



Back-to-School Drive

Helpful Tips

Build Your Timeline

Once you've registered as a Drive Leader, you've taken the first step towards uplifting our Bay Area students and that's huge! When you signed up, you selected to run a **Physical Drive**, a **Virtual Drive**, or **both**. See below for information that will help you build your timeline for each type of Drive. If at any point, you'd like to change what type of Drive you'd like to run, feel free to contact driveleaders@fgt.org and let us know – we'll make sure you get what you need.

Physical Donation Drive

- **Physical backpack tags** will be mailed or available for pickup in the **first week of June**.
- Alternatively, you can **download and print** tags from the **Drive Leader Hub** on our website (fgt.org).
- Promote our **supply list** for donors to use when shopping (available in the Drive Leader Hub).
- All physical donations are **due** back by **July 24th**. Set an earlier due date for your group to allow time for collection and drop-off.

Virtual Giving Tree (VGT)

- The **VGT** will launch on **May 7th, 2025**.
- If you requested a VGT, you'll receive a setup email by May 7th or within 1-2 days of registration (*check spam if not received*).
- Customize your VGT by uploading your logo, setting goals, and personalizing your page.
- You can also access donation reports through the admin portal.
- The VGT will remain open until **September 11th, 2025 at 9 PM**.

Leverage Your Resources

- The **Drive Leader Hub** has many resources to help you promote and manage your Drive.
- We provide you with Email templates, logos, instructional videos and so much more!
- Visit fgt.org and select "**Drive Leader Hub**" on the top left corner to access these resources.

Set Goals

- Setting a **donation goal** can help motivate your group!
- If you're part of a corporation or business check if they offer a **donation match**, this can encourage your group to exceed your goal.
- **Returning Drive Leaders:** Aim for a 10% increase from last year. If you need past results, email driveleaders@fgt.org.

Helpful Tips

Have an Official Kick-off

- **Kick it off in Style:** Choose an in-person or virtual kick-off event, or craft an inspiring email that captures attention right from the start. Whatever format you choose, make sure it's engaging!
- **Tell Your Story:** Share why your group is supporting Family Giving Tree. Explain how their mission to bring educational equity to Bay Area students is making a difference, and why it matters now more than ever.
- **Call to Action:** Make it clear how everyone can get involved. Whether it's donating, volunteering, or spreading the word, everyone should leave feeling motivated to contribute.

Expand Your Network

- **Invite Everyone:** Don't just stick to your immediate team—reach out to clients, vendors, family, friends, and even your social circle. Everyone can be part of the movement!
- **Leverage Social Media:** Use your social platforms to amplify the message. Share inspiring stories, donation links, and reminders to get more people excited and involved.
- **Don't Forget the Details:** Make sure that all donations, no matter the donor, are tracked and credited to your organization. Every little bit counts

Connect with Your Teams

- **Frequent Check-Ins:** Keep your team motivated by sending updates on your progress. Share any exciting milestones or news, like meeting your fundraising goal or getting a special donation.
- **Highlight Discounts and Sales:** If you're running a physical Drive, remind your team about upcoming Back-to-School sales. Encourage them to take advantage of discounts and contribute even more.
- **Nudge and Remind:** Send out friendly reminders to encourage participation, and keep the donation drop-off locations clear and accessible. Little nudges can help keep the Drive front and center in people's minds.

Celebrate Your Efforts

- Host a **wrap-up event** (in-person or virtual) and share photos of donations!
- **Results** will be shared in late September to early October after totals are calculated.
- Share your experience with FGT! Post photos or stories on social media and **tag us**, or email us your **highlights**.



FOR ADDITIONAL INFORMATION,

Please contact the Community Drive Coordinator,
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driveleaders@fgt.org

WWW.FGT.ORG