

# TEACHER APPRECIATION MARKETING TOOLKIT

Ready-To-Use Assets For Parent Organizations



**This toolkit is your complete campaign-in-a-box.** It includes ready-made social posts, email templates, flyers, messaging guidance, and a recommended timeline. Click through the steps below to access the templates, then use them as-is or customize in Canva and share with your community to drive participation.

Step & Templates	When to Do it	Goal	What To Do
<a href="#">Save the Date Templates</a>	3–5 weeks before the collection end date	Build awareness & anticipation	<ul style="list-style-type: none"> <li>• Post “Save the Date” on social media</li> <li>• Send “Save the Date” email</li> <li>• Hang up flyers at school</li> <li>• Share text message in the school app/group/SMS</li> </ul>
<a href="#">Collection Launch Templates</a>	3–4 weeks before the collection end date	Launch your collection	<ul style="list-style-type: none"> <li>• Share your collection link / QR code</li> <li>• Send launch email and sms text</li> <li>• Post social media announcement</li> <li>• Hang up flyers at school or hand out at drop off</li> </ul>
<a href="#">Reminder Templates</a>	2–3 weeks before the collection end date	Drive participation	<ul style="list-style-type: none"> <li>• Send a reminder email</li> <li>• Post social media reminder</li> <li>• Send SMS/school app nudge and flyer</li> <li>• Share participation count to build social proof and FOMO</li> </ul>
<a href="#">Last Call Templates</a>	3–7 days before the collection end date	Last call & urgency	<ul style="list-style-type: none"> <li>• Send last call email</li> <li>• Post urgency post on social media</li> <li>• Final SMS/school app reminder</li> </ul>
<a href="#">Thank You Templates</a>	After the collection end date	Celebrate & send thanks	<ul style="list-style-type: none"> <li>• Send the thank-you email and sms text</li> <li>• Post celebration on social</li> </ul>

## The biggest thing that helps more families join? Sharing in more than one place.

Most families need to see the message a couple of times before they take action. So instead of relying on just one email, try sharing it in a few places — like your school Facebook group, class app, and a flyer at drop-off too.

## How to Access & Customize Your Templates

You don't need design experience to use these templates. You can either:

- Download ready-made files and use them immediately (no editing required), OR
- Customize them in Canva in less than 5 minutes if you want to add your school branding

### Canva Templates: Step by Step (Optional Customization)

1. **Click on the relevant step above** to access all templates for that phase.
2. **Click the Canva link** for the asset you want to use.
3. **Make a copy:** Click 'Edit Template' to create your own editable copy.
4. **Update the text:** Click on any text to edit. Replace all [SQUARE BRACKET] placeholders with your school name, collection link, and key dates.
5. **Add your school logo:** Drag and drop your school logo onto the designated area on the design. Resize as needed.
6. **Add your QR code:** Download the QR code from your GiftCrowd Event dashboard and drop it into the QR code placeholder on the flyer.
7. **Download:** Click Share > Download. Choose PNG or JPG for social posts, PDF for print flyers.

## Support & Contact

### We're here to help!

If you have any questions about your collection, need help setting it up, or customizing your templates, the GiftCrowd team is here to help. We're even happy to set everything up for you.

Email support: [support@giftcrowd.com](mailto:support@giftcrowd.com)

**Thank you for everything you do for your school community. You're leading something meaningful!**

*Your teachers are lucky to have you in their corner.*