



# Reach & Raise 2020

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Living Beyond Breast Cancer's Reach & Raise is an annual morning of connection, support and yoga for everyone—all to help raise money for the programs and services LBBC offers for those affected by breast cancer.

Since 2002, more 17,000 participants and sponsors have raised over \$3 million.

This year, nearly 2,000 yoga participants are expected to register across the country and the fundraising goal is \$400,000.

**REACHANDRAISE.ORG**

**May 17, 2020**

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10:30 am Streamed Virtually

Questions? Contact [yoga@lbbc.org](mailto:yoga@lbbc.org)



**Social Media Guide**



LIVING BEYOND  
BREAST CANCER®

**reach & RAISE**

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# Social Media Guide

Social media is a great tool to stay connected with family and friends all over the world. It allows us to share the things that are important to us across a wider audience! This is essential now because **no matter what else is happening in the world, women are diagnosed with breast cancer every day**, and LBBC will be there with the support and information. The tips outlined below will allow you to maximize your Reach & Raise fundraising with the help of social media!

## Online Tips

Start by **personalizing your fundraising HQ** - After registering, log in to your Participant Center to add your own pictures and story about why you are participating in Reach & Raise. This is your chance to share your reason—the more customized, the better.

Then, **use the Facebook Connector** - This connector allows you to seamlessly fundraise on both your Participant Center page and your personal Facebook page. Once registered, log into your Participant Center and click the blue Facebook link to connect to your Facebook account.

Make sure you **promote your efforts** - use social media to tell the world what you're doing to support **Living Beyond Breast Cancer!** Share your Facebook fundraiser, tweet a link to register for the event, and create a post on Instagram explaining why Reach & Raise is important to you!



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## Example Posts

Use the examples below as some inspiration for your own social media posts.

- “Please join me in registering for the #ReachandRaise event on May 17 at [reachandraise.org](https://reachandraise.org). Proceeds benefit @LivingBeyondBC and will help support grants for women impacted by breast cancer during COVID-19.”
- “I’ve participated in @LivingBeyondBC’s #ReachandRaise for the last 3 years in honor of my friend who was diagnosed with breast cancer. If you’d like to honor her too, click the link below to donate!”
- “Here is a picture of me and my team at #ReachandRaise last year. Did you hear that the event is virtual this year? Now you can join in on the fun from the comfort of home! Message me for info on joining my team. ”
- “I support @LivingBeyondBC because they supported me after my diagnosis. Please consider donating to #ReachandRaise by clicking the link below.”

## Additional Information

Make sure to stay updated on all the event news by following us on all of Living Beyond Breast Cancer’s social media:

- Like us on [Facebook](#)
- Follow us on Twitter [@LivingBeyondBC](#)
- Follow us on Instagram [@livingbeyondbc](#)

For more information about Living Beyond Breast Cancer, visit [LBBC.ORG](https://LBBC.ORG). For resources on coping with COVID-19, visit [LBBC.ORG/COVID19](https://LBBC.ORG/COVID19). For additional information on **Reach & Raise**, visit [REACHANDRAISE.ORG](https://REACHANDRAISE.ORG).

Please direct any questions to:

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