



WE ARE NYU.
THIS IS HOW WE DO DREAMS.

EMAIL SCRIPTS

These emails can be used to reach out to your fellow NYU contacts directly from your email accounts. **Thank you for helping us spread the word!**

EMAIL SCRIPT THREE: TODAY IS THE DAY

Subject Line: NYU One Day is happening NOW!

Email Copy:

Dear [NAME],

Social distance can't stem our support for Violets TODAY on NYU One Day!

Starting NOW, NYU One Day, our 24-hour day of giving, is helping students to overcome challenges posed by COVID-19 and helping to provide scholarships and other financial aid to the next generation of Violets. Our goal today is 5,000 gifts and I'm asking fellow alums and friends of NYU to join me in support of our students.

When you make your gift at [NYUOneDay.org/givenow](https://nyuoneday.org/givenow), don't forget to participate in one of the many NYU One Day challenges (check them out at [NYUOneDay.org](https://nyuoneday.org)) to inspire your network and unlock further gifts for the area that means the most to you.

Please visit [NYUOneDay.org](https://nyuoneday.org) and help spread the word to your fellow NYU alums and connections on social media. Let's do this!

Thank you,

[YOUR NAME]