

# UNITED WAY SCHOOL SUPPLY DRIVE BACKPACK CHAMPION



A Backpack Champion helps local kids start the school year confident, prepared, and ready to succeed. Whether you're a business, employee, or community member, every Backpack Champion helps ensure students in our community have the supplies they need to thrive. We've provided everything your organization needs to rally employees, engage customers, share your involvement and make a meaningful local impact. Thank you for being a Backpack Champion and for believing **United is the way we empower local kids... one backpack at a time.**

## 5 WAYS YOUR COMPANY CAN BE A BACKPACK CHAMPION

1. **Host a Workplace Drive** — Launch an online drive to rally your team and share the link (it's easy!) and/or set up a box for donations.
2. **Make a Corporate Gift or Matching Contribution** — Fund supplies directly, or match what your employees give to double the impact.
3. **Post on Your Company's Social Media Channels** — Use the ready-to-go graphics and pre-written posts!
4. **Engage Your Customers** — Invite your network to give — hang the poster, include it in newsletters, and share the info.
5. **Inspire Your Employees** — Include info and graphics in company newsletters, team meetings, or emails to get your whole organization involved.

## 5 WAYS YOUR EMPLOYEES CAN BE A BACKPACK CHAMPION

1. **Donate Backpacks or School Supplies** — Pick up a few extra items while shopping. It all adds up for kids!
2. **Give Online or Via Venmo** — The easiest way to give, and right now, your donation will be matched, doubling your impact.
3. **Post on Your Social Media** — Share your involvement with ready-to-go posts and graphics. Or simply share United Way's!
4. **Rally Your People** — Spread the word with coworkers, friends, and neighbors. Share the donation link and turn those around you into Backpack Champions too.
5. **Shop Our Online Wish List** — Choose what you want to donate online and it will be shipped directly to United Way.

## BACKPACK CHAMPION RESOURCES

- 👉 **Get started! Access materials:** [unitedwaycassclay.org/get-involved/schoolsupplydrive/](https://unitedwaycassclay.org/get-involved/schoolsupplydrive/)
- 👉 **Questions? Reach out!** [unitedway@unitedwaycassclay.org](mailto:unitedway@unitedwaycassclay.org) or call 701-237-5050
- 👉 **Add your company logo with our Canva templates:** <https://canva.link/p6355iti5duoodu>

## HELPFUL LINKS AT YOUR FINGERTIPS

- [All School Supply Drive info](#)
- [Give online | Shop our online wish list](#)
- Give via Venmo <https://venmo.com/u/UnitedWayCassClay>
- United Way Social Channels [Facebook](#) | [LinkedIn](#) | [Instagram](#) | [X](#)
- [Printable and shareable Backpack Champion Poster](#)

## READY-TO-GO SOCIAL POSTS

### Company Facebook or Instagram Post

We're proud to be a United Way Backpack Champion! 🎒

We're helping local students start the school year ready to learn and ready to succeed.

You can join us by giving online here:

<https://unitedwaycassclay.org/get-involved/schoolsupplydrive/>

### Employee Personal Social Media Post

I'm supporting the United Way School Supply Drive as part of my workplace being a Backpack Champion! 🎒

Help local students start school with confidence and the supplies they need.

Give online here:

<https://unitedwaycassclay.org/get-involved/schoolsupplydrive/>

### LinkedIn Post

Proud to support the United Way School Supply Drive as a Backpack Champion.

This effort helps ensure 7,000 local K–12 students are ready for school.

Give here:

<https://unitedwaycassclay.org/get-involved/schoolsupplydrive/>

### Instagram/Facebook Story

We're a Backpack Champion 🎒

Help local students start school ready to learn 🧡

This year's goal is to help 7,000 students – are you in?

<https://unitedwaycassclay.org/get-involved/schoolsupplydrive/>

4 Ways You Can Be a Backpack Champion

UNITED WAY  
**SCHOOL SUPPLY DRIVE**

- ☐ Donate backpacks and school supplies
- ☐ Give online (fast + easy)
- ☐ Inspire others to give- share this post!
- ☐ Shop the online wish list  
(supplies shipped directly to United Way!)

Help 7,000 students start school with confidence!

Give now - Aug 4

UNITED WAY  
of Cass-Clay

Our Company is proud to be a  
UNITED WAY  
**SCHOOL SUPPLY DRIVE  
BACKPACK CHAMPION**

Join us in helping  
7,000 kids go back to  
school ready to learn

Give now - Aug 4

UNITED WAY  
of Cass-Clay

## READY-TO-GO EMAILS



Hi Team,

We're excited to share that our company is partnering with the United Way School Supply Drive as a Backpack Champion! This means we're joining other local organizations to help ensure 7,000 K–12 students in our community start the school year ready and confident with the supplies they need to succeed.

This is a meaningful opportunity for us to come together and make a real impact right here in our own community—and there are a few easy ways you can get involved:

Here's how you can help:

- Donate backpacks or school supplies
- Give online (and your donation may be matched!)
- Volunteer to help pack backpacks
- Share and help spread the word

👉 Give online here: <https://unitedwaycassclay.org/get-involved/schoolsupplydrive/>

Every contribution—big or small—helps a local student walk into school with confidence, dignity, and the tools they need to learn and thrive.

We're proud to be a Backpack Champion, and even prouder of the difference we can make together. Thank you for being part of a team that shows up for our community.

### **Sample Company Email to Customers or Clients (External)**

Subject: Help Us Support Local Students This School Year 🎒

Dear Valued Customer,

We're proud to share that our team is partnering with the United Way School Supply Drive as a Backpack Champion. Together, we're helping ensure 7,000 local K–12 students in our community start the school year ready, confident, and prepared to learn. We invite you to join us in making a meaningful local impact.

Here's how you can help:

A simple online gift can provide essential school supplies for a student in need. Every contribution—no matter the size—directly supports local kids in our community.

👉 Give online here: <https://unitedwaycassclay.org/get-involved/schoolsupplydrive/>

Your support helps ensure students walk into the classroom with tools they need to succeed from day one.

Thank you for being part of a community that cares. Together, we can make a lasting differences for local children and families.

## READY-TO-GO NEWSLETTER BLURB OR MESSAGE TO TEAM (INTERNAL)

We're excited to share that our company is a proud **United Way Backpack Champion** 📖  
This means we're partnering with the United Way School Supply Drive to help ensure **7,000 local K–12 students** start the school year ready, confident, and prepared to learn.

There are a few easy ways you can get involved and make an impact:

- Donate backpacks or school supplies-see the list of needed supplies [here](#)
- [Give online](#) (and your gift may be matched)
- Spread the word and encourage others to join

Every contribution helps a local student walk into the classroom with the tools they need to succeed.

👉 Give online here: <https://unitedwaycassclay.org/get-involved/schoolsupplydrive/>

Thank you for being part of a team that shows up for our community.

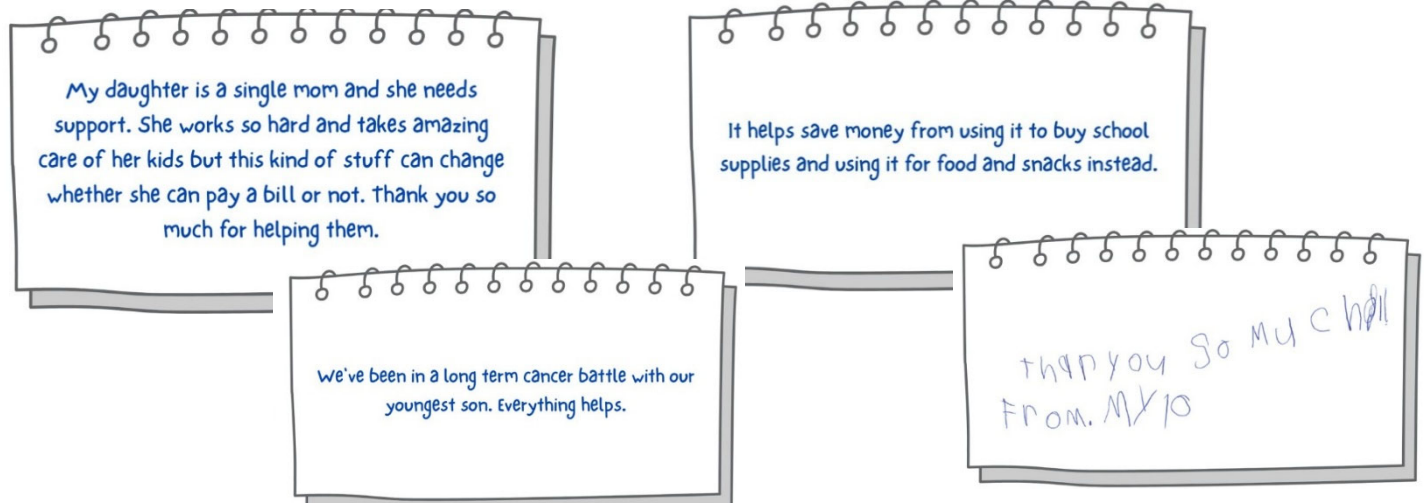
## HOW TO HOST A SUCCESSFUL ONLINE OR IN PERSON DRIVE

1. Choose a drive lead or committee
2. If your drive is online, [set up your own online page](#) – it only takes a few seconds
3. Set a company goal
4. Promote weekly with email/social
5. Share the link to our online drive widely or place donation bins in visible areas
6. Celebrate milestones and participation
7. Share the results of your drive or deliver items to the FARGODOME on August 4

## WHY IT SCHOOL SUPPLY DRIVE MATTERS

- Many local families must choose between school supplies and essentials like groceries or gas. Here in our community, **approximately 1 in 4 children are low-income** – meaning their families are making tough decisions such as paying rent or buying food or new shoes.
- Students with proper school supplies are **more likely to feel confident and prepared** on the first day of school – setting them up for success throughout the year and beyond.
- Thousands of local students rely on this support each year – last year, with your help, United Way achieved our goal of **helping 6,500 local K-12 students with backpacks and school supplies**. This year, we need your help in reaching our increased goal of **empowering 7,000 students!**

## IN THEIR OWN WORDS



# UNITED WAY SCHOOL SUPPLY DRIVE



## Proud to be a Backpack Champion

### Help Local Kids Start School Ready to Learn

Our workplace is stepping forward as a United Way School Supply Drive Backpack Champion!  
This is your chance to make a real, local impact.

- > Our Goal: Help United Way equip 7,000 local students for the school year
- > Just \$25 = backpack and supplies for 1 student
- > Your gift is MATCHED: doubling your impact!

### How to Get Involved

- Donate backpacks and school supplies
- Give online (fast + easy)
- Shop the online wish list (supplies shipped directly to United Way!)
- Rally our team + spread the word

### Why It Matters

- Confidence on the first day
- Tools to succeed in the classroom
- A stronger start for a local child

### Ready to Make An Impact?

Scan to give or visit [unitedwaycassclay.org](http://unitedwaycassclay.org)



**Give now.**

Change the future of  
a child for just \$25.

**Venmo** @UnitedWayCassClay

To learn more, visit [unitedwaycassclay.org/schoolsupplydrive](http://unitedwaycassclay.org/schoolsupplydrive) or email [unitedway@unitedwaycassclay.org](mailto:unitedway@unitedwaycassclay.org)



## CUSTOMIZABLE GRAPHICS

UNITED WAY  
SCHOOL SUPPLY DRIVE

PROUD TO BE A UNITED WAY  
BACKPACK CHAMPION

[insert your logo here]

When kids succeed,  
our whole community wins.  
Help us empower  
7,000 students this year!



GIVE NOW - AUG 4



BE A BACKPACK CHAMPION WITH US!

UNITED WAY  
SCHOOL SUPPLY DRIVE

GIVE \$25 = PROVIDE A FULL BACKPACK  
FOR 1 STUDENT IN NEED

[insert your logo here]



GIVE NOW - AUG 4



BE A BACKPACK CHAMPION WITH US!

UNITED WAY  
SCHOOL SUPPLY DRIVE

- Donate backpacks and school supplies
- Give online (fast + easy)
- \$25 will help one student (your gift is matched!)
- Help reach the goal of empowering 7,000 kids

[insert your logo here]



GIVE NOW - AUG 4



## HEADER & FOOTER

UNITED WAY  
SCHOOL SUPPLY DRIVE  
BACKPACK CHAMPION



HELP UNITED WAY EMPOWER 7,000 LOCAL KIDS FOR THE FIRST DAY OF SCHOOL

Download ready-to-use templates & graphics at  
[unitedwaycassclay.org/schoolsupplydrive](http://unitedwaycassclay.org/schoolsupplydrive)



HELP UNITED WAY EMPOWER 7,000 LOCAL KIDS FOR THE FIRST DAY OF SCHOOL

