



Email Templates

Copy and paste the relevant email message templates below and customize the messages for your group.

Physical Backpack and Virtual Giving Tree Drive Launch

Dear Team,

(Company/group name) is proud to partner 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.

This year, for their 26th annual Back-to-School Drive, Family Giving Tree has set a goal to provide 26,000 supply-filled backpacks and our group has committed to be a part of the movement to address educational inequity and equip Bay Area students to write their own story. We are committed to working with Family Giving Tree to put essential school supplies into the hands of our young, bright Bay Area scholars.

Join us as we help them reach this goal by July 28th. We have set our own goal to reach _____ so let's work together to reach that target.

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

- Choose a backpack tag and shop for the specific items listed on the tag and a brand-new backpack. There are 3 different grade levels to choose from and these tags are located _____.
- Go online and sponsor a backpack by visiting vtree.fgt.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.
- 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 your support.



Physical Backpack Drive Launch

Dear Team,
(Company/group name) is proud to partner 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.

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- Choose a backpack tag and shop for the specific items listed on the tag and a brand-new backpack. There are 3 different grade levels to choose from and these tags are located _____.
- 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 your support.



Virtual Giving Tree Drive Launch

Dear Team,

(Company/group name) is proud to partner 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.

This year, for their 26th annual Back-to-School Drive, Family Giving Tree has set a goal to provide 26,000 supply-filled backpacks and our group has committed to be a part of the movement to address educational inequity and equip Bay Area students to write their own story. We are committed to working with Family Giving Tree to put essential school supplies into the hands of our young, bright Bay Area scholars.

Join us as we help them reach this goal by July 28th. We have set our own goal to reach _____ so let's work together to reach that target.

Go online and sponsor a backpack by visiting vtree.fgt.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-promise students and make this the best year ever.

Thank you for your support.



Mid-Drive Check-in

Dear Team,

(Company/group name) is now a few weeks into our Back-to-School Drive and we are so happy to see the team effort that has poured in so far. We are _____% of the way to meeting our goal of _____, so let's ramp it up and show our strength in numbers here!

(Virtual) Have a birthday coming up? Consider asking your friends and family to donate a gift by visiting vtree.fgt.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!

These past couple of years have been especially challenging for our local students, 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 made it through the Back-to-School season! We are so proud of everyone at (Company/group name) for recently taking part in Family Giving Tree's Back-to-School Drive. We had set out to meet a goal of _____ and are ecstatic to share that we hit/exceeded it! With our help, Family Giving Tree was able to provide _____ supply-filled backpacks to our bright Bay Area students who started their school year off on the right foot.

Thank you for the teamwork in bringing equity into our classrooms and communities. Our bright, young students have amazing futures ahead of them. Uplifting their voices and equipping them to write their own story will help build a stronger, more empathetic, and inclusive future for us all.

Looking forward to working together again soon to do some more good!