

# 2021-2022 DIGITAL BACKPACK

## CALENDAR & TIPS

### AUGUST 2021

Send out **Initial Support Email** (located in Email Templates document) to family and friends.



Be sure to include a personal touch wherever possible!

### SEPTEMBER 2021

Send out **Thank You Email** as a follow-up to the Initial Support Email.

For a more heartfelt approach, mail a 'Thank You' card from your child.

### OCTOBER 2021

Post the **first social media graphic** from your Digital Backpack to your Instagram and Facebook.

Remember to customize the text and image with your child's name and photo.

### DECEMBER 2021

Send out **End-of-Year Support Email** to family and friends.



This email is a great opportunity to include a year-end update on how your kids are thriving.

### JANUARY 2022

Post the **second social media graphic** from your Digital Backpack to your Instagram and Facebook.



Add an image of your child's school picture. Be sure to tag APESF in the photo for a re-post!

### MARCH 2022

Send another **Thank You Email**. Include a picture of your child.

Have your child write a letter or color a picture to show their gratitude, as well.

### APRIL 2022

Post the **third social media graphic** from your Digital Backpack to your Instagram and Facebook.



Now you're ready to take on the STO program! Keep working at it, and we are confident you will see results.

## GET IN CONTACT WITH US

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