

Sample Emails

We hope these sample emails will help you promote your school supply drive. Feel free to get creative and **remember to customize the items in pink to your drive & organization**. If you'd like the hyperlinks to remain intact, please be careful when re-formatting or copying and pasting the text.

Email 1: Announce your drive (We recommend sending one week before your drive starts.)

If there's anything we've been reminded of during the past few months, it's that the playing field is far from level for all students. Yet, equal opportunities in education can change the trajectory of lives.

That's why we're partnering with Classroom Central to make sure all local students are prepared and excited to learn! Classroom Central serves more than 127,000 students and their teachers across 6 school districts in nearly 200 high-need schools. Their mission is to equip students to effectively learn by collecting and distributing free school supplies to their teachers.

Equipping all local students with all of the basic tools they need to succeed will require over 1,000,000 supplies. So we need everyone's help!

We will be hosting a school supply drive to benefit Classroom Central. Our goal is to collect [insert your goal] supplies. Our supply drive will run [insert dates].

[For traditional drives, insert logistics such as where barrels are located, etc. For virtual drives, include a link to your virtual supply drive page.]

Your support is more critical this year! While most of our region's students will be learning remotely, they'll still take notes with pens, pencils and paper; stay organized with pocket folders, binders, and backpacks; and take art class with crayons, markers, and glue. Remote learning has actually increased our community's need for supplies because classrooms can no longer share materials, and now even more families are experiencing financial hardships. You can make all the difference.

More details will follow next week. In the meantime, click here to learn more about Classroom Central, or follow them on Facebook, Twitter, Instagram and LinkedIn to keep up with their latest news and events.

Stay tuned!

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Email 2: Kickoff Day (Including the previous email for reference may be helpful.)

Today is the first day of our school supply drive! Remember: **[Insert a reminder about goal, logistics for traditional supply drives about where to drop off their items, a link to your virtual supply drive, campaign timeline, any incentives/contests, or any other things you want them to know about your specific campaign.]**

Click here find the best school supply sales in our area!

Classroom Central also accepts financial contributions, and they're 100% tax-deductible. Classroom Central transforms each dollar donated into \$9 worth of school supplies for a student in need! Make sure **[insert Organization Name]** is in the "Comments" box within the donation form, or on the "memo" line of a check.

To put the impact you're making into perspective, Ms. Pemberton, a Charlotte-Mecklenburg Schools teacher says it best, "Words cannot express how much of an impact your generosity makes. Students are astounded that people that they have never met, and may likely never meet, would care so much about them and their learning that they would donate consistently to make sure that they have everything that they need to succeed. Thank you!"

If you'd like to volunteer to help us sort and count our donations at the end of our drive, please contact **[insert contact information]**.

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Email 3: Reminder & Student Story

It's **[insert week/day #]** of our school supply drive! The deadline for donations is **[insert deadline]**!

I'd like to introduce you to Amie: "My student Amie was really struggling recently. Her grades were slipping because she wasn't turning in her homework assignments. This was extremely unusual for her as she was often an honor roll student.

I learned Amie had run out of paper in her notebook and had given her last two pencils to her younger brothers, which is why she hadn't been turning anything in. She also was helping take care of her brothers after school while her mom was in desperate search of a new job since she was laid off last month.

I have an entire side of my desk dedicated to supplies for my students. I opened the drawers and invited Amie to take whatever she needed. She picked a sparkly pink notebook, matching pink pens, a pack of pre-sharpened pencils, a smiley face eraser and several other items for her brothers. All of these supplies came from Classroom Central, but Amie doesn't know that. She just knows the supplies came from caring people in our community.

The following week, Amie turned in all of her late assignments. She had spent her weekend working to catch up. I know this because her mom called me Monday morning, in tears, telling me all about it. Thanking me for the supplies and for giving her daughter support.

These supplies might look like something as simple as a pencil or smiley face eraser, but they are so much more. These supplies give students like Amie the opportunity to succeed and I want to say thank you!" — Kelley Simms, Amie's 5th Grade Teacher

[For traditional drives, insert a link to local school supply sales. For virtual drives, insert a link to your page.]

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Email 4: Reminder & Teacher Testimonials

It's **[insert week/day #]** of our school supply drive! The deadline for donations is **[insert deadline]**!

See what teachers have to say about us — Classroom Central's donors:

"Students are often embarrassed to admit that they do not have the required supplies. Your generosity has granted so many children more self-confidence and capability to complete school work and fulfill their dreams."

"You guys have given me more than I could ever repay you for. I am constantly spending \$1,500-\$2,000 each school year on my students and supplies. With your generosity, more of my money has been able to go towards my needs while also allowing my students to have access to what they need and deserve in their educational environment."

"Without you all, my life would be a lot more difficult and costly!"

"Classroom Central brings equity into my classroom, by enabling all students to be prepared and ready to learn."

Here's how to donate: **[For traditional drives, add details and insert a link to local school supply sales. For virtual drives, insert a link to your page.]**

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Email 5: Wrap up & Thank you

Thank you for your support of our school supply drive! We were able to collect **[insert final counts]** school supplies to help students and teachers across our community and benefit Classroom Central.

[Insert reminder about goal, any incentives/contest winners and any other items you want them to know about your drive.]

If you enjoyed this event and would like to learn more about Classroom Central, check out their remote or in-person volunteer opportunities.

Thank you for your support and making this a successful school supply drive!