



NEW YORK CARES

COAT COLLECTION TOOLKIT

New York Cares 
**COAT
DRIVE**

WE 
NYC

Greetings Coat Drive Team,

We are celebrating the [35th Annual New York Cares Coat Drive](#) and it's going to be bigger, better and warmer than ever – thanks to you!

The number of children, families, and individuals throughout the city in need of coats is higher than ever. **Our goal is to get a new or gently used warm winter coat into the hands of every New Yorker who needs one.**

This year, for the very first time, all the major sports leagues and NYC teams are joining us to help, along with the Partnership for New York City and their WE♥NYC campaign.

New York Cares is here to support you at every step. This toolkit is a resource to help you promote and run a successful coat collection. If you have additional questions or requests, don't hesitate to find us at info@newyorkcares.org.

What's Inside

Promotional Materials

- Printable posters
- Digital assets

Social Media Campaign

- Video guidelines
- Sample scripts

Collection Tips

- Set up your bin
- Set dates for collection
- Create/share a goal
- Develop a comms plan

Shipping Coats

- Packaging guidelines
- Shipping instructions

Our goal: 100,000+ coats



Promotional Materials

Below you'll find materials for various marketing and communications channels, including printable collateral, digital assets for in-office screens, static and animated files for internal or external website, email and social channels.

Please don't hesitate to contact us with any questions at info@newyorkcares.org.

[Click for full media kit](#)

Printable box posters (18x18)



Wall posters (8.5x11, 11x17, 18x24)



Elevators



Social



PSA/Video (:15 | :30)



Logos



Social Media Campaign

Video Guidelines

We encourage all supporters to create short (15–30s) social videos highlighting the coat drive. Every voice helps. Feel free to do-it-yourself or get in touch to collaborate (social@welovenyc.nyc). Below are tips, prompts, and sample scripts for posting on your social channels.

Tips

- **Keep it short.** Film with the goal of a 15–30 second video in mind.
- **Shoot vertically.** If using an iPhone (recommended), hold it vertically. If using a camera, shoot in standard “portrait” mode and flip the camera so it is vertical.
- **Tag @newyorkcares, @welovenyc,** and use the hashtags #welovenyc #coatdrive #newyorkcares.

Prompts

- Tell us your name and who you are.
- What are we here to talk about? (New York Cares Coat Drive)
- Why does the Coat Drive matter?
- How can someone participate?
- Why do you ❤️ NYC?

Sample Script: NYC Neighbors

Hi I’m [e.g. Name, Neighborhood, About You]. Every New Yorker deserves to feel warm this winter and the need for coats this year is greater than ever. I love NYC because when one of us is in need, New Yorkers come together to give back. Join me and your favorite NY sports teams, by donating a new or gently used coat to make this the biggest, warmest coat drive in NYC history. Learn more at welovenyc.nyc.

Sample Script: NYC Colleagues

Hi I’m [e.g. Name, Role, Company Name], and I’m here to share what I love about our team, and the greater Coat Drive team. When we hear the need for coats this year is greater than ever, we step up to the challenge. [Company Name] has joined to help, along with all our favorite NY sports teams. Donate a new or gently used coat in your office today, and let’s do this. Go to welovenyc.nyc to join the team.

Sample script: NYC Sports Stars

Hi I’m [e.g. Name, Team]. I’m here to share some pretty big news in New York sports. Because this year, along with WE ❤️ NYC, all the major NY teams are teaming up for one cause: the New York Cares Coat Drive. The more people that join in, the more successful we’ll be in keeping ALL New Yorkers warm this winter. Let’s make this coat drive the biggest one yet! Go to welovenyc.nyc to join the team.

Collection Tips

Set Up Your Bin

- Download and print the provided poster(s) in the media kit to promote your coat collection site.
- Create a physical collection bin, such as a large box or container, and place it in a visible and accessible location. UPS is a recommended source for large boxes, [see here](#).
- Attach the printed posters to the bin to attract donations. The bin should be lined with a large clear trash bag. As coats are collected seal bags to prepare for shipment.

Set Dates for Collection

- If you can, establish official start and end dates for your collection. A fixed donation window tailored to your group or company's schedule helps create a sense of urgency. The start date for your coat drive is up to you, but the sooner the better!
- Teams that have one big collection event tend to collect more coats than those that simply collect over a period of time.
- Coats are accepted until **February 29**, but you can run your collection anytime, up to this date.

Create / Share a Goal

- Giving your donors something to shoot for will bring in more coats. Set a big goal, make it known, and go after it!
- Let your audience know how many coats you collected last year and encourage them to help you exceed your target.

Develop a Comms Plan

- Create a plan for how and when you will communicate with potential coat donors in your organization or company.
- Plan to communicate with your audience a few times over the course of the Coat Drive. Be creative and try different things. Some people respond to flyers, others respond to social media, etc.
- If you're rallying your personal networks, identify friends who are active on social media and ask them to share your posts and help spread the word.

Shipping coats

When you're ready to send coats to the New York Cares warehouse, visit www.newyorkcares.org/count-my-coats.

Getting a Label

- Enter required information and a label will be emailed to the address provided.
- Place the shipping label in the bag and either ship to the address provided or drop coats at the nearest public collection site (www.newyorkcares.org/coat-drive/map). If more than five bags are ready for donation, email info@newyorkcares.org for assistance in scheduling your drop-off.

Packaging Guidelines

- Ensure all donated coats are clean and in good condition. We cannot accept items that are torn, excessively worn, or dirty.
- Fold and pack the coats neatly in boxes. Use appropriate packaging materials to protect them during transit.
- Label each box with your collection name and contact information.

Shipping Instructions

- Contact your local shipping provider (e.g., UPS, FedEx, USPS) to arrange for the pickup or drop-off of your coat donations. Ensure you inquire about any special charity rates or options for nonprofit organizations.
- Inform the shipping provider about the estimated weight and dimensions of your donation boxes. They will assist you in selecting the most cost-effective and efficient shipping method.
- Schedule a pickup or drop-off date that works for you and the shipping provider.
- Keep a record of the tracking numbers for each shipment, and share this information with New York Cares for reference.

Let's warm up New York!

Thank you for your commitment to helping those in need through the 2023 New York Cares Coat Drive. Your efforts are making a significant impact on our community.

If you have any questions or require further assistance, please reach out to our team at info@newyorkcares.org.

Together, we can make a difference!

Your Friends at New York Cares

