

COMMUNICATIONS TOOLKIT

NBC4 STUFF THE BACKPACK

Please use this toolkit to support your communications within your company and across any newsletters or social media channels.

EMAIL TEMPLATE

[COMPANY NAME] is excited to join United Way of Central Ohio in supporting NBC4's Stuff the Backpack program! We know it's going to be challenging for many local families to afford the school supplies their kids need to succeed, which is why it will take each of us to make sure every child is ready to start the school year strong.

United Way has made it easy for anyone to contribute to this critical cause:

- [Donate \\$10](#) to provide a filled backpack for one child.
- [Order supplies from our Amazon wishlist](#), and they'll be delivered directly to us.
- Drop off supplies at any CME Federal Credit Union branch or Primary One Healthcare location.
- [Create encouraging notecards to put in the backpacks](#) and mail them to United Way of Central Ohio, 360 South Third Street, Columbus, Ohio 43215.
- Host a donation drive in your workplace or home!

We are committed to helping students succeed, and we are proud to have [COMPANY NAME] employees help fill backpacks for thousands of local students so they can begin their 2022 school year ready to learn.

WAYS TO VOLUNTEER

STUFF THE BACKPACK

You have an opportunity to make a huge impact on local students this summer! Join us as we partner with NBC4 to stuff backpacks for children in central Ohio. These backpacks will be distributed to seven local school districts as part of United Way of Central Ohio's Success by Third Grade movement and continued focus on student success. Additional support for Stuff the Backpack has been provided by AEP Foundation, CAS, PrimaryONE Health and EASE Logistics.

Location and time of in-person backpack stuffing event TBA.

DONATE / DELIVER ITEMS

All donations are 100% tax-deductible through NBC4's Stuff the Backpack fiscal sponsor, the United Way of Central Ohio. **Donations will be accepted and collected through July 31, 2022.**

Every \$10 donation provides at least one student with a school bag and a packet of essential supplies:

Supplies for grades K-5:

- Blunt scissors
- Crayons
- Eraser
- Glue stick
- Pencils
- Pocket Folders
- Ruler
- Wide Ruled Paper

Supplies for Grades 6-12

- Colored Pencils
- Highlighters
- Pocket Folders (With and without prongs)
- Pencils
- Pens
- Ruler
- Scissors
- Spiral Notebooks

If you or your organization would like to support Stuff the Backpack, please email Brandi Davis at brandi.davis@uwcentralohio.org

NOTECARDS

Project Description:

This summer, NBC4 will partner with AEP Foundation, CAS, PrimaryONE Health, EASE Logistics and United Way of Central Ohio to collect donations and stuff backpacks for children in central Ohio. These items will be distributed to seven local school districts as part of United Way of Central Ohio's Success by Third Grade Movement. We would like to include a personalized note with each gift, and we need your help! **Notecards will be collected through July 31, 2022.**

Instructions:

On a notecard, piece of paper or whatever materials you have around that house, write an encouraging note to the students who will receive these backpacks.

Example:

You are amazing!
Enjoy this backpack and have a wonderful school year!
Remember how smart and loved you are!

All cards can be mailed to United Way of Central Ohio:

Address: 360 S 3rd Street, Columbus, OH 43215

Don't want to mail your card in? [Click here](#) to access our online Card Maker!

SAMPLE SOCIAL MEDIA POSTS FOR EVENT DAY

INDIVIDUALS:

I'm in to support student success in my community! Are you?! Today I'm joining NBC4, United Way of Central Ohio and their generous partners to stuff backpacks for children right here in central Ohio. These backpacks will be distributed to thousands of children in seven local school districts. You can help out, too! Visit https://www.volunteerunitedcbus.org/need/detail/?need_id=699912 for more information on making a donation or joining me today onsite at [LOCATION]!

CORPORATE GROUPS:

[COMPANY NAME] is proud to join NBC4, United Way of Central Ohio and their generous partners in helping Stuff the Backpack today! This afternoon our corporate volunteers will be at [LOCATION] until XX:XX p.m. carefully packing donated school supplies into backpacks. These backpacks will be distributed to seven local school districts for students right here in central Ohio. Learn more on how to make a donation or deliver items on site today: https://www.volunteerunitedcbus.org/need/detail/?need_id=699912

SPONSORS/PARTNERS:

[COMPANY NAME] is proud to join NBC4, AEP Foundation, CAS, PrimaryONE Health, EASE Logistics and United Way of Central Ohio in sponsoring supporting Stuff the Backpack today! This afternoon volunteers will be at [LOCATION] until XX:XX p.m. carefully packing donated school supplies into backpacks. These backpacks will be distributed to seven local school districts for students right here in central Ohio. Learn more on how to make a donation or deliver items on site today: https://www.volunteerunitedcbus.org/need/detail/?need_id=699912

SOCIAL MEDIA IMAGES:

