

# **Tumbler Incentive:**

## Email Artwork

### **Option 1**

Belly Banners

Tumbler Mockup Exploration

Scene Email

Stewardship Scene Emails

Mobile Content Block

### **Option 2**

Belly Banners (2A)

Belly Banners (2B)

Scene Email

Stewardship Scene Emails (GIF)

Mobile Content Block

# Option 1



Belly Banners  
600 x 159px (same as umbrella banners)

1



**DEADLINE TODAY!**



2



**DEADLINE TODAY!**



3



**DEADLINE TODAY!**



4



**DEADLINE TODAY!**



Tumbler Mockup Exploration

# MAKE YOUR GIFT

of any amount and as a thank-you, you'll receive a limited-edition tumbler featuring illustrations of iconic campus landmarks.

[CLAIM MY TUMBLER >>](#)

**#PurplePrideToGo**



Scene Email  
600 x 650px

# THANK YOU

for your gift to Northwestern  
earlier this fiscal year. Be on  
the lookout for your exclusive  
tumbler featuring illustrations  
of iconic campus landmarks.

**#PurplePrideToGo**



# THANK YOU

for your recent gift to  
Northwestern. Be on the  
lookout for your exclusive  
tumbler featuring illustrations  
of iconic campus landmarks.

**#PurplePrideToGo**



# 26 OZ. Double Wall Tumbler

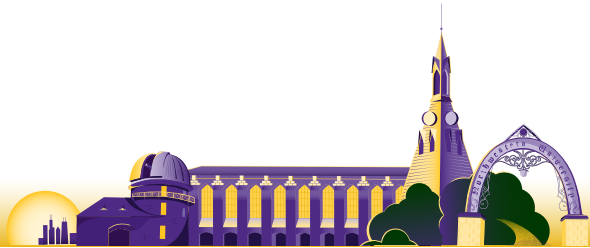
BPA Free  
Hot or Cold Liquids  
Top Rack Dishwasher Safe  
Freezer Safe  
Made in the USA




Mobile Content Block  
650px wide

# Option 2

Northwestern  
University



**MAKE YOUR GIFT** of any amount and as a thank-you, you'll receive a limited-edition tumbler featuring illustrations of iconic campus landmarks.



#PurplePrideToGo

TAKE YOUR  
**PURPLE PRIDE**  
WHEREVER YOU GO


CLAIM MY TUMBLER >>

Want to see more? View details of the tumbler [here](#).


Promotion ends on July 20, 2018, at 11:59 p.m. CDT. Gifts made after the promotion period will not qualify. Offer is limited to one umbrella per household. Online donations require a \$10.00 minimum for gift processing. The tumblers are designed exclusively for Northwestern University Alumni Relations and Development.

Belly Banner 2A with Header  
600 x 159px

Northwestern  
University



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#PurplePrideToGo

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# Northwestern University

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TAKE YOUR  
**PURPLE PRIDE**  
WHEREVER YOU GO

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Belly Banner 2B with nontraditional belly banner  
600 x 300px

## Northwestern University

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**DEADLINE TODAY!**

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## MAKE YOUR GIFT

of any amount and as a thank-you, you'll receive a limited-edition tumbler featuring illustrations of iconic campus landmarks.

[CLAIM MY TUMBLER >>](#)

**#PurplePrideToGo**



Scene Email  
600 x 400px

# THANKS

Thank you for your recent gift to Northwestern. Be on the lookout for your exclusive tumbler featuring illustrations of iconic campus landmarks.



# THANKS

Thank you for your gift to Northwestern earlier this fiscal year. Be on the lookout for your exclusive tumbler featuring illustrations of iconic campus landmarks.



Stewardship Scene Email  
600 x 400px (GIF)

# 26 OZ. Double Wall Tumbler

BPA Free  
Hot or Cold Liquids  
Top Rack Dishwasher Safe  
Freezer Safe  
Made in the USA



Mobile Content Block  
650px wide