



NOMAR's
Pack THE FUTURE
Back-to-School Drive 2026

DIGITAL MEDIA KIT

For use by businesses, brokerages, and offices serving as drop-off locations.

[CLICK HERE FOR CUSTOMIZABLE CANVA TEMPLATES AND DOWNLOADABLE GRAPHICS**](#)**

NOMAR SOCIAL MEDIA

[Instagram](#)

@nomar_realtors

[Facebook](#)

@nolarealtors

[LinkedIn](#)

@new-orleans-metropolitan-
association-of-realtors

VOLUNTEERS OF AMERICA SELA SOCIAL MEDIA

[Instagram](#)

@voasela

[Facebook](#)

@voasela

[LinkedIn](#)

@volunteers-of-america-
greater-new-orleans

TALKING POINTS

NOMAR is partnering with Volunteers of America for Pack the Future, a school supply drive benefiting [VOA SELA's Operation Backpack campaign](#). Throughout June, we're collecting supplies at drop-off locations across the region to help homeless and at-risk students start the school year with everything they need. Partner sign-ups are open May 11–31. Donations are collected June 1–30. Information is available at nomar.org/pack.

At a glance:

- **Campaign name:** Pack the Future
- **Beneficiary:** Volunteers of America's Operation Backpack
- **Partner sign-up window:** May 11 – May 31
- **Donation collection window:** June 1 – June 30
- **How to give:** Drop supplies at NOMAR, any partner location OR shop the Amazon wishlist
- **Happy Hour Tie-In Event:** Beer with a Peer Jefferson – June 24 from 4 PM – 6 PM
 - Rivershack Tavern
 - 3449 River Road, Jefferson, LA 70121, USA
 - <https://nomar.org/events/beer-with-a-peer-jefferson/>
- **More info:** nomar.org/pack

Why it matters

- Thousands of children in our region head to school each year without basic supplies — pencils, notebooks, backpacks.
- Students with the right supplies are better prepared to participate, complete assignments, and keep pace with their peers.
- This drive helps level the playing field. Every kid deserves to walk into the first day of school feeling ready and confident.
- Parents who are stretched thin get to breathe a little easier knowing their child is set up for success.

About Operation Backpack

- An initiative of Volunteers of America since 2009.
- Provides backpacks, school supplies, and — just as importantly — optimism to students from low-income households or facing homelessness.
- The goal is simple: get as many full backpacks as possible into the hands of students before their first day of school.
- VOA Southeast Louisiana has the local infrastructure to distribute supplies where they're needed most.

FOR POTENTIAL PARTNERS (DROP-OFF LOCATIONS)

Sign up between May 11 and May 31 to host a donation box at your office, brokerage, or business throughout June. Sign up at nomar.org/pack.

What partners provide:

- A visible spot for a donation box
- A point of contact to coordinate pick-up at end of drive

What NOMAR provides:

- A donation box and signage
- Promotional materials (digital media kit, social copy, graphics)
- Listing on nomar.org/pack so the public knows where to drop off
- Coordination with VOA for end-of-drive collection

Why companies should participate:

- Highly visible community-impact opportunity with low logistical lift
- Gives team members and clients an easy way to give back together
- Aligns the company with a trusted regional nonprofit and a respected industry association
- Built-in social media content for the entire month

FOR DONORS

- **What to give:** Pencils, pens, notebooks, glue sticks, scissors, crayons, markers, folders, rulers, and backpacks. Full list available at nomar.org/pack.
- **Where to give:** Any partner drop-off location (full list at nomar.org/pack) or shop the Amazon wishlist directly.
- **When:** June 1 through June 30.
- **Bonus opportunity:** Bring donations to the Beer with a Peer Jefferson happy hour on June 24 at Rivershack Tavern, 4–6 PM.

Q: Who are the supplies going to? Children experiencing homelessness or growing up in low-income households across the Greater New Orleans region. Volunteers of America handles distribution through their established channels.

Q: What's the time commitment for partners? Minimal. Pick up the box from 3645 N. I-10 Service Rd W in Metairie and host it at your location for 30 days. NOMAR will coordinate the pickup. We ask that our partners help us spread the word so that people know you're a drop-off point.

Q: Are donations tax-deductible? Donations to Volunteers of America are tax-deductible. Donors should keep their receipts and consult a tax professional with specific questions.

Q: What if I miss the partner sign-up window? You can still donate as an individual or business at any drop-off location throughout June. We'd love to have you as a partner next year.

QUOTABLE LINES

- "Every notebook, every pencil, every backpack means a kid walks into class ready to learn."
- "When students have what they need, they can focus on learning instead of what they're missing."
- "Let's pack the future — one backpack at a time."

KEY URL TO REMEMBER

nomar.org/pack — partner sign-up, drop-off location list, Amazon wishlist, full campaign details and assets

HOW TO USE THIS KIT

Pick the posts that fit your platform and the moment in the campaign. Swap in your company name, location, and hours where you see **[brackets]**. Tag **NOMAR** and **Volunteers of America Southeast Louisiana** in your posts so we can reshare. Use **#PackTheFuture** and **#OperationBackpack** on every post so the campaign builds momentum together.

Suggested hashtags: #PackTheFuture #OperationBackpack #NOMAR #NewOrleans #BackToSchool #realtorsaregoodneighbors #CommunityMatter

Quick tips for partners

- **A picture tells a 1000 words.** A snapshot of your donation box, your team dropping off supplies, or filled backpacks gets significantly more engagement than text-only posts.
- **Reshare NOMAR content.** When NOMAR posts about the drive, resharing to your story or feed amplifies the campaign without you needing to write fresh copy.
- **Tag generously.** Tag NOMAR, VOA Greater New Orleans, and any team members or clients who contribute (with permission). It signals community and invites others in.

SAMPLE SOCIAL MEDIA POSTS

1. Announcement posts (post anytime May 11 – May 31)

Facebook / Instagram

We're proud to be an official drop-off location for **Pack the Future** 📦

NOMAR and Volunteers of America are collecting school supplies all month long in June to support **Operation Backpack** — getting backpacks and supplies into the hands of homeless and at-risk students before their first day of school.

Drop your donations at **[Company Name]** — **[Address]** — between **[Hours]**, June 1–30.

Every notebook, every pencil, every backpack means a kid walks into class ready to learn.

Let's pack the future together.

📍 Full list of drop-off sites + Amazon wishlist: nomar.org/pack

#PackTheFuture #OperationBackpack #NOMAR

Facebook / Instagram

Got extra school supplies? We've got a box with your name on it. 📦 ✏️

[Company Name] is officially a Pack the Future drop-off location, June 1–30. Bring your donations to **[Address]** during business hours, and we'll make sure they reach students through Volunteers of America's Operation Backpack.

Pencils, notebooks, backpacks, glue sticks — it all counts. Don't have time to shop? There's an Amazon wishlist at nomar.org/pack.

Let's send local kids back to school confident and ready.

#PackTheFuture #OperationBackpack #realtorsaregoodneighbors

LinkedIn

[Company Name] is honored to partner with NOMAR and Volunteers of America as a drop-off location for the Pack the Future School Supply Drive.

Throughout June, we'll be collecting supplies to support Operation Backpack — a program that since 2009 has provided backpacks and essentials to students experiencing homelessness or living in low-income households across our region.

When students have what they need, they can focus on learning instead of what they're missing. We're proud to give our team and our clients an easy way to contribute to that.

Drop off donations at **[Address]**, June 1–30. Learn more: nomar.org/pack

#PackTheFuture #OperationBackpack #CommunityImpact #NewOrleans

2. Drive kickoff (post June 1)

Facebook / Instagram




It's officially go time. 📦 ✨

Starting today, **[Company Name]** is collecting school supplies for **Pack the Future**. Every donation helps Volunteers of America put a full backpack in the hands of a local student before their first day of school.

Stop by **[Address]** anytime through June 30. Need ideas? Pencils, notebooks, glue sticks, scissors, crayons, and backpacks are always needed. nomar.org/pack


#PackTheFuture #OperationBackpack #realtorsaregoodneighbors

Instagram Story

-  The drive is ON. Drop supplies here all month → [Address]
-  Tap to shop the Amazon wishlist → nomar.org/pack
-  Pencils. Notebooks. Backpacks. Confidence. Let's pack the future.

3. Mid-drive reminder (post mid-June)

Facebook / Instagram

Halfway through June and our donation box is filling up — but there's still room for more.  If you've been meaning to grab a few extra supplies on your next store run, this is your sign. Drop them at **[Company Name]** any day through June 30, or shop the Amazon wishlist from your couch.

Every item helps a local student start the year ready. nomar.org/pack

#PackTheFuture #OperationBackpack#realtorsaregoodneighbors

LinkedIn

A quick mid-month reminder: our Pack the Future donation box at **[Company Name]** is open through June 30.


If your team has been looking for a simple, meaningful way to give back, this is it — and it benefits students right here in our community through Volunteers of America's Operation Backpack.

Details: nomar.org/pack

#PackTheFuture #OperationBackpack #realtorsaregoodneighbor

4. Beer with a Peer tie-in


Facebook / Instagram

Happy hour with a purpose.  

Two drink tickets, great company, and a chance to give back. Join us June 24 from 4–6 PM at Rivershack Tavern for Beer with a Peer Jefferson and bring a school supply or two for the Pack the Future drive on your way in!

Every item supports Volunteers of America's Operation Backpack — getting supplies to local students before their first day of school.

 RSVP: nomar.org/events/beer-with-a-peer-jefferson

 Drive details + wishlist: nomar.org/pack

#realtorsaregoodneighbors #PackTheFuture #OperationBackpack

5. Final push (post June 25 – 29)

Facebook / Instagram

Last few days! 

Pack the Future donations are being collected at **[Company Name]** through **June 30**. If you've got fifteen minutes to swing by the store — now's the time!

Local students are counting on us. nomar.org/pack
#PackTheFuture #OperationBackpack #realtorsaregoodneighbors

6. Thank-you post (July 1 or after)

Facebook / Instagram

Y'all showed up. 🛒 ❤️

Thank you to everyone who donated school supplies through **[Company Name]** this month. Every backpack, notebook, and pencil is headed to a student in our community through Volunteers of America's Operation Backpack — and that's because of you.

The Future is officially Packed. See you next year.

#PackTheFuture #OperationBackpack #ThankYou #realtorsaregoodneighbors

LinkedIn

Thank you to our team, our clients, and our community for making this year's Pack the Future drive a success.

The supplies collected at **[Company Name]** are will help students across the region through Volunteers of America's Operation Backpack — helping kids start the school year with what they need to focus on what matters: learning.

Grateful to partner with NOMAR on this.

#PackTheFuture #OperationBackpack #realtorsaregoodneighbors
