



2026 Media Kit

Strategic Education Partnerships

We believe the people who power schools and engage families shouldn't spend their time chasing payments, juggling multiple tech tools, or fixing spreadsheets.

We partner with brands and campaigns that have products, services, and resources to help our parents raise healthy, happy, thriving children.

- Permission-based direct-to-parent email newsletters
- In-school activation through Parent Teacher Associations
- Exclusive partnerships with 46 State PTAs
- Over 50 million K-12 parents engaged nationwide

CONTACT

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Givebacks is the all-in-one platform made for school communities, nonprofit organizations, and the people who support them every day. From student fees and fundraisers to event ticketing and more, Givebacks makes supporting schools and community organizations simple, seamless, and meaningful for everyone.

Brands partnering with Givebacks gain access to parent and family-focused audiences through trusted school, district, and nonprofit channels.

Scale and reach

46

State PTA
Partnerships

18,000+

K-12 Schools
and PTAs

50M+

K-12 Parents
Engaged

- Exclusive partnerships with 46 State PTAs who mandate their units to use Givebacks
- Robust K-12 parent communication infrastructure for sponsored campaigns
- In-school parent and PTA leader influencer engagement across the nation

Audience and engagement

Demographics

- Parents of K-12 students
- PTA, PTO, and booster club leaders
- School district administrators

Behavioral insights

- Highly responsive with strong open rates
- Trust school-channel communications
- Active in family and education decisions

Engagement vehicles

- Sponsored email newsletter campaigns
- In-school family engagement through PTA leader and influencers (46 states)

Sponsored direct-to-parent email newsletters

- Dedicated parent-facing email comes from the brand or campaign
- Brand messaging offers valuable information for parents to help raise healthy, thriving kids
- 100% share of content block, CTA, and link to brand landing page
- Reaches engaged parents through trusted school-community channels

Why it works for brands and campaigns

Permission-based

Engage hard-to-reach parents through opt-in email marketing

High value

Parents represent premium audiences for family brands

Natural fit

Content integrates seamlessly with family-success themes

Measurable

Strong, trackable brand impact and association

Case snapshot: NC Tobacco Free Generation

Example campaign targeting 530,000 North Carolina parents with children in middle school or high school

530K

Parents Reached

20.89%

Open Rate

110,719

Parent Views

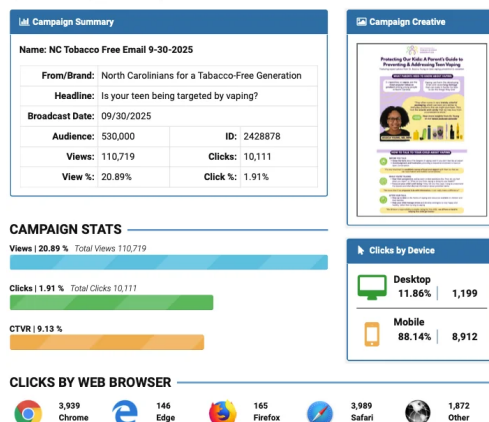
1.91%

Click-Through Rate

10,111

Landing Page Clicks

CAMPAIGN REPORT



Creative and technical specs

Email assets

- Hero image: 1200 x 600px (under 200KB)
- Body images: 600px wide (under 150KB)
- Copy: 200–300 words plus 1 CTA
- Assets due: 10 business days before send

Reporting

- Sends, opens, and clicks tracked
- Click heat map analysis
- Final report: 7–10 business days

Pricing

Email Delivered CPM: \$30–\$50

Pricing depends on campaign volume, frequency, and targeting requirements

- 1 Determine target** Define campaign parent demographic and reach goals
- 2 Alignment session** Brand-campaign briefing to align on objectives
- 3 Campaign selection** Choose email newsletter and in-school programs
- 4 Timeline planning** Establish workflow and key milestone dates
- 5 Creative development** Design, review, and approval process
- 6 Launch and track** Campaign deployment with real-time monitoring
- 7 Insights and debrief** Post-campaign analysis and recommendations

Let's connect

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Connecting brands with K-12 families through trusted school communities