



Empower. Uplift. Unite.

Equipping Students to Rise to New Heights

Email Templates



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 thrilled 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 who face financial hardships.

For this year's Family Giving Tree Back-to-School Drive, the goal is set to provide 28,000 supply-filled backpacks for their 28th year of supporting students for Back-to-School. Our group has committed to be a part of the movement to fight educational inequity and equip Bay Area students to rise to new heights. We are committed to putting essential, quality school supplies into the hands of our young and ambitious Bay Area scholars.

Join us as we help them reach this goal by July 27th. We have set our own goal to reach _____ so let's work together to hit that target.

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 backpack. There are 3 different grade levels to choose from and these tags are located _____.
2. Go online and sponsor 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. Nothing will be shipped to you – Family Giving Tree does all the shopping and packaging on their end. This is a completely contact-free way of giving that you can do from the comfort of your own desk.
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 brilliant Bay Area students.

Thank you for rising to the challenge to uplift our community.

fgt.org



Family Giving Tree™



Physical Back-to-School Drive Launch

Dear Team,

(Company/group name) is thrilled 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 who face financial hardships.

For this year's Family Giving Tree Back-to-School Drive, the goal is set to provide 28,000 supply-filled backpacks for their 28th year of supporting students for Back-to-School. Our group has committed to be a part of the movement to fight educational inequity and equip Bay Area students to rise to new heights. We are committed to putting essential, quality school supplies into the hands of our young and ambitious Bay Area scholars.

Join us as we help them reach this goal by July 27th. We have set our own goal to reach _____ so let's work together to hit that target.

You can be a part of The Backpack Comeback in a few ways:

1. Choose a backpack tag and shop for the specific items listed on the tag *and* a brand-new quality backpack. There are 3 different grade levels to choose from and these tags are located _____.
2. 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 brilliant Bay Area students.

Thank you for rising to the challenge to uplift our community.



Email Templates

Virtual Giving Tree Drive Launch

Dear Team,

(Company/group name) is thrilled 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 who face financial hardships.

For this year's Family Giving Tree Back-to-School Drive, the goal is set to provide 28,000 supply-filled backpacks for their 28th year of supporting students for Back-to-School. Our group has committed to be a part of the movement to fight educational inequity and equip Bay Area students to rise to new heights. We are committed to putting essential, quality school supplies into the hands of our young and ambitious Bay Area scholars.

Join us as we help them reach this goal by July 27th. We have set our own goal to reach _____ so let's work together to hit that target.

Go online and sponsor 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. Nothing will be shipped to you – Family Giving Tree does all the shopping and packaging on their end. This is a completely contact-free way of giving that you can do from the comfort of your own desks.

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 at-risk students and make this the best year ever.

Thank you for rising to the challenge to uplift our community.



Mid-Drive Check-in

Dear Team,
(*Company/group name*) is now a few weeks into our Back-to-School Drive and we love the effort we've seen. We are _____% of the way to meeting our goal of _____. Let's ramp it 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 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 in being part of a community that is working to move the educational equity needle in the right direction. 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 educational movement to help Bay Area students rise to new heights. We had set out to meet a goal of _____ and are excited to share that we hit/exceeded it! We were able to provide _____ supply-filled backpacks to our Bay Area student community who started their school year off on the right foot.

Thank you for the teamwork in bringing equity into our classrooms and communities. Our young students have amazing futures ahead of them and your support gave them that much more momentum to keep reaching to become the future leaders, changemakers, and philanthropists that our communities need.

