



## 2026 NVFS Back2School Partnership Toolkit

Thank you for helping amplify Northern Virginia Family Service's (NVFS) **Back2School and Beyond** campaign.

This effort ensures local students have the supplies they need to start the school year confident, prepared, and ready to learn—while also supporting their success throughout the year and beyond the classroom.

**Your voice extends this impact.** By sharing this campaign with your audiences, you help reach more families and inspire more community support.

If you have any questions about the toolkit or would like to request additional graphics or materials, please reach out to [communications@nvfs.org](mailto:communications@nvfs.org).

### Social Media Best Practices

#### Suggested Hashtags:

- #Back2School
- #NVFS
- #CommunityImpact
- #GiveBack
- #Education

#### Tag NVFS:

- Facebook: [@NVFS](https://www.facebook.com/NVFS)
- Instagram: [@northernvirginiafamilyservices](https://www.instagram.com/northernvirginiafamilyservices)
- LinkedIn: [@Northern Virginia Family Services](https://www.linkedin.com/company/Northern-Virginia-Family-Services)



## Sample Social Media Posts

You can find and download social media graphics [here](#).

### General Awareness

We're proud to support NVFS' Back2School and Beyond campaign, helping local students start the year prepared, confident, and ready to learn. Access to basic school supplies can make a lasting difference, setting students up for success not just on day one, but throughout the entire school year.

Join us in supporting students and families across our community: [nvfs.link/B2S](https://nvfs.link/B2S)  
#Back2School #CommunityImpact #NVFS

### Impact-Focused

Starting the school year with the right tools can shape a student's confidence and success far beyond the classroom. That's why we're supporting NVFS' Back2School and Beyond campaign—helping ensure local kids have what they need to feel prepared, supported, and inspired all year long.

Learn more about the impact: [nvfs.link/B2S](https://nvfs.link/B2S)  
#Education #GiveBack #Back2School

### Community Call-to-Action

We're joining NVFS' Back2School and Beyond campaign to support students and families across our community. When we come together, we can help ensure every child has the tools they need to start strong—and continue thriving throughout the year.

Be part of the impact: [nvfs.link/B2S](https://nvfs.link/B2S)  
#NVFS #CommunitySupport #Back2School

### Supply Drive Activation

We're excited to be partnering with NVFS' Back2School and Beyond campaign by hosting a community school supply drive!

We're collecting school supplies to help local students start the year prepared, confident, and ready to learn. Every donation—big or small—helps ensure children in our community have the tools they need not just on day one, but throughout the entire school year.

### Drop-Off Details

 Location: INSERT YOUR DETAILS

 Dates: INSERT YOUR DETAILS



Join us in giving back and supporting students and families across our community. To learn more about NVFS' campaign, visit: [nvfs.link/B2S](https://nvfs.link/B2S)

#Back2School #GiveBack #CommunityImpact

## Sample Email/Newsletter

**You can find and download an email banner [here](#).**

**Subject:** Supporting Students Now and Beyond with NVFS' Back2School Campaign

**Preview:** Helping local students start the school year prepared, confident, and set up for success all year long.

**Copy:** We're proud to support NVFS' **Back2School and Beyond** campaign, helping students across our community start the school year prepared, confident, and ready to learn—and setting them up for success in the months ahead.

For many families, the cost of school supplies can be a challenge. This effort helps ensure that local children have the tools they need not only for the first day of school, but for continued learning and growth throughout the year.

By raising awareness and supporting this campaign, we're helping strengthen students, families, and our broader community—now and beyond.

Learn more and get involved: [nvfs.link/B2S](https://nvfs.link/B2S)

## Flyers

Support the Back2School and Beyond campaign by creating and sharing your own custom flyer.

Use our [editable Canva template](#) to quickly add your logo, update messaging, and include any event or distribution details relevant to your organization.

