

Townspeople Peer-to-Peer Toolkit
SAN DIEGO GIVES 2023

Created July 28, 2023

SAMPLE TEXT MESSAGE

Hey! I'm helping a San Diego nonprofit called Townspeople promote their current fundraising drive. Would you consider donating \$10, aka the price of 2 lattes, to their mission of ending homelessness? It's tax deductible! Here's the link:

<https://www.sandiegogives.org/organization/Townspeople>

SAMPLE EMAIL MESSAGE

Email Subject Line:

Please join me in donating to Townspeople, a San Diego nonprofit

Email Body:

I hope you're well! I'm reaching out today because I'm helping a San Diego nonprofit called Townspeople get the word out about their current fundraising drive.

Townspeople's mission is to help end homelessness in San Diego, including for people living with HIV/AIDS. To expand their impact and reach, [they're participating in San Diego Gives](#), a localized giving event intended to raise funds for nonprofits in the San Diego region.

[Townspeople's goal is to raise \\$2500 through its San Diego Gives fundraising page by Thursday, September 7, 2023](#), also known as San Diego Gives Day.

Would you join me in donating \$10 or more to Townspeople's San Diego Gives campaign? It's tax deductible! Here's the link to donate:

<https://www.sandiegogives.org/organization/Townspeople>

Thank you!