

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 italics 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.)

Did you know that 54% of children in our community live below the poverty line and can't afford the basic school supplies they need to learn. That means 1 in every 2 local students comes to school empty-handed.

That's why we're partnering with Classroom Central to make sure all local students are equipped to succeed in school. 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]*.

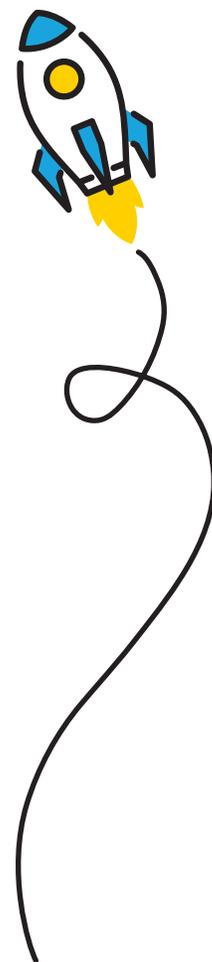
[For traditional drives, insert logistics such as where barrels are located, etc. For virtual drives, include a link to your virtual supply drive page.]

Your support is more crucial this year to help students catch up from pandemic learning loss. NC state test results show proficiency rates in english, math, and science plummeted in nearly every grade level throughout the pandemic, as fewer than half of K-12 students (only 45.4%) passed NC state exams. But for economically disadvantaged students, the pass rates dropped even further, to only 28.8% of NC students in need.

More details will follow next week about how you can help. 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!

Have questions or need help? Contact Darden Blow at darden@classroomcentral.org or 704.377.1740 ext. 4120



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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.]*

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!

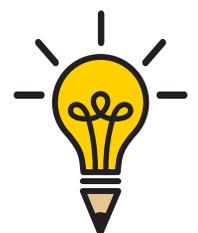
To put the impact you're making into perspective, Ms. Matthews, a Charlotte-Mecklenburg Schools teacher says it best, "Thank you never seems like enough! My scholars depend on wipes, pencils, paper, markers, pens, and book bags — which they need because the ones they have are tearing apart. On behalf of my 3rd grade students at Sugar Creek Charter School and the educators all over, thank you for your donations to our scholars who need everything you give so generously!"

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]*.

Remember, your support is more crucial this year to help students overcome pandemic learning loss. NC state test results show proficiency rates in english, math, and science plummeted in nearly every grade level throughout the pandemic, at a drastically higher rate for economically disadvantaged students. 1 in every 2 local students can't afford the supplies they need to to catch up to their peers, let alone learn new lessons.

But you can make all the difference for a student in need.

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Email 3: Reminder & Educator Story

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

Consider this insight from Dr. Regina Boyd, Principal of University Park Creative Arts Elementary: "You have to remember our students that are now in second grade, this is their first time in the school building. So they were not in the building for kindergarten or first grade. They're walking through the door for the first time as a second grader and not having those foundational skills. So now teachers are getting students that have experienced learning loss. But their expectations are still high, right? They're still great teachers. But now they're working with grade level curriculum, as well as trying to fill in some things that maybe scholars did not master fully on a Zoom screen because it just wasn't that high level of engagement.

Everybody's kitchen table was not equal. So we were trying to create some equity amongst what the students had in terms of their tools for learning. We sent home crayons, notebooks, rulers. You name it. Glue, scissors. So that they could participate and actually engage in learning and not just be looking at a Zoom screen, but actually do some of the work that they would've done in the classroom.

Now that we're back in the school, we still send the supplies home for them to do homework. We've learned that if we supply some of those materials at home, the work product comes back in a manner that we want it to for success. It's just been a great partnership with Classroom Central to help us fill in a gap so that I can give students what they need, send home what we need for parents, and most importantly, for me, redirect funds in a different way.

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

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— Dr. Boyd, *Charlotte-Mecklenburg Schools*



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Email 4: 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 Ms. Bass and her new student: "I had a student recently join my class. All she came to class with was an empty book bag. When other students began to take out their materials, she was ashamed because she didn't have anything. I grabbed a zipper pouch filled with crayons, pencils, glue and scissors from Classroom Central and no one thought anything of it. The little girl looked as though she had won the lottery. The materials I receive from Classroom Central have been a life saver on more than one occasion. — Ms. Bass, Lancaster County (SC) Schools

*[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 5: 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."

"Please share with your donors and let them know YOU ARE ALL DIFFERENCE MAKERS!"

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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Bonus Email: Partner & Vendor Email Template

One of the reasons we appreciate our partnership is because we share similar values behind our missions. As an organization, we value education and creating equity in our community. That's why *[company name]* is supporting Classroom Central, a nonprofit that serves and provides free school supplies to 127,000 local students.

We're hosting a 9 School Tools supply drive to raise the 9 most needed school supplies for students in need. 54% of children in our community live below the poverty line and can't afford the basic school supplies they need to learn. That means 1 in every 2 local students comes to school empty-handed. ***Will you join us in support of Classroom Central by making a donation?*** *[For traditional drives, add details. For virtual drives, insert a link to your page.]* You can even create your own virtual fundraising team as part of our company's virtual supply drive. *[insert link]*

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Please consider donating to our fundraiser today: *[insert link]*

Thank you for your support and our continued partnership!



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Email 6: 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!

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