

2017



OPERATION BACKPACK®



Get Involved — Support, Donate, Fundraise.

From July through September stores fill with school supplies and families are shopping away, getting ready for a new school year. New backpacks, character folders and notebooks, calculators, rulers and more are gleaming on the shelves.

Joanne is Missing

Instead of shopping, Joanne is at home looking for a halfway decent backpack and gathering any used supplies she has. She does what she can to make sure her kids are ready for school. But are they? Do they have everything they need to be successful in school? Can they compete with fellow students when they are reminded that they are disadvantaged? You decide.

Volunteers of America of Greater Ohio Operation Backpack® is the vehicle to get new supplies to children and school districts throughout Ohio. The support needed to accomplish this can only come from you. We need your help to give children in Cincinnati, Cleveland, and Columbus back to school confidence!

Operation Backpack® 2017 is July 17 - August 6

Participating cities and contact information:

Cincinnati –
Erin Joyner
Community Relations Officer
644 Linn Street, Suite 817
Cincinnati, Ohio 45203
513-381-1954 ext. 3013
erin.joyner@voago.org

Cleveland –
Becky Carlino-Madigan
Development Officer
8225 Brecksville Road, Suite 206
Cleveland, Ohio 44141
440-717-1500 ext. 1105
becky.carlino@voago.org

Columbus –
Nicole Knowlton
Executive Vice President,
Development and Communications
1776 E. Broad Street
Columbus, Ohio 43203
614-372-3120
nicole.knowlton@voago.org



Inspire tomorrow's leaders to succeed

Become a sponsor today.

Not only does your sponsorship build a greater awareness of your company in the community, if you participate as a collection site, you can also build morale and teamwork skills among employees.

Principal - State-Wide Presenting Sponsor

\$7,500

Prominent recognition in press releases in each region of the state
Your name and logo are displayed at all official collection locations throughout Ohio
Your company featured with story on website
Company acknowledged in all Operation Backpack® e-news materials
Frequent tags and mentions in social media
Participate in “live” collection night in Cleveland with local news station
Participate in “live” collection day in Columbus with local news station
Invitations to all media events
Participate in corporate in-house collection of supplies (optional)

Assistant Principal - Regional/Local Sponsor

\$5,000

Recognition in a press release that announces Operation Backpack® in your region
Banners and signage feature your name and logo
Your company featured on our website
Frequent tags and mentions in social media
Company acknowledged in all Operation Backpack e-news materials
Participate in corporate in-house collection of supplies (optional)

Teacher - Regional/Local Sponsor

\$2,500

Recognition in a press release that announces Operation Backpack®
Company listing on website
Tags and mentions in social media
Company acknowledged in Operation Backpack® e-news
Participate in corporate in-house collection of supplies (optional)

Operation Backpack State-wide Reach

Digital:

(during 3-week campaign)

www.voago.org

Homepage
- 3,000 visitors
Operation Backpack page
- 2,100 visitors

Email:

Up to 3 state-wide
emails - 2,300 subscribers

Social Media

Facebook
- 2,700 followers
- 3-5,000 add'l impressions
- paid advertising
Twitter
- 800 followers
- 4,500 impressions
New! Instagram - 100 followers

Publicity:

One month prior and
during 3-week campaign

Printed Materials

- Posters at over 100 locations
throughout Ohio
- Posters at all VOAGO Thrift
Stores in Cleveland and
Columbus: 75,000 people
- Agency Newsletter - 3,000 plus
subscribers and partners

Media

- 4-5 media nights in Cleveland
- 1 media day in Columbus
- Campaign advertised by local
partner news stations.
- VOAGO Press release

Thank you for making a critical difference in a child's education.

www.voago.org

giving@voago.org

I/we would like to be a part of Operation Backpack® at the following support level:

- Principal - Presenting sponsor (State-wide) \$7,500
- Assistant Principal (Regional/Local Sponsor) \$5,000
- Teacher (Regional/Local Sponsor) \$2,500
- We cannot sponsor at this time but would like to make a contribution of \$_____ to help.

We want to do more!

Participate as a collection site – open to the public to drop off backpacks

- This will include your company listing in the drop off locations section of the website

- Participate with our own collection – internal company collection of stuffed backpacks
- Help with backpack distribution
- Provide transportation during the collection of the backpacks

Contact _____ phone _____ and
email _____ to make arrangements.

Your Information

Primary contact name _____ Company name _____

How would you like your company name listed? _____

Business Street Address: _____

City _____ State _____ Zip Code _____

Website _____ Primary contact phone _____

Primary contact e-mail _____

Payment Information:

My check made payable to **Volunteers of America** is enclosed.

Please contact me to for payment arrangements.

Please charge our credit card # _____ Visa MasterCard AMEX Discover

Name on card _____

Signature _____ Exp. _____ CVV _____

Return payment to:

Volunteers of America of Greater Ohio

Attn: Development Office

8225 Brecksville Road, Suite 206

Cleveland, Ohio 44106

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