Dear [Board Member],

Thank you for your dedication to [Organization Name] and your commitment to making a positive impact on our community. As we gear up for the San Diego Gives fundraising campaign on September 9th, we invite you to be a part of our efforts to support local nonproﬁts through the "The Face of Giving" initiative.

Campaign Overview:

The "The Face of Giving" campaign aims to showcase the diverse faces of philanthropy and inspire others to join us in giving back to our community. As a valued member of our board, you play a crucial role in driving donations and spreading awareness of the San Diego Gives campaign.

Marketing Toolkit:

● Social Media Graphics:

Shareable graphics and messages are available to encourage your network to join you in supporting local nonproﬁts or a specific nonprofit important to you.

● Personalized Messages:

Craft personalized messages explaining why you're passionate about supporting the San Diego Gives campaign and how donations can make a difference in the lives of San Diegans. Share these messages via email, social media, or personal conversations with your contacts.

● Fundraising Events:

Host virtual or in-person fundraising events to engage your network and encourage donations. You could organize a virtual happy hour, a charity run, or a community service project to raise funds and awareness for the campaign.

● Matching Gifts:

Consider offering a matching gift challenge to incentivize donations from your network. For example, you could pledge to match donations up to a certain amount, doubling the impact of each contribution.

● Thank You Videos:

Record a thank you video expressing gratitude to donors and supporters. Share this video on social media and tag individuals or organizations who have contributed to the campaign, showing appreciation for their generosity.

Conclusion:

Your involvement in the "This is What a Philanthropist Looks Like" campaign is invaluable to our success. Together, we can make a meaningful difference in the lives of those in need and strengthen the fabric of our community. Thank you for your continued support and dedication to our mission.

Warm regards,

[Your Name]

[Title/Position]

[Organization Name]