

# PROMOTING YOUR DRIVE

We've created these communications templates to help you promote your United Way Literacy Kit Drive. Whether you are planning to request donations through your personal or professional networks, these templates are available for you to use, including a customizable flyer on page 8 of this toolkit.

## SAMPLE SOCIAL MEDIA POSTS



Kindergarten readiness is a critical step on the path to success for everyone. To help more children get ready for kindergarten, I am hosting a Literacy Kit Drive for @UnitedWayGRP. Support my drive with a donation of books or supplies today! [Yourunitedway.org/literacykits](http://Yourunitedway.org/literacykits)



We are partnering with @UnitedWayGRP to help prepare rising kindergarten students for school. Join us by donating supplies or books and sharing this post to help spread the word!  
[yourunitedway.org/literacykits](http://yourunitedway.org/literacykits)



United Way Literacy Kits empower families with information and empower children with the tools needed for a successful start to kindergarten. I am collecting supplies and books for this initiative in partnership with @UnitedWayGRP. Join me with a donation!  
[yourunitedway.org/literacykits](http://yourunitedway.org/literacykits)

## SAMPLE EMAIL TO SUPPORTERS

Dear [NAME],

I am excited to announce that we will be participating in a Literacy Kit Drive in partnership with **United Way of Greater Richmond & Petersburg**. We are collecting books and school supplies for United Way Literacy Kits which are distributed to thousands of young learners in our region each year. Each Kit will include information to empower families and supplies to empower children to be ready for school and read on grade-level by third grade.

### We are asking for donations of the following supplies:

- Glue sticks
- Crayons
- Construction Paper
- Blunt-nose scissors
- Manual pencil sharpeners
- Play-Doh
- New and kindergarten age-appropriate books
- Wide-ruled composition notebooks
- Non-mechanical pencils

**[Insert instructions specific to your group's assembly layout. Be as specific as possible.]** I will coordinate bringing the completed kits to United Way.

I hope you will join me in this effort to help children succeed in school. Please let me know if you have any questions.

[SIGNATURE]