



# 2026 Media Kit

Strategic Education Partnerships

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**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)

# Campaign opportunities

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## 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

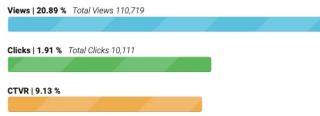
Campaign Summary	
Name: NC Tobacco Free Email 9-30-2025	
From/Brand:	North Carolinians for a Tobacco-Free Generation
Headline:	Is your teen being targeted by vaping?
Broadcast Date:	09/30/2025
Audience:	530,000
Views:	110,719
View %:	20.89%
ID:	2428878
Clicks:	10,111
Click %:	1.91%



### Protecting Our Kids: A Parent's Guide to Preventing & Addressing Teen Vaping



### CAMPAIGN STATS



### CLICKS BY WEB BROWSER



### HOW TO TALK TO YOUR CHILD ABOUT VAPING



### RESOURCES FOR PREVENTION

# Specifications and pricing

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## 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

# Next steps

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- 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

givebacks