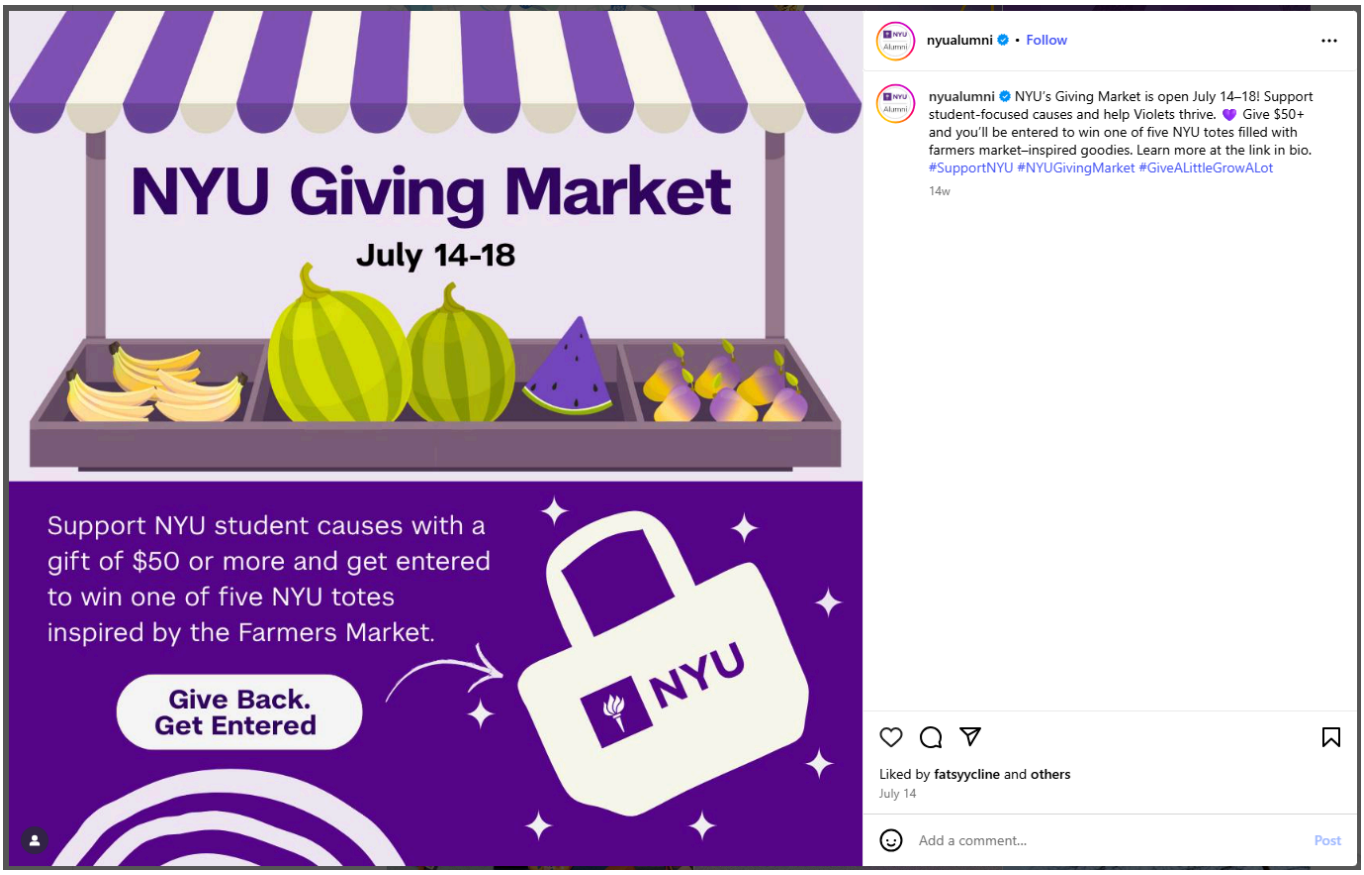
NYU Giving Market Samples

The sample packet includes Social Media creative, a phonathon pledge reminder postcard, texting language, solicitation emails, and a ThankView.

Organic Social Media:



Social Media Ads:

- Student Reel
- Flash Premium Reel
- Philanthropy Quiz Reel

Texting Language:

ND/LAPSED: Greetings from NYU 🌞💜 This week, we're introducing the NYU Giving Market - a fresh way to help students grow 🌱 Plant seeds of scholarship by making a $25 gift to The NYU Community Promise Fund, which is dedicated to meeting 100% of financial need for incoming undergrads. Can we count on you today?

DONORS (LYs/SYs/2NDs): Greetings from NYU 🌞💜 We're introducing the NYU Giving Market, a fresh way to help students grow 🌱 Plant seeds of scholarship by renewing your ${LAST GIFT

AMT} gift to The NYU Community Promise Fund - dedicated to meeting 100% of financial need for incoming undergrads. Can we count on you today?


NYU
GIVE A LITTLE
GROW A LOT
Giving Market
DON'T DELAY: FULFILL YOUR PLEDGE TODAY!

Grow your impact!

Thank you for
pledging to support NYU
students this year!

THERE'S STILL TIME TO FULFILL YOUR PLEDGE AND NOURISH VIOLETS ACROSS NYU.



SCAN THE CODE ON THE FRONT OF THIS POSTCARD OR VISIT
GIVING.NYU.EDU/FULFILLMYPLEDGE
TO MAKE YOUR GIFT TODAY!

NYU
University Development & Alumni Relations
115 Fifth Avenue, 5th Floor
New York, NY 10003



NYU

Marissa Fitzgerald <mkf351@nyu.edu>

Discover Your Giving Persona—And Help Our Market Bloom!

NYU Annual Giving <info@email.go.alumni.nyu.edu> Wed, Jul 16, 2025 at 8:01 AM
Reply-To: thefund@nyu.edu
To: mkf351@nyu.edu

View this email in a web page



What's your giving style at the NYU Giving Market?

Curious how your everyday preferences translate to making an impact? Take our five-question quiz to discover your **Farmers Market Philanthropy Style** and find the NYU cause that deeply aligns with your values. Just as you're drawn to fresh produce, comforting baked goods, or unique local crafts, your giving personality has a perfect match at NYU.

Take the Giving Market Quiz

Every gift supports the NYU student experience, and this week only, **your gift of $50+** enters you to **win one of five summer-ready totes** filled with NYU swag.



Your gift helps stock campus essentials like:

- **Scholarships** that unlock opportunity
- **Sustainability** efforts that keep NYU's campus thriving
- **The Violet Pantry** and wellness programs
- **Unrestricted excellence funds** across NYU

Make your gift and enter by July 18

P.S. If you've already made your gift, thank you! We truly appreciate your support.

You are receiving this message because you are opted-in to receive **Annual Giving** emails. Let us know what you want to hear from NYU about by **updating your email preferences.** You may **unsubscribe** at any time.



New York University
115 5th Avenue, 5th Floor
New York, NY 10003

Make a Gift

View our updated GDPR Data Privacy Notice for NYU Alumni and Friends in the EU

This email was sent to mkf351@nyu.edu.

NYU

Marissa Fitzgerald <mkf351@nyu.edu>

One last pick: Choose your NYU cause and help NYU grow!

NYU Annual Giving <info@email.go.alumni.nyu.edu> Fri, Jul 18, 2025 at 9:00 AM
Reply-To: thefund@nyu.edu
To: mkf351@nyu.edu

View this email in a web page



There's still time to pick your favorite cause and grow *some good* for NYU students.

Make a Gift

As a bonus, when you make a **gift of $50+** by midnight you will be entered to win one of five NYU summer tote bags.

Pick your cause, plant some kindness, and end the market season with a win.

Sincerely,
NYU Annual Giving Team

P.S. If you've already made your gift, thank you! We truly appreciate your support.

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New York, NY 10003

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This email was sent to mkf351@nyu.edu.

NYU

Marissa Fitzgerald <mkf351@nyu.edu>

Been a while? Come explore NYU's Giving Market

NYU Annual Giving <info@email.go.alumni.nyu.edu> Mon, Jul 14, 2025 at 9:04 AM
Reply-To: thefund@nyu.edu
To: mkf351@nyu.edu

View this email in a web page



Dear Marissa,

You've made a difference for NYU students in the past.

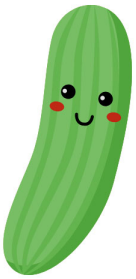
This summer, we're launching something new: the **NYU Giving Market**, open **July 14–18.** It's a fresh way to support the causes you care about that help students grow, from scholarships to food access to mental health care.

Make a gift and support NYU students

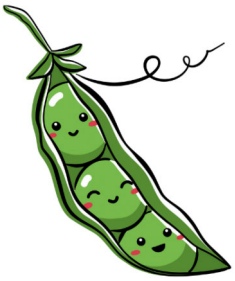
Each Giving Market cause comes with a seasonal twist:



Scholarships
Plant the seeds of opportunity by supporting the 1831 Fund and scholarships that open doors for NYU students.



Student Life and Wellbeing
Nourish programs that support mental health, career, wellness, student life, and more.



Sustainability
Help NYU go green by supporting sustainability efforts that keep our community thriving season after season.



Unrestricted Excellence Funds
Support the root of it all, unrestricted excellence funds help NYU grow wherever it's needed most.

Not sure where to give? Take our short quiz to find your **Farmer's Market Philanthropy Style** and discover which cause matches your values.

Take the Giving Market Quiz

Give a little, grow a lot,
NYU Annual Giving

P.S. Give again, grow even more, and you'll be **entered to win one of five summer-ready NYU totes**. Here is how to enter: **Make a gift of $50+** between July 14–18, and you will be entered to win one of five NYU summer tote bags. That's all it takes to be in the running!

You are receiving this message because you are opted-in to receive **Annual Giving** emails. Let us know what you want to hear from NYU about by **updating your email preferences.** You may **unsubscribe** at any time.



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115 5th Avenue, 5th Floor
New York, NY 10003

Make a Gift

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This email was sent to mkf351@nyu.edu.

NYU

Marissa Fitzgerald <mkf351@nyu.edu>

Replant Your Support- Help Our Giving Market Thrive!

NYU Annual Giving <info@email.go.alumni.nyu.edu> Mon, Jul 14, 2025 at 9:01 AM
Reply-To: thefund@nyu.edu
To: mkf351@nyu.edu

View this email in a web page



Dear Marissa,

Last year, your gift to NYU Community Promise Fund made a real difference, helping students thrive academically and personally during their time here.

This summer, you can continue to make an impact when you make a gift through the **NYU Giving Market**, open **July 14–18.** It's a fresh way to support the causes you care about that help students grow, from scholarships to food access to mental health care.

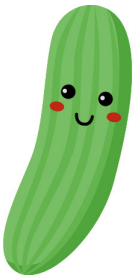
Renew My Gift

Here are some fresh picks for impact in season:



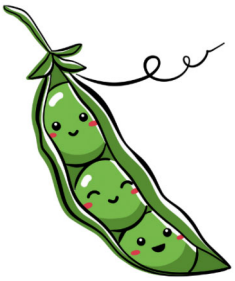
Scholarships

Plant the seeds of opportunity by supporting the 1831 Fund and scholarships that open doors for NYU students.



Student Life and Wellbeing

Nourish programs that support mental health, career, wellness, student life, and more.



Sustainability

Help NYU go green by supporting sustainability efforts that keep our community thriving season after season.



Unrestricted Excellence Funds

Support the root of it all, unrestricted excellence funds help NYU grow wherever it's needed most.

Looking to support someplace new? The Giving Market quiz helps match your values to an NYU cause, just like picking your perfect farm stand find.

Take the Giving Market Quiz

Give a little, grow a lot,
NYU Annual Giving

P.S. Give again, grow even more, and you'll be **entered to win one of five summer-ready NYU totes**. Here is how to enter: **Make a gift of $50+** between July 14–18, and you will be entered to win one of five NYU summer tote bags. That's all it takes to be in the running!

Renew your Violet Leadership Circle (VLC10) support and help keep our circle growing —one rooted in generosity, leadership, and impact.

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New York University
115 5th Avenue, 5th Floor
New York, NY 10003

Make a Gift

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This email was sent to mkf351@nyu.edu.

NYU

Sandy [redacted]

Fwd: Thank you for planting seeds of opportunity

2 messages

Shenese [redacted]
To: Sandy [redacted]

Tue, Aug 5, 2025 at 11:55 AM

[redacted]

---------- Forwarded message ---------
From: **NYU Annual Giving** [redacted]>
Date: Mon, Aug 4, 2025 at 2:01 PM
Subject: Thank you for planting seeds of opportunity
To: <[redacted]>

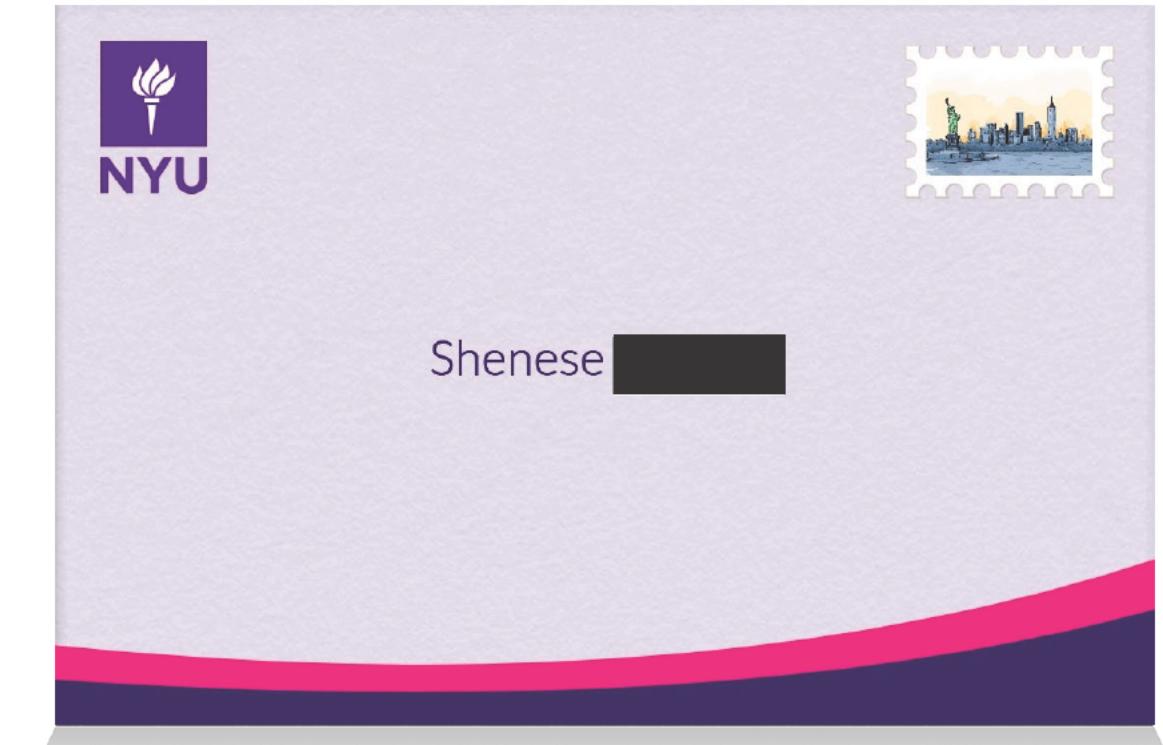
Hi Shenese,

Thank you for supporting NYU's Giving Market! Your generosity helps students grow, thrive, and fully flourish during their time at NYU—just like the best of summer's bounty.

Whether it's studying abroad, leading student organizations, or discovering new passions, your gift helps make it all possible.

We hope you'll enjoy this short message of gratitude from one of our students—featuring a favorite farmer's market pick!

WATCH YOUR VIDEO!



Link to Video

Unsubscribe here to stop receiving ThankViews from NYU Annual Giving. Learn more about ThankView's privacy policy.

View our updated GDPR Data Privacy Notice for NYU Alumni and Friends in the EU.

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[redacted]

***Note**: if you receive this email outside of your normal working hours, no immediate response is expected.*

Interested in joining one of NYU's Leadership Giving Societies? Learn more by clicking below!

NYU Loyal

NYU Loyal Leaders

NYU Family Leadership Society

Violet Leadership Circle