



## Can you help grow the reach of our new campaign?

### What is *within reach*?

*within reach* is a campaign led by Reach Volunteering, using real stories from real people to show just how widespread skills-based volunteering already is across the UK. We're sharing these stories on a growing 'wall of love', to celebrate the people and organisations already making a difference and to inspire others to do the same.

### Why it matters

Many people want to help, but don't realise how many others already volunteer their skills and the value of these skills to charities. Making this visible helps encourage more people to step forward and volunteer, growing impact for charities and communities.

### Why your help is important

Our campaign is about encouraging more people to support good causes across the UK. The most effective way we can do that is through people like you - spreading the word through your own networks to help us reach new audiences. We can't support our campaign with a big advertising budget, but your voice can help make it more visible and turn awareness into action.

### How you can help (choose any)

- Share *within reach* content with your network
- Pass it on to volunteers or organisations you know
- Encourage people to share their story on our wall of love

### What to share

- A LinkedIn post or newsletter mention - suggested copy provided below, but please feel free to personalise. Please include the link to the campaign page.
- Campaign graphics as supplied - please don't redesign assets or add logos
- Or share one of our existing campaign posts:  
<https://www.linkedin.com/company/reach-volunteering>

### When

As soon as possible please - but the campaign will run for a few months and every share helps. Thank you.

[www.reachvolunteering.org.uk/withinreach](http://www.reachvolunteering.org.uk/withinreach)

## Suggested newsletter copy:

### Change is within reach – volunteer your skills

Many people want to make a positive difference but often underestimate how many others already do and how much difference they could make.

**within reach** is a new campaign led by Reach Volunteering which aims to show the real scale and impact of skills-based volunteering already happening across the UK and inspire more people to step forward and volunteer their skills.

The campaign brings together real stories from people already using their professional skills - from HR and finance to digital, communications and strategy - to support charities and causes they care about.

By making these stories visible and inspiring more people to get involved, the campaign aims to increase the impact of skills-based volunteering on charities and communities across the UK.

You can explore the stories, share your own experience or find out how to join in and volunteer your skills, here: <https://reachvolunteering.org.uk/change-within-reach>

### Suggested LinkedIn posts

#### Post 1:

#### Change is within reach – volunteer your skills today

Many people want to make a difference, but don't realise how many people like them are already doing so.

**within reach** is a campaign by @ReachVolunteering that shows the real scale of skills-based volunteering across the UK, through real stories from people using their skills for good.

By making this collective action visible, the campaign inspires more people to step forward and volunteer their skills, helping charities and communities thrive.

If you've ever wondered whether skills like yours could make a difference, they can. Volunteer your skills today and help make an even bigger impact.

<https://reachvolunteering.org.uk/change-within-reach>

#WithinReach #SkillsBasedVolunteering #PurposeAtWork #Volunteering

## Post 2: Shorter

**Change isn't out of reach — it's already happening.**

**within reach** is a campaign by @ReachVolunteering highlighting the scale and impact of skills-based volunteering through real stories from people already doing it.











Worth exploring - and sharing.

<https://reachvolunteering.org.uk/change-within-reach>

#WithinReach #SkillsBasedVolunteering #SocialImpact

## Graphics

Please go to our webpage to download your choice of the following graphics – available in PNG or PDF format: [Downloadable graphics](#).

Graphic 1	Graphic 2	Graphic 3
 <p>within reach </p> <p><b>Change is within reach</b></p> <p>Support charities and communities across the UK. Sign up to volunteer your skills today:</p> <p><a href="https://reachvolunteering.org.uk/withinreach">reachvolunteering.org.uk/withinreach</a></p>	 <p>within reach </p> <p><b>Change is within reach</b></p> <p>I'm making a difference by volunteering my skills - join in and help make a bigger difference.</p> <p><b>Sign up today:</b> <a href="https://reachvolunteering.org.uk/withinreach">reachvolunteering.org.uk/withinreach</a></p>	 <p>within reach </p> <p><b>Change is within reach</b></p> <p>Spread the word about the power of skills-based volunteering.</p> <p><a href="https://reachvolunteering.org.uk/withinreach">reachvolunteering.org.uk/withinreach</a></p>
Graphic 4	Graphic 5	
 <p>within reach </p> <p><b>Change is within reach</b></p> <p>Share your skills-based volunteering story to inspire others:</p> <p><a href="https://reachvolunteering.org.uk/withinreach">reachvolunteering.org.uk/withinreach</a></p>	 <p>within reach </p> <p><b>Change is within reach</b></p> <p>I've shared my story to inspire others to volunteer their skills.</p> <p><a href="https://reachvolunteering.org.uk/withinreach">reachvolunteering.org.uk/withinreach</a></p>	