

## **DONUT YOU WANT TO GO BACK TO SCHOOL? - SOCIAL CAMPAIGN** - *Copy, Paste, & Make it your own!*

You DONUT know how excited we are for BACK TO SCHOOL! As you get your kids ready for their first day, teachers and staff are hard at work preparing for the 2021-2022 school year.

We've partnered with [LOCAL BAKERY] to provide ONE lucky school with coffee and donuts for returning staff & teachers!

Here's where you come in! We need to know which school has the MOST SPIRIT!!!

Starting [DATE]

Step 1: Share this post

Step 2: Take a look at our school spirit album and LIKE your school

Step 3: Tag your friends in the comments for your school

We will announce this winner [DATE].

The following schools have joined the fun:

\*\*\*DONUT SEE YOUR SCHOOL? Let us know and we'll get them added!!!

Sample email to send to your school:

Dear Principal \_\_\_\_\_

You DONUT know how excited we are for BACK TO SCHOOL - we look forward to serving your campus this year!

[YOUR COMPANY] has partnered with [Local Bakery] for a special school spirit giveaway. Every school is eligible to win free coffee and donuts from [local baker], on the faculty's first day back. Voting on Facebook begins [DATE], with the winner announced [DATE].

We'll take care of everything, we just need you to cheer on your school - if you have any questions please contact [NAME] at [phone number].