

# Social Media Guide for REACH Runners

Falmouth Road Race | REACH Beyond Domestic Violence

## *Purpose of This Guide*

This guide is meant to help runners effectively share their fundraising journey, raise awareness, and inspire donations while supporting REACH Beyond Domestic Violence.

REACH Beyond Domestic Violence empowers individuals, families, and communities to overcome domestic violence and build healthy relationships

## *Key Messaging Tips*

- Be personal: Share why this cause matters to you
- Be clear: Include your fundraising goal and donation link
- Be consistent: Post regularly (1–2 times per week)
- Be respectful: Focus on empowerment, resilience, and hope
- Include a call to action: Always ask people to donate or share

## *Hashtag Ideas*

Using every hashtag isn't necessary, it's usually best to use a maximum of 2–3 (or even just one if your character count is limited, such as on Twitter/X or Bluesky).

#FalmouthRoadRace #RunForREACH #SupportSurvivors  
#EndDomesticViolence #RunWithPurpose

## *Easy Link Sharing*

Below you'll find a shortened link to REACH's Falmouth Road Race webpage which your supporters can use to access the fundraising portal as well as your individual fundraising pages. Simply copy the link and paste it into your social media caption field when drafting your post.

### **Shortened Falmouth Road Race Page Link**

[tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## *Sample Social Media Post Ideas and Tips*

- Posts are recommended for specific social media platforms based on character counts, but feel free to customize them as needed.
- Including photos or short videos that chronicle your training/racing journey can help boost your outreach
- Remember to tag REACH on whichever platform you're posting to so we can like and reshare! (our social media handles are listed below in the 'Contact Information' section)
- If you're posting to Instagram and/or Facebook, be sure to also add your posts to your personal Stories

### **1. Kickoff Post (Instagram, Facebook, LinkedIn)**

I've signed up to run the Falmouth Road Race in support of REACH Beyond Domestic Violence! 💜

I want to support REACH because [insert personal reason].

I've committed to raise \$2,000 to support survivors and help build a world free from violence.

Please share this post with your friends and colleagues. If you'd like to donate, you can do so here: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 2. Why This Work Matters (Twitter/X, Bluesky)

Domestic violence affects millions of people each year.

I'm running the Falmouth Road Race to support REACH Beyond Domestic Violence, which provides critical services and advocacy for survivors.

Help me make a difference: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 3. Training Update (any platform)

I'm in week XX of training for the Falmouth Road Race! 🏃

Every mile I run supports REACH Beyond Domestic Violence and the survivors they serve.

Donate here: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 4. Midway Push (any platform)

I'm halfway to my fundraising goal for REACH Beyond Domestic Violence! 🎉

Thank you to everyone who has supported me so far.

Help me keep going: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 5. Personal Reflection (Instagram, Facebook, LinkedIn)

Training for the Falmouth Road Race hasn't always been easy, but my belief in this cause keeps me going.

REACH Beyond Domestic Violence supports survivors with compassion, care, and kindness.

You can help me reach my fundraising goal here: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 6. Focus on Impact (Instagram, Facebook, LinkedIn)

When you donate to REACH Beyond Domestic Violence, you're providing shelter, counseling, education, and advocacy to survivors in need.

Let's make a difference in the lives of survivors together. Please donate to my Falmouth Road Race fundraising campaign benefiting REACH:  
[tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 7. Two Weeks Out (any platform)

Only 2 weeks until the Falmouth Road Race! 🏃

I'm still working toward my fundraising goal for REACH Beyond Domestic Violence.

Help support survivors: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 8. Gratitude Post (any platform)

I'm so grateful to everyone for supporting my Falmouth Road Race journey!  
❤️

Your generosity is helping REACH Beyond Domestic Violence change lives.

[tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 9. One Week Out (any platform)

Race day is almost here!

Help me cross my fundraising finish line while supporting REACH Beyond Domestic Violence: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 10. Race Day Post (Instagram, Facebook, LinkedIn)

The Falmouth Road Race is happening TODAY! 🚩

I'm running on behalf of REACH Beyond Domestic Violence and the work that they do to build healthier communities for all.

Thank you for being part of this journey, and for making a difference in the lives of survivors: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)


## 11. Post-Race Thank You (Instagram, Facebook, LinkedIn)

I finished the Falmouth Road Race! 🏃

Thanks to everyone who donated and helped me support REACH Beyond Domestic Violence – together we made a lasting impact for survivors.

Donations are still open if you'd like to help make our communal impact even bigger: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 12. Short Story (Instagram, Facebook, LinkedIn)

Sharing more today about why I chose to support REACH Beyond Domestic Violence by running in the Falmouth Road Race 

[Short personal story]

Please share this post and contribute to my fundraising goal here: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 13. Group Photo with Other Racers (any platform)

I'm proud to run the Falmouth Road Race alongside others supporting REACH Beyond Domestic Violence!

Help us build healthier communities for all: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 14. Milestone Celebration (any platform)

I just hit [X]% of my fundraising goal for REACH Beyond Domestic Violence! 

Help me cross the finish line: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 15. Educational Post (Instagram, Facebook, LinkedIn)

REACH Beyond Domestic Violence is a nonprofit working to break cycles of abuse and promote lasting change in our communities. The organization has been helping survivors find safety and healing since 1981.

You can support REACH by donating to my Falmouth Road Race fundraising campaign: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 16. Motivation Post (any platform)

These training runs aren't always easy – but running for REACH keeps me going.

Support my run for the Falmouth Road Race: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 17. Short Reminder Post (any platform)

Quick reminder that I'm fundraising for REACH Beyond Domestic Violence! 💜

Learn more and/or donate: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 18. Appeal to Friends (any platform)

If 10 of your friends each donated \$10, that would be a major boost for my REACH fundraising goal!

[tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 19. Early Morning Run (Instagram, Facebook, LinkedIn)

Getting those early morning miles in for the Falmouth Road Race! 🌞

Running with purpose for REACH Beyond Domestic Violence.

Support my fundraising campaign here: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## 20. Final Thank You (any platform)

This journey with REACH and the Falmouth Road Race has meant so much 💜

Thank you for helping support survivors and build safer communities.

## *Sample Email Templates*

### Email 1: Kickoff

Subject: I'm running the Falmouth Road Race for REACH!

Hi [Name],

I'm running the Falmouth Road Race to support REACH Beyond Domestic Violence.

REACH empowers survivors and works to build a future free from domestic violence.

I've set a goal to raise \$2,000, and I would be so grateful for your support.

Donate here: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

Thank you, [Your Name]

## Email 2: Progress Update

Subject: Halfway there – thank you!

Hi [Name],

I've officially reached the halfway mark of my fundraising goal for REACH Beyond Domestic Violence!

I'm grateful to everyone who has supported me so far, and to you for taking the time to read this email.

If you'd like to help me cross the fundraising finish line, here's the link:

[tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

Best, [Your Name]

## Email 3: Final Push

Subject: Race day is almost here!

Hi [Name],


The Falmouth Road Race is coming up, and I'm close to reaching my goal for REACH Beyond Domestic Violence!

If you've been thinking about donating, now is the time.

Donate here: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

Thanks for your support, [Your Name]!

## Email 4: Thank You

Subject: Thank you for supporting REACH 

Hi [Name],

I completed the Falmouth Road Race! Thank you so much for contributing to my fundraising efforts in support of REACH Beyond Domestic Violence.

Your generosity helps provide safety, healing, and hope to survivors at a time when they need it most.

With gratitude, [Your Name]

*Longform Story Language (Use in emails or social media posts at your discretion)*

### Story 1: The Moment of Safety

There's a moment that many survivors talk about.

The moment they realize they are safe.

For some, that moment happens when they connect with an organization like REACH Beyond Domestic Violence – when someone listens, believes them, and helps them take the next step.

I'm running the Falmouth Road Race to support those moments.

Because safety shouldn't be an uncertainty. It should be a given.

I've committed to raising \$2,000 – and every donation helps REACH provide safety, support, and a path forward.

If you can, please be part of that moment for someone: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## Story 2: The Long Road Forward

Leaving an abusive situation isn't a single decision – it's a journey.

It can mean finding housing, rebuilding confidence, navigating legal systems, and starting over.

REACH Beyond Domestic Violence walks alongside survivors through every step of that journey.

That's why I'm running the Falmouth Road Race for REACH. Not just for awareness, but to help fund real, long-term support.

I'm working toward a \$2,000 goal. If you're able to give, I'd love your support:  
[tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## Story 3: Why This Matters Now

Someone somewhere is experiencing domestic violence right now.

They may not know where to turn. They may feel isolated, afraid, or stuck.

REACH Beyond Domestic Violence works to be there for all survivors, offering support, resources, and hope.

I'm running the Falmouth Road Race to help make sure that support is always available.

If you've ever wanted to make a real difference, now's your chance.

Donate or share: [tinyurl.com/3kk458r6](https://tinyurl.com/3kk458r6)

## Tailored Messaging for Speaking to Supporters (For use in both emails and social media)

### First-Time Fundraisers

This is my first time fundraising, and I wasn't sure what to expect – but learning about REACH Beyond Domestic Violence has made me realize how important this cause is.

### General Support

I'm proud to support REACH Beyond Domestic Violence and the incredible work they do in our community.

### Survivor-Connected Runners

This run is deeply personal to me. Supporting REACH Beyond Domestic Violence means supporting safety, healing, and hope.

## Contact Information

<b>Organization Name</b>	REACH Beyond Domestic Violence *please use all caps for "REACH". REACH is an acronym for Refuge, Education, Advocacy, and Change.
<b>Organization Nickname</b>	REACH *please use all caps. REACH is an acronym
<b>Fundraising Website</b>	<b>The REACH team site</b> can be found at <a href="https://raceroster.com/events/2026/112177/the-2026-asics-falmouth-road-race/pledge/team/926946">https://raceroster.com/events/2026/112177/the-2026-asics-falmouth-road-race/pledge/team/926946</a>
<b>Organization Website</b>	<a href="http://www.reachma.org">www.reachma.org</a>
<b>Instagram Handle</b>	<a href="https://www.instagram.com/reach_bvd">@reach_bvd</a>
<b>Facebook</b>	<a href="https://www.facebook.com/REACHBeyondDomesticViolence">REACH Beyond Domestic Violence</a>
<b>Bluesky</b>	<a href="https://bsky.app/profile/reach-ma.bsky.social">@reach-ma.bsky.social</a>

<b>X (formerly known as Twitter)</b>	<a href="#">@REACH_MA</a>
<b>Team Captain Name and Contact</b>	Lauren Nackel <a href="mailto:lauren@reachma.org">lauren@reachma.org</a> Cell: 781-207-3419
<b>REACH Hotline</b>	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.