

Fundraising Guide for REACH Runners

Falmouth Road Race | REACH Beyond Domestic Violence

You're Running for Something Bigger

As a REACH runner, you're not just training for a race — you're helping ensure that survivors of domestic violence have access to safety, support, and a path forward.

REACH Beyond Domestic Violence centers the voices and strength of survivors and works to build a future free from violence.

Your fundraising makes that possible.

Your Goal: \$2,000 (And How You'll Get There)

\$2,000 might feel big — but it's completely doable.

Try thinking of it like this:

20 people giving \$100

40 people giving \$50

80 people giving \$25

You're not asking one person — you're inviting your community to show up.

The REACH Runner Approach

The most successful REACH runners:

Ask directly (and more than once)

Share why the cause matters to them

Keep it simple and personal

You don't need a big event – just consistent, genuine outreach.

Start Here: The Simple Ask

This is your most powerful tool.

Text Message Example:

Hi! I'm running the Falmouth Road Race for REACH Beyond
Domestic Violence

I'm raising \$2,000 to support survivors in our community.
Would you consider donating \$25-\$50? It would mean a lot.
[link]

Easy, Low-Cost Fundraising Ideas

1. Living Room Gathering (REACH Conversation)

Invite 5–10 friends over (or host on Zoom).

Keep it simple:

- Share why you're running
- Talk briefly about REACH's work or invite staff from REACH to join you and share directly about the mission
- Ask for support

Tip: Keep it short (30–45 minutes) and personal.

2. Dessert for REACH

Host a casual dessert or coffee night.

Suggested donation: \$20–\$30

Share one story or reason this matters to you

3. "Bring a Friend" Walk or Run

Invite friends for a short walk/run.

At the end, say:

"I'm fundraising for REACH — if you're able, I'd love your support."

4. Craft Night

Paint, make bracelets, or just hang out.

Ask for a small donation to join.

5. Make & Give

Offer something simple:

- Baked goods
- Playlists

- Handmade items
In exchange for a donation.

Everyday Fundraising (Where Most Money Comes From)

6. Social Media

Post 1-2 times per week, increasing frequency as the race gets closer ([our social media guide](#) has post templates and other materials you can use):

- Why you're running
- Training updates
- Progress toward \$2,000
Always include your link and ask directly

7. Group Chat Ask

"If 10 people gave \$20, I'd be so close to my goal – would you be one?"

8. Workplace Outreach

- Email coworkers
- Post in Slack/Teams
- Ask about matching gifts! Many companies will match donations made.
Always encourage donors to check. This will double your impact!

Make Your Training Part of It

9. Sponsor My Miles

Ask people to donate per mile or as a flat amount tied to your training.

10. Fun Challenge

"If I hit \$500 this week, I'll run my next training run in a costume!"

People love to engage with something fun.

Talking About REACH (Simple Language)

You don't need to be an expert. Just keep it real:

"REACH supports survivors of domestic violence with safety, resources, and long-term support."

Or:

"REACH helps people rebuild their lives after abuse."

Tips from Successful Fundraisers

- Be specific
- Ask for a number (\$25, \$50, etc.)
- Follow up
- People forget... reminders work
- Share progress
- Momentum builds donations
- Be personal (as long as you feel safe and comfortable)
- Even one sentence about why this matters increases giving
- Say thank you!
- Ask in different ways, publicly and privately.
 - You know your community and know what might work best.

When It Feels Awkward to Ask

That's normal.

Remember:

- You're not asking for yourself
- You're inviting people to support survivors
- Most people *want* to help — they just need to be asked

Why Your Fundraising Matters

Because of your fundraising, REACH will be able to continue providing a safe and healing environment for survivors of domestic violence. Because of you and your supporters:

- Someone can access support
- Someone can feel safe
- Someone can begin again

Some helpful information you may need

Information about domestic violence

During your fundraising, it's possible that people may share their experiences of domestic violence or abuse with you. So often, abuse is shrouded in silence – when we begin to break the stigma and shame surrounding it, survivors often feel safer coming forward with their stories. You are not expected to be an expert on supporting survivors. But all of us can play a role in providing support.

When someone shares that they have experienced domestic violence, your response should be grounded in belief, empathy, and respect for their autonomy. **Start by validating their experience:** simple statements like *"I'm really glad you told me,"* or *"I believe you"* can help counter the shame and isolation many survivors feel.

Avoid judgment, blame, or questioning their decisions. Domestic violence is rooted in **power and control**, and survivors often face complex barriers to safety. Focus on listening more than speaking, using calm, supportive language and allowing them to share at their own pace without interruption or pressure for details.

Gently prioritize safety by asking if they are safe right now, but do not take control of the situation or push them toward actions they are not ready to take. If someone is in an abusive relationship, it can be tempting to tell them to leave. While this comes from a place of care, it can ultimately cause more harm.

Instead of giving directives, **offer options**: you might mention that confidential support is available, such as REACH's 24/7 hotline (800-899-4000), and let them decide if and when they want to access resources. Respect their choices, even if they choose to stay in or return to the relationship, and reinforce that your support is not conditional. Maintain confidentiality within your role, being clear about any limits if applicable.

Above all, center the survivor's strength and agency. Acknowledge the courage it takes to share their experience and remind them they do not deserve abuse. Your role is not to fix the situation, but to listen, support, and connect them to resources if they choose. If appropriate, follow up later with a simple check-in to reinforce that they are not alone.

Helpful Resources

REACH has a wonderful blog titled [“How to Support a Loved One Experiencing Abuse \(and why this can be so hard\)”](#) (written by Falmouth Road Race Team Member, Jess, from when she was the Director of Prevention Programs).

There are several videos including *Introduction to “Domestic Violence”*, *“What to Do, What to Say”*, *“How to Talk with Teens about Relationships”* and *“Technology: How it can help and hurt”* on the [resources](#) page of REACH's website.

There are also tip cards you can download for talking with young people about healthy relationships starting at age 3 and going through 18.

Contact Information

Organization Name	REACH Beyond Domestic Violence
--------------------------	--------------------------------

	*please use all caps for "REACH". REACH is an acronym for Refuge, Education, Advocacy, and Change.
Organization Nickname	REACH *please use all caps. REACH is an acronym
Fundraising Website	The REACH team site can be found at https://raceroster.com/events/2026/112177/the-2026-asics-falmouth-road-race/pledge/team/926946
Organization Website	www.reachma.org
Instagram Handle	@reach_bvd
Facebook	REACH Beyond Domestic Violence
Bluesky	@reach-ma.bsky.social
X (formerly known as Twitter)	@REACH_MA
Team Captain Name and Contact	Lauren Nackel lauren@reachma.org Cell: 781-207-3419
REACH Hotline	1-800-899-4000 *It's possible people may share their experiences of abuse with you. The hotline is free, 24/7, and available to all whether they are survivors themselves, have loved ones who have experienced abuse, or just have questions.

Final Reminder

You don't need to be perfect.

You just need to:

- Ask
- Share
- Keep going

That's how REACH runners get to \$2,000 — one conversation and one mile at a time.

Thank you!

From all of us at REACH