



National Blessings in a Backpack Tips & Tricks to Success

1. There are two ways to get involved:
 - a. Collect backpacks (neutral in color).
 - b. Fundraise cash via events or online using the following donation site:
<https://give.everydayhero.com/us/nss-ambassadors>
2. Request your complementary backpack donation bin/fundraising materials from us. Email ambassadors@nsslife.org.
3. Look for all opportunities to set out your donation bins. Contact schools, community centers, local stores, churches, etc. Whether they allow you to collect backpacks for one week or a month, take the opportunity to connect with a new part of your community and get them involved in this wonderful national fundraising effort.
 - a. Use the letter of support template to help you reach out and ask different business and organizations to assist in your efforts.
 - b. If the location where you put the bins has a website and/or social media profiles, offer to provide them content to post and get the word out about the fundraiser.
4. Check out our fundraising event ideas document for ideas on events you can organize with your family, friends or school groups, etc.
 - a. This is a team effort, don't be afraid to ask for help and get everyone around you involved.
5. Social media is amazing for fundraising. Help NSS Ambassadors by reposting our announcements about the fundraiser and please post your own too. Send emails to your friends and family and don't hesitate to post, tweet etc. sharing the donation site link as much as possible. We set our goal at \$3,000 but wouldn't it be amazing if we crushed it and exceeded all expectations!
6. Need more ideas or help reaching out to people in your community, we are here for you! Contact ambassadors@nsslife.org anytime.
7. Have fun and remember this is an amazing cause! Let's do it!