

2024-2025 DIGITAL BACKPACK CALENDAR & TIPS

AUGUST 2024

Send out initial contact to potential donors:
Personal Family Donation Page link
or
Initial Support Email



Text your donation page link and donors can donate directly from your page!

SEPTEMBER 2024

Send out **Thank You Email** or **Thank You Text** as a follow-up and reminder if they haven't donated.



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

OCTOBER 2024

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 2024

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



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

JANUARY 2025

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



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

MARCH 2025

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 2025

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.

HAVE QUESTIONS? CONTACT US

Email: helpdesk@apesf.org
Web: www.apesf.org
Phone: (480) 699-8911

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.