

# Sample Social Posts

An easy way to promote your supply drive is to share/retweet/repost content from Classroom Central's pages! You can also use the captions below or feel free to create your own.

**Remember to customize the items in pink to your drive and organization.**

Reference your resources for available social media graphics and imagery.

## Announcing your drive

### Facebook & Instagram Caption:

This past year has challenged all of us in unique ways, and the inequities we've seen grow in our community won't disappear by just going "back to normal." That's why we're hosting a school supply drive for @ClassroomCentral to make sure students are equipped to overcome pandemic learning loss. [Insert your school supply drive location or your virtual supply drive link] #9SchoolTools

### Twitter Caption:

We're hosting a school supply drive for @ClassrmCentral to equip students in need to overcome pandemic learning loss. Will you join us? [Insert your school supply drive location or your virtual supply drive link] #9SchoolTools

## Promoting your drive

### Facebook & Instagram Caption:

Pop quiz! Did you know @ClassroomCentral provides FREE school supplies to local teachers all year? Donate supplies today to help ensure every teacher has the supplies they need and every student has an opportunity to succeed. [Insert your school supply drive location or your virtual supply drive link] \*apple emoji\* \*pencil emoji\* #9SchoolTools

### Twitter Caption:

@ClassrmCentral provides FREE school supplies to local teachers all year! Donate supplies to ensure every teacher has the supplies they need and every student has an opportunity to succeed. [Insert your school supply drive location or your virtual supply drive link] \*apple emoji\* \*pencil emoji\* #9SchoolTools

About | Traditional Drive | Virtual Drive | Donate | Contest | **Marketing & Resources**

**Have questions or need help?** Contact Darden Blow  
at darden@classroomcentral.org or 970-331-6168



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## Promoting your drive continued

### Facebook & Instagram Captions:

- 1) CMS reports that 32% of its students failed at least one course, and recent studies show some students have lost over a year of learning due to COVID-19. Help us ensure every student has the supplies they need to overcome pandemic learning loss. Donate to our supply drive for @ClassroomCentral! [Insert your school supply drive location or your virtual supply drive link] #9SchoolTools
- 2) This upcoming school year is a crucial opportunity to overcome pandemic learning loss. You can make all the difference for a student in need by supporting our supply drive for @ClassroomCentral! [Insert your school supply drive location or your virtual supply drive link] #9SchoolTools
- 3) 54% of CMS students live below the poverty line, which means 1 in every 2 students will be unequipped to overcome pandemic learning loss, let alone learn new lessons. But you can make all the difference for a student in need by supporting our supply drive for @ClassroomCentral! [Insert your school supply drive location or your virtual supply drive link] #9SchoolTools
- 4) Equal opportunities in education can change the trajectory of lives, but this school year, students' needs will be greater than ever. Help level the playing field by donating school supplies for @ClassroomCentral at [physical location or virtual drive link] #9SchoolTools
- 5) Help prepare local students for school by donating school supplies for @ClassroomCentral! [Insert your school supply drive location or your virtual supply drive link] #9SchoolTools
- 6) Donate school supplies at [physical location or virtual drive link] for our @ClassroomCentral drive between [drive dates] to help local students succeed! #9SchoolTools \*pencil emoji\* \*composition notebook emoji\* \*pencil on paper emoji\*
- 7) @ClassroomCentral serves over 127,000 students and their teachers across 6 school districts, and equipping all local students with all the basic tools they need to succeed will require over 1,000,000 supplies. So we need everyone's help! [Insert your school supply drive location or virtual supply drive link] #9SchoolTools

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## Wrapping up & thanking your donors

### Facebook & Instagram Caption:

Thank you! We appreciate everyone who donated to our #9SchoolTools supply drive benefitting @ClassroomCentral! With your support, students in need will have over [# supplies collected]!

### Twitter Caption:

Thank you! We appreciate everyone who donated to our #9SchoolTools supply drive benefitting @ClassrmCentral! With your support, over [# supplies collected] school supplies will be distributed to local teachers and students this school year! \*pencil emoji\* \*apple emoji\*

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