

Reach with me!

And then tell us how you reach...



Reach With Me!

Fundraising Campaign Toolkit



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Welcome!

And THANK YOU for joining the Reach With Me! Fundraising Campaign!

We are thrilled to have you join this effort to help us raise **\$30,000** – funds that will help us better serve the 7,000 people a year who use REACH's services. Our campaign will run from June 1 – June 30, 2023, and will be 'live' on our website, Facebook page, and other social media, with daily communications and engagement (including prizes!) around achievements and progress throughout the campaign.

This toolkit contains:

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

Thank you again for joining the campaign! If you should have any questions or need assistance with campaign materials, etc., please contact Maria Duffy.

Maria Duffy, Assistant Director of Development

mduffy@reachma.org

(781) 891-0724, ext. 114

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Please join REACH in raising \$30,000 through our Reach With Me! Campaign

When: June 1 – 30, 2023

Goal: \$30,000

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.

Whether you are a staff or board member, volunteer, community partner, or other supporter, you reach with survivors of domestic abuse through your support of REACH. Spread the word with your community and ask them to reach with you!

Help us raise \$30,000 this June to support our work with the more than 7,000 people we will help each year 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 media accounts here:

#ThisIsWhyIReach

#ReachWithMe



[@reachma](https://www.facebook.com/reachma)



[@REACH_MA](https://twitter.com/REACH_MA)



[@reach_bdv](https://www.instagram.com/reach_bdv)

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How to Create a Fundraising Page

1. Go to: <https://reachma.salsalabs.org/ReachWithMe>
2. Click the "Register Now" button
3. Fill in all the registration details and then click "next"
4. On the "Fundraiser Details" page, click "Create an Account" or connect through your Facebook page
5. This will then bring you to the "Fundraiser Details" page where you will create a password, name your fundraiser, and set your fundraising goal. Your fundraising goal is very important and will be displayed on your completed page
6. Once you have completed those details, click "Next"
7. You will be brought to a summary page where you will have the opportunity to edit any details
8. Once you have confirmed the details, click "Go to Checkout"
9. You will then be brought to a page where you can choose to donate to your own page. There is no charge to create a fundraising page
10. If you decide not to donate to your own page, make sure to uncheck the box that reads "I would like to kick off my fundraising efforts with my own contribution"
11. Click "Submit"
12. Your fundraising page is now live! Click the box that says "Log into my page" to edit your page
13. Personalize your page, share your reason for joining the campaign, and add photos! Remember, people support causes recommended by their friends, so tell them what REACH means to YOU!

**If you have any questions, please contact Maria Duffy at
mduffy@reachma.org or 781.891.0724, ext. 114**

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Create a Team Page

Would you prefer to work with a team to share how you reach? You can create a team fundraising page for your business, school, or group of friends!

To create a team page, simply go to the main registration page: <https://reachma.salsalabs.org/ReachWithMe>, click the orange button on the right side that reads "Register Now" and enter all your details.

At the bottom, there will be an option to create a team:

1 Registration Details 2 Fundraiser Details 3 Summary

Registration Detail

Reach With Me! (You)
Registration #1 of 1

Enter your information.

Will you be creating a personal fundraiser?

Yes No

First Name * Last Name *

Email Address *

No teams are currently set up. Would you like to start a team? Yes No

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Fundraising Page Sample

Maria Duffy's Reach With Me! Page

DONATE



Did you know that on average, nearly 20 people per minute are physically abused by an intimate partner in the United States?

I am beyond proud to be on the team at [REACH Beyond Domestic Violence](#). At REACH, we work with survivors of domestic violence to foster safety and support while engaging communities to promote healthy relationships. I am constantly in awe of my colleagues who are there with survivors every step of the way on their path toward hope and healing.

Please reach with me and help me raise my goal of \$2,000 to provide critical support for survivors of domestic abuse. Donate today!

\$50.00 of \$2,000.00



Thank You to Our Donors!

Harrison Fox \$50.00

SHARE



Donate

Email Appeal Sample

To: My circle of friends, family, & colleagues

Subject: Reach With Me for Survivors of Domestic Violence!

Dear [NAME],

I hope you are doing well!

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

REACH provides survivors of domestic violence with safety, shelter, and a path to healing. Their innovative, community-based approach promotes healthy relationships, fosters collaboration, and empowers community members to be agents of change.

The need for REACH's work is great. So, I am fundraising for the organization and asking you to reach with me to support survivors of domestic abuse. Anything you can do to help will be greatly appreciated, whether that is donating or simply sharing my fundraising page. Your gift will help ensure that REACH has the means to continue this work today and into the future.

I cannot thank you enough for your support! Together, we can create change.

Thank you for reaching with me,

[Your Name]

Social Media Appeal Sample

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 during their Reach With Me! 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 by sharing it!

(insert your fundraising link)

Text Message Appeal Sample

Hello Friend,

I'm helping REACH Beyond Domestic Violence raise \$30k this June. 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 \$30k this June. 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 your 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 Reach With Me! Campaign for [REACH Beyond Domestic Violence](#). 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 single day and I am so proud to be able to share their great work with you.

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

Warmly,
[Your Name]

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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:

- Have a group of your friends attend a virtual tour of REACH's shelter! During this 35-minute tour on Zoom, we lead attendees through the space and share details about the amazing work our community and shelter teams do to support survivors of domestic violence. Contact Maria Duffy to schedule a tour: mduffy@reachma.org
- Host a happy hour with your friends and family! Teach your attendees how to make a new cocktail and encourage donations!
- Is your birthday in June? 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 cooking class or a beginner's knitting course. Encourage them to donate to REACH while learning a new skill.
- Gather for an activity that gives back! Try hosting a walk-a-thon or bike race that gathers donations.
- 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.

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Helpful Links

- Reach With Me! Campaign page:
<https://reachma.salsalabs.org/ReachWithMe>
- REACH Facebook page:
<https://facebook.com/reachma>
- REACH Twitter page:
https://twitter.com/REACH_MA
- REACH Instagram page:
https://instagram.com/reach_bdv

#ThisIsWhyIReach

#ReachWithMe

If you need more information, help to build your page,
or help getting your fundraising started, please contact

Maria Duffy at: mduffy@reachma.org

or 781.891.0724, ext. 114