



Sample Messages

Need help with finding the right words to ask people to join or support your Sleep Out? We've got you covered. Copy, paste, and customize the sample messages below into an email, text, or social media post.

Ask a group to start a Sleep Out with you

Dear *(insert names)*,

Sleep Out America invites anyone, anywhere to spend a night sleeping on the street so homeless kids don't have to. The program raises funds and awareness for Covenant House, an organization that provides shelter and care to kids facing homelessness across the country.

Sleep Out America is on Friday, November 16, and I'd like to join with our group. It's easy to sign up, and we can create a team page that everyone can join. Once we're registered, Covenant House provides materials and instructions on how to fundraise, awareness-raise, and plan our event. They also share stories from current and former kids, and there's an interactive program that we can join the night-of. The biggest thing we have to do is pick a place to sleep - I'm thinking *(insert location ideas)*.

We can't stay indoors while so many kids remain outside. What do you say - can we join this movement to end youth homelessness? The website is sleepoutamerica.org.

Thank you,
(insert your name)

Ask someone to join your Sleep Out

Dear *(insert names)*,

On November 16th, I'm sleeping outside so homeless kids don't have to - and I want you in the sleeping bag next to me.

I know it sounds crazy, but not nearly as crazy as this: 4.2 million young people will experience homelessness this year. Nearly 2,000 of them turn to Covenant House for a safe place to sleep each night. I've joined Sleep Out America to raise funds and awareness to help Covenant House help more kids - and by coming together, we'll send a powerful message of solidarity to young people that they are not alone.

We can't stay indoors while so many kids remain outside. What do you say - will you join me *(at/in insert location)*? You can sign up to join my group here: *(insert group url)*

Thank you,
(insert your name)

Donation Appeal (version 1)

Dear *(insert names)*,

Did you know that nearly 4.2 million kids in America will face homelessness this year? I decided that I can't stay indoors while so many kids remain outside. So on November 16, I'm giving up my bed to spend a night sleeping on the street with Sleep Out America. As part of my Sleep Out, I'm raising funds and awareness for Covenant House, an organization that shelters and cares for kids facing homelessness. Will you support me with a donation of any size? Your contribution will help provide meals, a night of care in a shelter, and save kids from the dangers of a life on the streets. Donate to my Sleep Out here: *(insert personal url)*

Thank you,
(insert your name)

Donation Appeal (version 2)

Dear *(insert names)*,

On November 16, I am sleeping on the street in as a participant in Covenant House's Sleep Out America. For this one night, I'll trade my bed for a piece of cardboard and a sleeping bag on the ground.

Sounds crazy, right? Not nearly as crazy as this: nearly 2,000 kids facing homelessness turn to Covenant House for help each night. I'm raising funds and awareness to help keep the lights on and doors open for these kids in need.

Will you help me help kids by making a donation on my fundraising page?
(insert personal url)

Thank you,
(insert your name)

Donation Appeal - Reminder

Dear (insert names),

In (*x days remaining*), I'm sleeping on the street so homeless kids don't have to.

I'm trying to raise (*\$x amount remaining*) before my night outside. These funds go directly to Covenant House, an organization that provides food, shelter, safety, and essential support services to homeless and trafficked young people 24 hours a day, 7 days a week, 365 days a year. Covenant House is more than just a shelter - they show each young person absolute respect and unconditional love, and work with them to create a plan that helps them move from homelessness to independence.

Please make a donation in support my Sleep Out today. No matter the amount, the value of it to these kids who have so little is enormous. Because it's more than what the money provides - it's a symbol that you care. (*insert personal url*)

Thank you,
(insert your name)

Fundraising Progress Report

Dear (insert names),

This week, I am (*insert % amount*) to my #SleepOutAmerica fundraising goal! I am so thankful to all of you who have helped me get this far (*list/tag donors here*), and am so excited about what we're doing to help the kids at Covenant House. I still have (*insert amount remaining*) to raise before I head out for my night on the street - please help me get there! (*insert personal url*)

Thank you,
(insert your name)

Share a Statistic - 46%

Dear (insert names),

46% of kids facing homelessness are fleeing violence at home. That means that almost every other kid who winds up on the street needs more than just shelter - they need safety and support.

Covenant House offers kids essential services like medical and mental health care, job training, education, and more to help break the cycle of homelessness.

I'm trying to raise \$46 for Covenant House in recognition of these brave young people. Will you support my efforts with a donation to my Sleep Out? (*insert personal url*)

Thank you,
(*insert your name*)

Share a Statistic - 50%

Dear (*insert names*),

50% of teenagers who age out of the foster care and juvenile justice systems will be homeless within six months, with limited education and no social support. Covenant House will be there, providing the shelter and support they need.

I'm trying to raise \$50 to help Covenant House keep the doors open for this 50%. Will you support my efforts with a donation to my Sleep Out? (*insert personal url*)

Thank you,
(*insert your name*)

Share a Statistic - 57%

Dear (*insert names*),

57% of homeless kids spend at least one day of every month without food. Not sure about you, but I find it difficult to concentrate if I miss a meal. So today I'm trying to raise \$57 - so that no young person at Covenant House goes hungry. Will you support my efforts with a donation to my Sleep Out? (*insert personal url*)

Thank you,
(*insert your name*)

Thank You

Dear (*insert names*),

Thank you so much for your donation in support of my Sleep Out, and investing in the kids at Covenant House! Your gift helps provide young people with the comforts of home that make life at Covenant House in the shelter feel safe, and for an incredible amount of

care and love from the staff. Thank you.

Thank you also for helping me get one step closer to my fundraising goal for Sleep Out America! I'm so grateful for your support, and know I couldn't do it without you.

Wish me luck on November 16! I can't wait to tell you all about my experience.

Thank you,
(insert your name)
