



Empower. Uplift. Unite.

Together Everyone Achieves More



Copy and paste the relevant email message templates included in this document and customize the messages for your group.

Physical Back-to-School and Virtual Giving Tree Drive Launch

Dear Team,

(Company/group name) is excited to team up with Family Giving Tree, a charitable organization committed to empower, uplift, and unite Bay Area students. Since 1990, Family Giving Tree has delivered over 2 million backpacks filled with school supplies and wished-for holiday gifts to recipients in under-resourced areas of our community.

Family Giving Tree aims to provide 30,000 students with grade-appropriate supply-filled backpacks for their 29th year of supporting students for Back-to-School. Our group has committed to be a part of the movement to work towards educational equity and narrow the opportunity gap for students. We are committed to putting essential, quality school supplies into the hands of our wonderful, ambitious Bay Area scholars.

Join us as we help them reach this goal by July 25th. We have set our own goal to reach _____ so let's work together to achieve this.

You can be a part of this educational movement in a few ways:

1. Choose a backpack tag and shop for the specific items listed on the tag and a brand-new, quality, padded backpack. There are 3 different grade levels to choose from and these tags are located _____.
2. Go online and financially fund a backpack by visiting backpacksmiles.org/_____. Here, you can select to provide a K-2, 3-5, or 6-12 grade backpack filled with essential school supplies. You can also help fund Bonus Bundles and Health and Hydration packs which get added to the backpacks. Nothing will be shipped to you – Family Giving Tree manages all the logistics on their end. This is a completely contact-free way of giving that you can do from the comfort of your own desk. They just need your help to fuel their purchasing power!
3. Choose a donation envelope. You can either mail in your donation or drop it off with me. Donation envelopes are located _____.

Please contact me if you have any questions or visit www.FamilyGivingTree.org for more information about the Family Giving Tree's Back-to-School Drive. We are excited to work together this summer to support our amazing Bay Area students.

Thank you for rising to the challenge to uplift our community. Together, Everyone Achieves More!

fgt.org



Family Giving Tree™



Physical Back-to-School Drive Launch

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(Company/group name) is excited to team up with Family Giving Tree, a charitable organization committed to empower, uplift, and unite Bay Area students. Since 1990, Family Giving Tree has delivered over 2 million backpacks filled with school supplies and wished-for holiday gifts to recipients in under-resourced areas of our community.

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Email Templates

Virtual Giving Tree Drive Launch

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Join us as we help them reach this goal by July 25th. We have set our own goal to reach _____ so let's work together to achieve this.

Go online and financially fund a backpack by visiting [backpacksmiles.org/_____](https://backpacksmiles.org/). Here, you can select to provide a K-2, 3-5, or 6-12 grade backpack filled with essential school supplies. You can also help fund Bonus Bundles and Health and Hydration packs which get added to the backpacks. Nothing will be shipped to you – Family Giving Tree manages all the logistics on their end. This is a completely contact-free way of giving that you can do from the comfort of your own desk. They just need your help to fuel their purchasing power!

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Email Templates

Mid-Drive Check-in

Dear Team,

(Company/group name) is now a few weeks into our Back-to-School Drive and here's where things stand. We are _____% of the way to meeting our goal of _____. It's time to ramp up and show our strength in numbers!

(Virtual) Have a birthday coming up? Consider asking your friends and family to donate a gift by visiting backpacksmiles.org /_____ in honor of your special day.

(Physical) Have a birthday coming up? Encourage your friends and family to fill up a backpack or three and make your birthday a special one by paying it forward!

Our students deserve as much support for their education as we can offer, so join (Company/group name)'s effort to be part of a community that is working to move towards educational equity. Donate today.

End of Drive Wrap-up

Dear Team,

We did it! We've reached the end of the Back-to-School season! We are so proud of everyone at (Company/group name) for being part of the movement to help close the educational equity gap for Bay Area students. We set out to meet a goal of _____ and are excited to share that we hit/exceeded it! We were able to support _____ people in our Bay Area student community who started their school year off on the right foot.

Thank you for teaming up to create more equitable educational opportunities in our classrooms and communities. Our young students have amazing futures ahead of them and your support fueled the momentum to keep pushing forward as future leaders, changemakers, and philanthropists that our community needs.



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