and there is someone in our community working to support them during these challenging times.

So this spring, I am fundraising on behalf of REACH. Anything you can do to help will be greatly appreciated, whether that is making a donation or simply sharing my fundraising page. Your gift will help ensure that REACH has the means to continue this work right now and in the future - because once THIS crisis is over, the impact on survivors will be long lasting.

Thank you so much in advance for your support! Together, we will reach beyond domestic violence.

All the best,

Joe Smith

# Social Media Appeal & Example

Share your fundraising page across all your social media platforms like Facebook, Twitter, Instagram, and LinkedIn! Be sure to tag us in your efforts!

(Insert your own short personal story or use wording from the main donation page)

**Did you know that on average, nearly 20 people per minute are physically abused by an intimate partner in the United States? I am raising money for REACH Beyond Domestic Violence this Spring during their Planting Seeds of Hope campaign. Every day, REACH works with survivors of domestic violence to foster safety and support while engaging communities to promote healthy relationships. Consider donating to my page or help spread the word!**

(insert your fundraising link)



**Lizzy Dugan**  
Just now ·  ▼

Did you know that On average, nearly 20 people per minute are physically abused by an intimate partner in the United States. I am raising money for REACH Beyond Domestic Violence this Spring during Planting Seeds of Hope campaign. Every day, REACH works with survivors of domestic violence to foster safety and support while engaging communities to promote healthy relationships. Consider donating to my page or help spread the word!

REACHMA.SALSALABS.ORG  
**reachma.salsalabs.org**

Every day, REACH works with survivors of domestic violence to foster safety and support while engaging communities to promote healthy relationships. Domestic violence is often shrouded by secrecy, silence, and shame. Survivors face physical, emotional, sexual, psychological, cultural, and financial....

 Like       Comment       Share

# Text Message Appeal & Example

Hello Friend,

I'm helping REACH Beyond Domestic Violence raise \$25k this spring. Every day, REACH works with survivors of domestic violence to foster safety and support while engaging communities to promote healthy relationships. Anything you can do to help will be greatly appreciated. My donation page can be found here: (insert link to donation page and image)

Hello Brian,  
I'm helping REACH Beyond Domestic Violence raise \$25k this spring. Every day, REACH works with survivors of domestic violence to foster safety and support while engaging communities to promote healthy relationships. Anything you can do to help will be greatly appreciated. My donation page can be found here: (insert link to donation page and image)



4:22pm MMS

# Thank you Email Appeal Example

**To:** Friend who donated

**Subject:** Thank you!

Dear John,

Thank you so much for your donation to my Planting Seeds of Hope Spring Campaign for REACH. Your support means so much to me and will help REACH better serve the over 7,000 people a year who utilize REACH's intervention and prevention services. As a [BOARD MEMBER/STAFF MEMBER/VOLUNTEER/SUPPORTER], I see the difference that REACH makes in the community every day and I am so proud to be able to share their great work you.

I would love to introduce you to some of the amazing folks at REACH who make this work possible. I'd be more than happy to schedule a tour of their office for you. You can also follow them on all their social media platforms for regular updates.

[OPTIONAL PARAGRAPH: Another way to get more involved is to become a volunteer and attend virtual training – the next one is a Summer Training Institute on June 1st through June 8th. Having gone through the training myself, I can tell you firsthand that it is so informative and a great way to learn more about domestic violence and why we need organizations like REACH. If you are interested in attending, you can email REACH's Volunteer Program Coordinator, directly at [kristin@reachma.org](mailto:kristin@reachma.org). She is wonderful and I would be more than happy to make an introduction.]

Once again, thank you so much for your support and for making a difference in the lives of survivors of domestic violence.

Warmly,  
Your Name



# Planting Seeds of Hope

## Fun Fundraising Ideas

In addition to your email and social media campaign, there are several other ways to get friends and colleagues involved! Keep in mind, people love to 'get something' when they 'give something'. Here are a few ideas:

- Host a digital happy hour with your friends and family! Teach your attendees how to make a certain cocktail and encourage them to donate to REACH!
- Dedicate your birthday to REACH! Encourage your network to donate to REACH in lieu of gifts.
- Teach your friends how to do something new! Host a digital cooking class or a beginner's knitting course. Teach your friends a skill while encouraging them to donate to REACH.
- Have a REACH staff member join your Zoom call with friends! Our staff is happy to hop on a Zoom call and talk about REACH's services and the work we are doing in the community.
- Create different and fun fundraising challenges! Encourage your network to donate by agreeing to complete a silly challenge if you reach a certain goal. This could look like taking a pie to the face or posting a video of you doing karaoke!
- Have a hobby that you love like yoga or spin? Ask your studio if they would hold a virtual class to benefit REACH! This is a great way to support REACH and get people involved in the hobby that you love.



# Planting Seeds of Hope

## Helpful Links

- REACH's Campaign page: <https://reachma.salsalabs.org/seedsofhope2020>
- Sign up to fundraise: <https://reachma.salsalabs.org/seedsofhope2020?page=register>
- Instructions for Creating a Fundraising Page: <https://tinyurl.com/y7e4q6sb>
- REACH Facebook page: <https://facebook.com/reachma>
- REACH Twitter page: [https://twitter.com/REACH\\_MA](https://twitter.com/REACH_MA)
- REACH Instagram page: [https://instagram.com/reach\\_bdv](https://instagram.com/reach_bdv)

If you need more information, help creating your page,  
or getting your fundraising started,  
please contact Lizzy Dugan at: [lizzy@reachma.org](mailto:lizzy@reachma.org)  
or (781)891-0724 x114