FY24 CYE Mailing

Sybunts: Control vs Test

Control

- Qty mailed: 3,657
- Legal gifts: 4
- Legal dollars: $650
- Avg legal gift: $162.50
- Response: 0.11%

Test

- Qty mailed: 3,660
- Legal gifts: 12
- Legal dollars: $3,900
- Avg legal gift: $325
- Response: 0.33%

Summary

Qty was roughly flat; creative was identical except the winning Test version had an additional sentence (highlighted in this PDF for reference but not in final print) that I believe was the catalyst for the higher response, gifts, and dollars, even though both Control and Test had low response overall. The sentence acknowledged in a friendly manner the fact that the donor has not given in a while, and at the same time created an opportunity for them to give back now.

Maybe it's been a while since your last gift, but now is a great time to renew your support.

A way to augment this test next time around would be to have more language like the additional sentence, serving as inspiration and encouragement to get folks who haven't donated in 2-5 years to re-engage their support this time around.



GIVING TUESDAY

This year marks the eleventh anniversary of Giving Tuesday—the international day of giving on Nov. 28—encouraging people to do good. It's a wonderful time to make an impact with a gift to NYU's most valued asset—its students.

Help us reach our Giving Tuesday goal of 900 gifts by supporting the NYU student experience. Give back and help students move forward this season of giving!

Donate with Venmo, PayPal, ApplePay, or GooglePay!

NYU

CONTROL

Dear [Intro],

I am who I am because of you. Because you helped create my NYU experience.

At NYU, I not only grew academically, but I gained a deeper understanding of myself as a person. From the rigorous classwork to the mantles I took up in the community, the most valuable lessons I learned were about myself and the power I had to change the world.

It is my hope that everyone who joins the NYU community will allow themselves to be challenged in these ways and more. These challenges help us become our best, as we are supported by our amazing peers and staff. But we also need you. **With the help of generous donors like you, this can become a reality for more and more hopeful students.** Won't you continue to be a part of it and support NYU today?

NYU has always been a leader in higher education, and the future looks no different—even if we do it by taking the road less traveled. Our new President, Linda Mills, has begun to lay out her plan that will help even more NYU students have opportunities to find their path. That plan means NYU will:

- Build and sustain a welcoming and supportive community in which students, faculty, and staff can flourish, and timely graduation is a top priority.
- Lead the world in interdisciplinary collaboration for innovation and impact, global education, and research.
- Develop and capitalize on a distinctive profile in science and tech that lifts and differentiates NYU globally.

Collectively, the NYU community will help NYU meet these goals. **Your gift today, regardless of size, enhances the NYU experience for so many NYU students. You help transform lives and make dreams a reality.**

Warm regards,



Jasmine Amani Murphy

Jasmine Amani Murphy (TANDON '22)

P.S. Your past gift to NYU made a difference for students. Please renew your support before December 31 to give even more students opportunities.



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NYU

TEST

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