



## **2025 NVFS Back2School Partnership Toolkit**

Thank you for supporting local children and families by partnering with Northern Virginia Family Service (NVFS) for our 2025 [Back2School Drive](#)! The Northern Virginia Family Service (NVFS) communications team developed this partnership toolkit to help you share this drive with others, encouraging them to join you in helping kids in our community power-up their education! This document includes social media best practices, recommended hashtags, and sample posts. Feel free to use this material as-is or customize it to fit your brand. The toolkit folder has additional graphics and logos that you can use. [Back2School 2025 Toolkit - Google Drive](#)

Contact Charlene Sarmiento, NVFS Director of Marketing and Communications, regarding any questions at [csarmiento@nvfs.org](mailto:csarmiento@nvfs.org).

### **Create your own flyer using our template with Canva or Google!**

- Use Google to create your own editable flyer [here](#)
- Use Canva to create your own editable flyer [here](#)

<h3><b>Social Media Best Practices</b></h3>
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Social media is a great way to engage with your audience and employees and potential supporters/customers but also to showcase your dedication to education and our community!

- Connect your supply drive with an important part of your business. **Share why you are gathering school supplies or donation dollars** and how your company's efforts strengthen children, their families, and our community. Bonus! Consumers prefer to engage with socially responsible companies.
- Use this as an opportunity to **talk about a specific project or initiative** that you are implementing to help meet your Back2School goals.
- **Include a graphic, photos, or video** when possible. Social media platforms prioritize posts containing these items and more people will see your posts. Consider using the NVFS Back2School images or frames and post photos of your school supply donations. [The Google Drive folder](#) also includes graphics to use in your promotion efforts.
- Consider linking to NVFS' Back2School page to share more about your team's commitment to helping children, families and the community. [www.nvfs.org/B2S](http://www.nvfs.org/B2S)
- **Tag Northern Virginia Family Service** social media channels on your post:
  - Facebook: <https://www.facebook.com/NoVAFamilyService/>
  - LinkedIn: <https://www.linkedin.com/company/northern-virginia-family-service>
  - Instagram: <https://www.instagram.com/northernvirginiafamilyservice/>
- **Use hashtags** to help people follow topics more easily, which can increase social media engagement. Limit hashtags to three to five per post. The following hashtags may apply to your posts:
  - #back2school
  - #NVFS
  - #schoolsupplies
  - #communitysupport
  - #communityimpact
  - #giveback
  - #volunteer (if applicable)
  - #education
  - #smallbusiness (if applicable)
  - #socialresponsibility

### Sample Social Posts

Here are sample posts you can use as is or modify for your needs. Fill in the placeholders as appropriate for your company to celebrate your donation and commitment to helping local children get ready for the upcoming school year.

#### Facebook

- We're partnering with the @NoVAFamilyService #Back2School drive because we want to give Northern Virginia kids the boost they need to power-up their education! You can #giveback too! Learn more at [www.nvfs.org/B2S](http://www.nvfs.org/B2S) #communitysupport #schoolsupplies

- Join us in giving Northern Virginia kids the boost they need to gear up for greatness this school year. We're partnering with @NoVAFamilyService and collecting school supplies for the #Back2School drive to help our young neighbors start the school year strong! Get more info and see what school supplies you can help equip kids with at [www.nvfs.org/B2S](http://www.nvfs.org/B2S). #communityimpact #education

## Instagram

When sharing on Instagram, please put the Back2School drive link in your bio: [www.nvfs.org/B2S](http://www.nvfs.org/B2S)

- Value education? We're partnering in the #Back2School drive from @northernvirginiafamilyservice because we do too! A new backpack filled with school supplies can give a child the confidence they need to begin the school year right AND help ease the financial burden for the family.

Join us by visiting the link in my bio and share with us what your favorite school supply was growing up. Trapper Keeper? Lisa Frank pencil box? A special character backpack? Those crazy awesome graphing calculators?

#schoolsupplies #giveback #education

- We're helping kids gear up for greatness by partnering with @northernvirginiafamilyservice for their #Back2School. Learn more in the link in my bioe kids the boost they need this school year and build their family's AND our community's wellbeing.

We're proud to #giveback and hope you join us in helping kids start the school year prepared and inspired!

#schoolsupplies #educationmatters #communityimpact

## Twitter

- We're proud to partner with @nvfs' #Back2School drive because school supplies help kids start the school year right. Learn more at [www.nvfs.org/B2S](http://www.nvfs.org/B2S) and join us in helping kids power-up their education! #communityimpact #giveback #schoolsupplies
- We're proud to partner with @nvfs' #Back2School drive powering-up education. School bells will soon be ringing, and we're excited to rally to make sure kids and their families are equipped to succeed. #education #schoolsupplies #giveback

## LinkedIn

- At [insert company name here], we believe in the importance of school and the value of the right equipment. We're proud to be a partner of [please tag our LinkedIn account] @northern-virginia-family-service's #Back2School drive because when the community rallies, our kids can gear up for greatness this school year. #giveback #education #socialresponsibility #schoolsupplies

- Education is important which is why we're partnering with the [please tag our LinkedIn account] @northern-virginia-family-service #Back2School Drive. A new backpack and supplies can be the boost a kid in our community needs to start the first day of school with confidence, excited to learn! Visit [www.nvfs.org/B2S](http://www.nvfs.org/B2S) and join our quest to power-up kids' education. #giveback #socialresponsibility #communityimpact

### Sample Internal Newsletter Article

Join us on our quest to help kids power-up their education!

[Company/Organization] has partnered with Northern Virginia Family Service's (NVFS) Back2School Drive because a new backpack filled with school supplies can give a child the boost, they need to begin the school year right AND help ease the financial burden for the family.

Check out the [school supplies](#) list and drop off your donation at [location employees can leave their donations] by [date]. If you can't make it to a store, NVFS also accepts cash donations!

Give to NVFS' and [Company's/Organization's name] Back2School Drive and help a kid return school feeling prepared, inspired, and ready to learn. Learn more about NVFS and the Back2School drive and visit [www.nvfs.org/B2S](http://www.nvfs.org/B2S).

### Sample Internal Email

[Salutation]

We're excited to announce that we have partnered with Northern Virginia Family Service's Back2School Drive. From [dates when you'll be running the drive] we will collect new backpacks and school supplies to help give the kids in our community the boost they need to begin the school year right AND help ease the financial burden for the family.

Check out the [school supplies](#) list and **drop off your donation at [location employees can leave their donations]**. Whether it's a single pack of pencils or one of everything on the list, every donation matters. We're rallying together because we believe that **education is vital** to helping the kids, families, and our community thrive.

You can learn more about the drive at [NVFS' Back2School website](#) or **contact [Company/Organization's contact person's info/email link]**.

Let's do this!

[Signature Line]

P.S. If you can't make it to the store but still want to help the kids in our community return to school feeling prepared, inspired, and ready to learn, **drop off your cash donation to [location/person employees can leave their donations with] by [date].** Hooray for convenience!

### Social Media Images

Feel free to utilize these sample social media images below to spread the word!

