



Helpful Tips for Launching a Back-to-School Drive

Develop your Timeline

Once you've registered as a Drive Leader, you've taken the first big step towards success! When you signed up, you decided to run a physical Drive, a Virtual Drive, or both. See below for information that will help you develop your timeline for each type of Drive.

Physical Donation Drive

If you requested for physical backpack tags, you should expect to receive them in the mail or pick them up during the second week of June. If you prefer to not receive backpack tags and prefer to download and print them instead, these are available on our Resources page. Alternatively, you can also send out or print/post our general supply list for donors to reference. All physical donations are due back to our warehouse by July 28th, so you will want to communicate a due date that is earlier to ensure you have time to collect and drop backpacks off.

Virtual Giving Tree

Your Virtual Giving Tree is expected to go live during the first week of May. You will receive a setup/login email a few days prior (check your promotions or spam) or within one to two business days after registration if you signed up after it has gone live. Once you log into your VGT, you have the option to upload your logo, customize your page message, and set a goal. This will take minutes to do, so you can choose to launch your VGT as soon as you have the page set up the way you want it. You can also pull donation reports by appending /report to the end of your VGT URL (log in with the same password used to set up your page).

Your VGT will be live through September 9th, 2022. If you prefer to end your Drive sooner, you can communicate and have your group work towards your own targeted end date.

Leverage Your Resources

The Resources page has many different resources that you can download and use to help promote your Drive or help make operationalizing your Drive easier. Look through the different sections and download what you'd like to use. Feel free to customize your resources as you see fit. We also provide our logos if you'd like to generate your own promotional materials.

Set Goals

Set a donation goal for your group to give your donors something to collectively work towards. If you are part of a corporation or business that has the opportunity to get donations matched, use that to encourage donors to give and make your goal that little bit more ambitious.

If you are a returning Drive Leader, take the leap and see if you can hit a target goal that is at least 10% more than last year's Drive. If you can't find your results from last year, reach out to driveleaders@fgt.org to ask!

Have an Official Kick-off

Returning to the office or having in-person events again? Generate excitement for the Drive by conducting an official kick-off. You can host an in-person or virtual kick-off or send a really phenomenal kick-off email to everyone in your group – whatever works best for you! This is the time to share information about Family Giving Tree, share why your group has decided to join the effort to bring educational equity to Bay Area students, and how they can be a part of the movement.

Sponsors will also have access to a personalized video from FGT to use as part of your kick-off, so please check in with margarita@fgt.org if you qualify to receive this perk.

Expand Your Network

Anyone can give to your Drive, so make plans to share the opportunity with clients, vendors, family, and friends. Leverage your social network to get the word out. All donations you bring in, regardless of who the donor is, will be credited to your organization.

Connect with your Teams

Be sure to check in with your teams and share updates at least once or twice during your Drive. Giving goal updates, sharing Back-to-School sales deals (if you're running a physical Drive), sending friendly reminder nudges – all are great for reminding your group that the Drive is still ongoing.

Celebrate Your Efforts

Plan to have a wrap-up event of some form (whether in person or digitally) to celebrate a job well done! If you dropped off donations, be sure to take some pictures and share those with your group as part of your wrap up. Drive results will be shared with you in late September after the Drive concludes and we've had a chance to tabulate totals.

Don't forget to share your stories with FGT! Pictures, photos, quotes, we want to know how it went, so upload them here!

