

# YU Giving Day Toolkit: Content

Below are sample social media posts, emails, texts and other tools that can help you advocate for support on YU Giving Day. Of course, you can edit, shorten or write your own to suit your voice and experience. Thanks for helping to spread the word!

## Sample Social Media Posts

### Giving Day

Fellow YU alumni! YU gave us an incredible education, lifelong friendships and a strong foundation for success. Today, we have the chance to give back, and with matching funds, our gifts will go further. Make a gift now: [yu.edu/givingday](https://yu.edu/givingday) #YUGivingDay

I couldn't have graduated from YU without the scholarships made possible by alumni before me. Now it's my turn to pay it forward. **Join me in supporting student scholarships on YU Giving Day:** [yu.edu/givingday](https://yu.edu/givingday) #YUGivingDay

**Today is the day - #YUGivingDay!** I've already made my contribution to support Yeshiva University because [insert reason]. YU means the world to me, and I urge you to make your donation now to keep our momentum going at [yu.edu/givingday](https://yu.edu/givingday)

## Sample SMS Texts

### Giving Day

**YU Giving Day is here!** Every donation today is **matched and challenged** to multiply our impact! Give now to show your support for students, scholarships and more at [yu.edu/givingday](https://yu.edu/givingday) #YUGivingDay

**Today's the day!** Join me in giving back to YU to make a difference. **Every dollar is matched and challenged to multiply our impact.** Let's help students and strengthen our YU community! Donate now at [yu.edu/givingday](https://yu.edu/givingday) #YUGivingDay

**Time is running out!** YU Giving Day ends tonight! Your gift — **matched dollar for dollar** — will help provide scholarships, fund research and grow our campus. Don't miss this chance to multiply your impact! Make a gift now at <https://yu.edu/givingday> #YUGivingDay

## Sample Emails

### Giving Day Email

**Subject:** YU Giving Day is Here – It's Time to Act

**Today's the day** to join me in supporting Yeshiva University and our next generation of leaders, educators and innovators.

Every donation for YU Giving Day will be multiplied by matches and challenges to increase the impact of our generosity – that means more resources for scholarships, research, campus enhancements and dynamic new programming.

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Let's give now and be part of something amazing!

Make a gift at [yu.edu/givingday](https://yu.edu/givingday).

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**Subject:** Time is Running Out – Give Now & Multiply Your Impact!

YU Giving Day is ending soon, but you still have time to make a difference and **have your gift matched dollar for dollar**.

I have already made my contribution to YU Giving Day, and I hope you, too, will consider supporting scholarships, campus growth and the next generation of YU students before the clock strikes midnight!

Give now at [yu.edu/givingday](https://yu.edu/givingday).

## Case for Giving

Here's a **standard case for giving** that people can use in their own messaging:

### Why Give to YU on Giving Day?

Yeshiva University stands at the forefront of higher education, shaping the next generation of leaders, educators and innovators who are deeply rooted in Jewish values and committed to making a difference in the world. At a time when strong leadership and academic excellence are more important than ever, supporting YU ensures that students have the resources, scholarships, inspiration and opportunities they need to thrive.

Every gift on **YU Giving Day** goes directly toward scholarships, pioneering research, campus enhancements and the creation of new programs — empowering students to excel academically, lead with integrity and build a brighter future for our community and beyond.

And today, **your gift is matched dollar for dollar**, multiplying your impact!

Join us in investing in the future — because when we support YU, we strengthen our students, our values and our collective future.

**Donate now at** [yu.edu/givingday](https://yu.edu/givingday).