



NEW YORK UNIVERSITY

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As a recent graduate, I am all too aware of the financial challenges experienced by many of our students, and for this reason, I hope you can fulfill your pledge today!



Neo C. (TISCH '18)
NYU PHONATHON SUPERVISOR

{DATE}

{PREF_MAIL_NAME}
{PREF_STREET1}
{PREF_STREET2}
{PREF_STREET3}
{PREF_CITY}, {PREF_STATE} {PREF_ZIP}

Hello, {SALUTATION}!

My name is Neo and I am a supervisor of our NYU Phonathon student callers! Did you know that the **Phonathon employs over 100 NYU students per year who collectively raise thousands of dollars for student support?** Our student callers have worked very hard this year, even amidst the COVID-19 crisis, in raising critical University funds, and we are only 500 gifts away from our yearly goal!

As we come to the close of the academic year, we at the NYU Phonathon want to take time to express our gratitude: Thank you for being a loyal supporter of the University! On {PRIM_PLEDGE_DATE_OF_RECORD} you responded to our call with a pledge to {ALLOCATION_DESC}, and that same night we mailed a pledge card and reply envelope, which you should have received shortly after your call.

I hope the letter arrived safely because we have yet to receive your generous gift. We are counting on you! Please take a few moments to send your gift today. Simply visit giving.nyu.edu/pledge or return the enclosed pledge card in the envelope provided.

As a recent graduate, I am all too aware of the financial challenges experienced by many of our students, and for this reason, I hope you can fulfill your pledge today! As a caller for my entire undergraduate experience, the conversations I am able to have with NYU alumni and parents has been an incredibly important part of my life; my work at the Phonathon has allowed me to help open the door to the high-quality education that you and I received at NYU. Even the smallest donation will aid in our mission to ensure that deserving students will have the opportunity to study at such a wonderful school as NYU.

Thank you for helping NYU students succeed, and please reply today!

Sincerely,

Neo C. (TISCH '18)