



Giving Day Toolkit: Talking Points

- Sonoma State University Giving Day is a full 24-hour giving event that greatly impacts the causes you care about, including:
 - Student scholarships
 - Enhancing research opportunities
 - Student life initiatives
 - Academic programs
 - Athletics
 - And so much more
- Each gift, regardless of size, makes a difference. Our entire community will come together to transform the future of Sonoma State. It's a celebration of community, compassion, and the power of collective action.
- There are several ways to participate in Sonoma State's 24-hour Giving Day. You can make an online gift to any area of SSU, and we also encourage you to join the discussion and spread the word on social media and tag #AllForSonomaState.