**#YCPGives Advocate Toolkit Email Templates**

Tips for using these templates:

1) Find the template that suits both you and your recipient(s) best based on challenge or relationship
2) Copy and paste the template into the body of your email
3) Make sure to customize each green bold phrase to fit you and your recipient(s)
4) Don’t forget an email subject!
5) To send to multiple people:
   a. Write out their names (Sally, Jefferson, Sam), or
   b. Write out your group name (Teammates, Spartans, Fellow Radio Hosts, etc.)
6) Need help? Contact ycfund@ycp.edu

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**WVYC Challenge**

Hi First Name!

You’ve probably seen on social media or on email that today is #YCPGives, our annual day of giving – and WVYC is throwing down a challenge today! If 20 alumni make a gift to WVYC today, Lauren Henry ‘89 and Jeff Schiffman, WVYC Radio Station Manager, will make a gift of $750 to support WVYC.

I made my gift to WVYC because write why you gave here. I want to make sure that current and future students continue to learn and grow through WVYC for many years!

Please join me in making a gift to the WVYC Challenge, so we can hit our goal and raise $750 extra dollars to support WVYC students today! You can make your gift by using my personal giving link here (insert your link) (which helps me track how I’ve positively affected #YCPGives!).

Thank you for your generosity and GO SPARTANS!
Your Name

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**Hillel Challenge**

Hi First Name!

You’ve probably seen on social media or on email that today is #YCPGives, our annual day of giving – and Hillel is throwing down a challenge today! If 10 donors make a gift to Hillel today, Lynne Gordon-Dewitt, member of the Board of Trustees, will make a gift of $5,000 to support the Hillel program.

I made my gift to Hillel because write why you gave here. I want to make sure that current and future students continue to learn and grow through the Hillel program for many years!

Please join me in making a gift to the Hillel Challenge, so we can hit our goal and raise $5,000 extra dollars to support students today! You can make your gift by using my personal giving link here (insert your link) (which helps me track how I’ve positively affected #YCPGives!).

Thank you for your generosity and GO SPARTANS!
Your Name
Communications and Professional Writing Challenge

Hi First Name!

You’ve probably seen on social media or on email that today is #YCPGives, our annual day of giving – and Dr. Gabe Cutrufello is throwing down a challenge today! If 10 alumni make a gift to Communications and Professional Writing today, Dr. Cutrufello, Chair of the Communications and Writing Department, will make a gift of $500 to support the program.

I made my gift to Communications and Writing Department because write why you gave here. I want to make sure that current and future students continue to learn and grow through this program for many years!

Please join me in making a gift to the Communications and Writing Department Challenge, so we can hit our goal and raise $500 extra dollars to support students today! You can make your gift by using my personal giving link here (insert your link) (which helps me track how I’ve positively affected #YCPGives!).

Thank you for your generosity and GO SPARTANS!
Your Name

Young Alumni Challenge

Hi First Name!

You’ve probably seen on social media or on email that today is #YCPGives, our annual day of giving – and the Young Alumni Council is throwing down a challenge today! If 300 young alumni make a gift to today, the Young Alumni Council will make a gift of $2,500 to support students.

I made my gift to designation because write why you gave here. Today is not about the size of our gifts or what area of the College we support, but about coming together to make a collective impact that will enhance the YCP experience for current and future Spartans.

Please join me in making a gift meaningful to you, so we can hit our young alumni donor goal and raise $2,500 extra dollars to support students today! You can make your gift by using my personal giving link here (insert your link) (which helps me track how I’ve positively affected #YCPGives!).

Thank you for your generosity and GO SPARTANS!
Your Name

Alumni Board Challenge

Hi First Name!

You’ve probably seen on social media or on email that today is #YCPGives, our annual day of giving – and the Alumni Board is throwing down a challenge today! If 30 alumni make their first EVER gift to today, the Alumni Board Council will make a gift of $3,000 to support students.

I made my gift to designation because write why you gave here. Today is not about the size of our gifts or what area of the College we support, but about coming together to enhance the YCP experience for current and future Spartans. And your first-time gift is so important because the more alumni who choose to give, the greater the collective impact on students will be!

Please join me in making a gift meaningful to you, so we can hit our first-time alumni donor goal and raise $3,000 extra dollars to support students today! You can make your gift by using my personal giving link here (insert your link) (which helps me track how I’ve positively affected #YCPGives!).

Thank you for your generosity and GO SPARTANS!
Your Name
**Spartan Advance Team Challenges**

Hi First Name!

You’ve probably seen on social media or on email that today is #YCPGives, our annual day of giving – and it’s [TEAM] Challenge Day! I’m excited to help spread the word about this day because we can see the collective impact we have on the [Team] when we come together. I made my gift because write why you support your team here. I want to make sure that current and future Spartan runners, swimmers, players, etc. continue to learn, grow and succeed on this team for many years!

Please join me in making a gift to Your Team Challenge today! You can make your gift by using my personal giving link here (insert your link) (which helps me track how I’ve positively affected #YCPGives and our athletes!).

Thank you for your generosity and GO SPARTANS!

Your Name

**General Email**

Hi First Name!

You’ve probably seen on social media or on email that today is #YCPGives, our annual day of giving! I’m excited to help spread the word about this day because we can see the collective impact we have on the YCP experience when we come together. No matter what area of the student experience you care about most—athletics, clubs, your major, scholarships, professional development—you can make a gift today to support what you love and help our students. I made my gift to designation because write why you gave here.

Join me in supporting students today! You can make your gift by using my personal giving link here (insert your link) (which helps me track how I’ve positively affected #YCPGives!).

Thank you for your generosity and GO SPARTANS!

Your Name

**Email for People with a Shared Experience**

Hi First Name!

You’ve probably seen on social media or on email that today is #YCPGives, our annual day of giving! I’m reaching out to let you know that you can support whatever area of the YCP experience you care about most. I gave to club/team/major/experience you shared with this individual because write why you gave here. I want to make sure that current and future students continue to learn and grow through [your program] for many years!

Please join me in making a gift to program to support YCP students today! You can make your gift by using my personal giving link here (insert your link) (which helps me track how I’ve positively affected #YCPGives!).

Thank you for your generosity and GO SPARTANS!

Your Name