



Back-to-School Drive

Email Templates

Copy and paste the relevant email templates below.
Feel free to personalize them for your group!



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

Dear Team,

(**Company/Group Name**) is teaming up with **Family Giving Tree**, a Bay Area nonprofit organization committed to bringing joy, growing hope, and creating community since 1990. Through the years, they've helped over 2 million students by providing backpacks with supplies and holiday gifts in underserved areas of our community.

Family Giving Tree has set a goal to provide **35,000 students** with grade-appropriate, supply-filled backpacks for the upcoming school year, and we're proud to join them in this mission to promote educational equity and help narrow the opportunity gap for students. With your contribution and support, we can ensure that Bay Area students get what they need to thrive in the classroom and find joy in learning.

Here's How You Can Help:

- **Pick up a Backpack Tag:** Choose one or more tags at _____ and shop for the items listed, along with a new, quality, padded backpack. Tags are available for three grade levels: K-2, 3-5, and 6-12.
- **Shop from the Supply List:** Visit <https://fgt.org/school-supply-list> and shop for the items listed.
- **Donate Online:** Visit [backpacksmiles.org/_____](https://backpacksmiles.org/) to make a financial contribution and fund a backpack. You can select a backpack for K-2, 3-5, or 6-12 students, each filled with essential supplies, fund success packs, or even classrooms of students. Family Giving Tree handles all logistics, so your donation is 100% contact-free and completely hassle-free.
- **Donate via Envelope:** Pick up a donation envelope from _____ and either mail your contribution or drop it off with me.

Our team's goal is to support _____ students by _____. Let's work together and make an impact! For more info or questions, contact me directly or visit ***fgt.org***.

Thank you for your support!



Physical Back-to-School Drive Launch



Dear Team,

(Company/Group Name) is teaming up with Family Giving Tree, a Bay Area nonprofit organization committed to bringing joy, growing hope, and creating community since 1990. Through the years, they've helped over 2 million students by providing backpacks with supplies and holiday gifts in underserved areas of our community.

Family Giving Tree has set a goal to provide 35,000 students with grade-appropriate, supply-filled backpacks for the upcoming school year, and we're proud to join them in this mission to promote educational equity and help narrow the opportunity gap for students. With your contribution and support, we can ensure that Bay Area students get what they need to thrive in the classroom and find joy in learning.

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

- **Pick up a Backpack Tag:** Choose one or more tags at _____ and shop for the items listed, along with a new, quality, padded backpack. Tags are available for three grade levels: K-2, 3-5, and 6-12.
- **Shop from the Supply List:** Visit <https://fgt.org/school-supply-list> and shop for the items listed.
- **Donate via Envelope:** Pick up a donation envelope from _____ and either mail your contribution or drop it off with me.

Our team's goal is to support _____ students by _____. Let's work together and make an impact! For more info or questions, contact me directly or visit fgt.org.

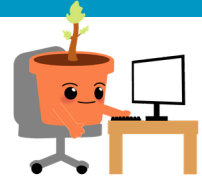
Thank you for your support!



Email Template

Virtual Giving Tree Drive Launch

Dear Team,



(Company/Group Name) is teaming up with Family Giving Tree, a Bay Area nonprofit organization committed to bringing joy, growing hope, and creating community since 1990. Through the years, they've helped over 2 million students by providing backpacks with supplies and holiday gifts in underserved areas of our community.

Family Giving Tree has set a goal to provide 35,000 students with grade-appropriate, supply-filled backpacks for the upcoming school year, and we're proud to join them in this mission to promote educational equity and help narrow the opportunity gap for students. With your contribution and support, we can ensure that Bay Area students get what they need to thrive in the classroom and find joy in learning.

Join us in reaching our goal of _____ by _____ to support our community of students through Family Giving Tree!

You can fund a backpack online at backpacksmiles.org/ _____ by selecting a K-2, 3-5, or 6-12 grade backpack. Family Giving Tree handles all logistics, making it a contact-free way to give from your desk.

For questions, contact me or visit fgt.org for more details. We're excited to support our amazing Bay Area students this summer!

Thank you for your support!

Mid-Drive Check-in

Dear Team,



We're a few weeks into our Back-to-School Drive, and we're excited to share that we're already ____% of the way to our goal of ____! Let's keep the momentum growing and show just how much we can accomplish when we work together as a team.

(Virtual) Do you have a birthday coming up? This year, make your special day even more meaningful by asking friends and family to donate in your honor at backpacksmiles.org / _____. It's a gift that gives back, and you'll be helping students start the school year strong!

(Physical) Do you have a birthday coming up? Consider asking your loved ones to pitch in and fill a backpack (or three!) in lieu of gifts. Pay the birthday joy forward to a Bay Area student!

Our students deserve every chance at success, and together, we can provide the support for a strong start in the new school year. Join **(Company/group name)** in our mission for educational equity—every contribution, no matter the size, makes an impact.

Thank you for being part of this incredible effort!



Email Template

End of Drive Wrap-up

Dear Team,

It's time to celebrate! We've wrapped up the Back-to-School season, and are so excited to see how **(Company/group name)** came together. Thanks to your incredible efforts, we've helped narrow the educational equity gap for Bay Area students.

We set a goal of _____ and are thrilled to announce that we met (or exceeded!) it! Thanks to you, we supported local students with the educational tools to start the first day of their new school year, ready to learn and thrive.

Your commitment and care for our community of students are uplifting and inspiring. The work we've done together this season is helping shape the future leaders, changemakers, and philanthropists our community needs.

Thank you for joining together to make an impact!

