



Back-to-School Drive

Email Templates

Simply copy and paste the relevant email templates below, then feel free to personalize them for your group!

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

Dear Team,

We're excited to announce that **(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.

As part of their 30th anniversary celebration, Family Giving Tree has set an ambitious goal: to provide **35,000 students** with grade-appropriate, supply-filled backpacks for the upcoming school year. We're proud to join them in this mission to promote educational equity and bridge the opportunity gap for students. By contributing, we can ensure that young scholars in the Bay Area have the essential tools they need to succeed.

Here's How You Can Help:

1. **Pick a Backpack Tag:** Choose a tag from the available selection 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.
1. **Donate Online:** Visit 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. Family Giving Tree handles all logistics, so your donation is 100% contact-free and completely hassle-free.
1. **Donate via Envelope:** Choose a donation envelope from _____ and either mail your contribution or drop it off with me.

Our team's goal is _____ backpacks by **July 24th**. Let's work together to make a difference! For more info or questions, contact me directly or visit **fgt.org**.

Thank your support!





Physical Back-to-School Drive Launch

Dear Team,

We're excited to announce that **(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.

As part of their 30th anniversary celebration, Family Giving Tree has set an ambitious goal: to provide **35,000 students** with grade-appropriate, supply-filled backpacks for the upcoming school year. We're proud to join them in this mission to promote educational equity and bridge the opportunity gap for students. By contributing, we can ensure that young scholars in the Bay Area have the essential tools they need to succeed.

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

1. **Pick a Backpack Tag:** Choose a tag from the available selection 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.
1. **Donate via Envelope:** Choose a donation envelope from _____ and either mail your contribution or drop it off with me.

Our team's goal is _____ backpacks by **July 24th**. Let's work together to make a difference! For more info or questions, contact me directly or visit **fgt.org**.

Thank your support!



Email Template



Virtual Giving Tree Drive Launch

Dear Team,

We're excited to announce that **(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.

As part of their 30th anniversary celebration, Family Giving Tree has set an ambitious goal: to provide **35,000** students with grade-appropriate, supply-filled backpacks for the upcoming school year. We're proud to join them in this mission to promote educational equity and bridge the opportunity gap for students. By contributing, we can ensure that young scholars in the Bay Area have the essential tools they need to succeed.

Join us in reaching our goal of _____ by **July 24th** to support 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 ____! But we can't stop here – it's time to ramp up the momentum and show just how much we can accomplish when we come together!

(Virtual) Got 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) Birthday on the horizon? Why not ask your loved ones to pitch in and fill a backpack (or three!) instead of gifts? Let's make your celebration a true act of giving back to the community.

Our students deserve every chance at success, and together, we can provide the support they need to start their school year strong. Join **(Company/group name)** in our mission for educational equity—every contribution, big or small, makes a difference.

Thank you for being part of this incredible effort!



End of Drive Wrap-up



Dear Team,

We did it! We've officially wrapped up the Back-to-School season, and we couldn't be more proud of the **(Company/group name)** team. Thanks to your incredible support, we've helped close 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, giving them the strong start they deserve for the school year.

Your commitment to creating equitable opportunities in our classrooms and communities is truly inspiring. Together, we're helping shape the future leaders, changemakers, and philanthropists our community needs.

Thank you for making a difference!

