

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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NOTICE: A school tuition organization cannot award, restrict or reserve scholarships solely on the basis of a donor's recommendation. A taxpayer may not claim a tax credit if the taxpayer agrees to swap donations with another taxpayer to benefit either taxpayer's own dependent.