



Sample Email - California \$23k Challenge

Thank you for being a part of our Out of the Darkness Community and for helping us make a BIG difference on 8/23 in California!

We've made it easy and included sample email text below to send out to your donors and supporters. You can send the email below in 3 easy steps:

- 1) Copy the text and subject line and paste into your email
- 2) Insert your **walk name**, **fundraising page link**, and **name** in the highlighted areas
- 3) Send to your supporters

If you have any questions or need help, email your local AFSP Staff & we'll be glad to help!



Subject: Can You Help AFSP Do 23?

Dear Friend,

I believe suicide can be prevented, and it starts with everyday heroes like us.

I'm walking in the **<INSERT WALK NAME>** Out of the Darkness Walk this fall and joining more than 250,000 people around the country to fight suicide.

How You Can Help On 8/23:

23 individual walks take place this Fall in California and we're hoping to raise \$23,000 on August 23rd!

If you would like to support our effort, please consider donating \$23 on 8/23.

- Click on my walk page here: **<INSERT YOUR FUNDRAISING PAGE LINK>**
- Click the orange "Donate" button at the top of the page

If you would like to join me in walking, just let me know.

About AFSP:

Your tax-deductible contribution will support the [American Foundation for Suicide Prevention \(AFSP\)](#), the leader in the fight against suicide. AFSP funds research, offers educational programs, advocates for public policy, and provides support to those affected by suicide.

Thank you for considering this request for your support. If you have any questions about the Out of the Darkness Community Walks or AFSP do not hesitate to contact me or visit

<http://www.outofthedarkness.org>

Sincerely,

<INSERT YOUR NAME>