Fill A Backpack®

A PROGRAM OF A PRECIOUS CHILD

SOCIAL MEDIA TIP SHEET

FILL A BACKPACK DRIVE 2022

Help a Child Succeed in School

IMPORTANT INFORMATION
Fill A Backpack Drive Hashtag: #FillABackpack
A Precious Child's social media handles:

 apreciouschildinc   apreciouschild   a_precious_child

The goal of the social media component of your Fill A Backpack drive is to increase awareness of A Precious Child's Fill A Backpack program and encourage your friends and community to join you in supporting Colorado children in need. We love seeing photos and/or videos with your posts. Include the #FillABackpack hashtag so we can follow along. Don't forget to tag A Precious Child!

SAMPLE TWEETS

- Help us collect backpacks and school supplies for the @APreciousChild #FillABackpack drive!

- Gearing up for @APreciousChild's #FillABackpack collection drive! Donations of new backpacks and school supplies can be dropped off at (insert location).

- With the excitment of the upcoming school year, we're collecting backpacks & school supplies for @APreciousChild's #FillABackpack Drive!

SAMPLE FACEBOOK & INSTAGRAM POSTS

- With the excitment of the upcoming school year, we're collecting school supplies for the @APreciousChild's #FillABackpack program! Donate to my drive and let's make sure kids have what they need to go back to school feeling confident and prepared to learn!

- We want to provide some normalcy for Colorado children in need as they get ready for the new school year. Join us in @apreciouschildinc/@a_precious_child's #FillABackpack drive by bringing new backpacks and school supplies to (insert location).

- This year, @apreciouschildinc/@a_precious_child wants the kids they serve to go back to school prepared and ready to learn with brand new backpacks filled with school supplies. Stop by (insert location) to drop off your supplies and join our effort! #FillABackpack

SPREAD THE WORD OTHER WAYS

- Share information with your friends employees and network.

- Share suggested social media language.

- Engage friends and familyin collecting supplies.

- Communicate via e-blast(s) or newsletters about your involvement and please share them with us!