



PRIVATE COLLECTION

new
york cares
coat drive.

Private Coat
Collection
Toolkit

Greetings, Coat Collector 🙌

We are celebrating the [36th Annual New York Cares Coat Drive](#) and it's going to be bigger, better and warmer than ever—thanks to you and all NYC teams and major sports leagues!

Our goal is to get a new or gently used warm winter coat into the hands of every New Yorker who needs one.

New York Cares is here to support you every step of the way. This toolkit is a resource to help you run a successful coat collection and provides instructions on how to drop off your coats as a private collection site. If you have individuals that don't have coats to donate but want to contribute to the success of the Coat Drive, direct them to [our fundraising site!](#)

If you have additional questions or requests, don't hesitate to contact us at coatdrive@newyorkcares.org. Thank you for helping us warm up New York—inside and out!

What's Inside

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- Posters
- Social media graphics
- Digital assets

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- Calls to Action
- Talking Points

Collection Tips

- Setting up your collection
- Communications plan

Shipping & Dropping Off

- Labeling
- Shipping & delivery instructions

Social Media

- Video guidelines
- Prompts/sample scripts
- Sample posts

Our goal: 85,000 coats



Promotional Materials

Below you'll find materials for various marketing and communications channels, including printable collateral, digital assets for email, web, and social channels.

Visit the [Coat Drive Resources](#) page or contact us at coatdrive@newyorkcares.org.

[Click for full media kit](#)

Printable poster (18x24)



Editable poster (8.5x11)



Stickers



Logos



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Social static



Messaging

Quick Links

- [Coat Drive homepage](#)
- [Make a donation to the Coat Drive](#)
- [Coat Drive Resources](#)
- [Coat Drive FAQs](#)
- [Start a fundraiser](#)

Taglines

- Coat Drives are a team sport
- Warm up New York
- Every New Yorker deserves a warm winter coat this season

Call to Action (CTA)

- Donate a coat (visit Coat Drive Map to find a location near you collecting coats)
- Start a coat collection
- Donate financially to support the Coat Drive
- Start a coat drive fundraiser

Talking Points

- For over 35 years, New Yorkers have relied on New York Cares to keep the city warm with our annual Coat Drive.
- New York Cares spreads warmth by distributing winter coats with care, but also by addressing other essential needs such as hunger, social isolation, and access to quality education.
- When you give to New York Cares, you don't just provide a warm winter coat for someone facing a harsh NYC winter. Your donation also helps provide meals, friendly encounters, hope, and serves as a reminder that as New Yorkers, we don't face these challenges alone.
- Whatever kind of warmth our city needs—no matter the season—New York Cares harnesses the passions of caring individuals to provide it.

Last year's impact

73,111

winter coats distributed

30,831

volunteer hours

23,250

volunteers

1,147

collection sites

317

nonprofits & schools

Collection Tips

Set Up Your Box

- Download, print, and display the provided poster(s) in the media kit to promote your coat collection site. Place your collection box in a visible and accessible location that you noted on your collection application.
- UPS is a recommended source for large boxes, [see here](#).
- Attach the printed posters to the box to attract donations.

Set Dates for Collection

- Establish official start and end dates for your collection to generate excitement and urgency.
- Tip: 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 2025**.

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.

Spread the word!

- 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 & Dropping off coats

Getting a Label

- Print a label (found on [Coat Drive Resources](#) page)
- 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 coatdrive@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.
- 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.

Drop Off Instructions

New York Cares Coat Drive Warehouse:

Hours for Drop Off: Monday – Friday (10-4pm)

Address: 157 W 31st St, New York, NY 10001

Notes: Red bins will be available in loading dock

New York Cares Office:

Hours for Drop Off: Tuesday – Thursday (10-4pm)

Address: 39 Broadway, Floor 27, New York, NY 10006

Social Media

Please tag @newyorkcares and use the hashtag #coatdrive #newyorkcares #welovenyc in your posts across Instagram, Threads, Facebook, TikTok, X (formerly Twitter) and LinkedIn. All image assets are in the [media kit](#) provided.

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. Below are prompts, sample scripts, and tips for posting on your social channels.

Tips for Filming

- 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.

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?

Sample Script: New Yorker

Hi I'm [e.g. Name, Neighborhood, Personal Fact]. Every New Yorker deserves to feel warmth 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.

If you don't have a spare coat, help us cover the operating costs of the coat drive. Every \$25 keeps 10 New Yorkers warm and provides essential programs that help break the cycle of poverty. Your support ensures we can reach even more people and keep them warm.

Learn more at newyorkcares.org/coats

Sample Script: Employee

Hi I'm [e.g. Name, Role, Company Name], and I'm here to share what I love about our team, and the greater New York Cares 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, because we know to make this the biggest, warmest coat drive in NYC history, it will take every one of us to get involved. Donate a new or gently used coat in your office today!

If you don't have a spare coat-every \$25 keeps 10 New Yorkers warm and provides essential programs that help break the cycle of poverty.

Learn more at newyorkcares.org/coats

Social Media



Facebook/Instagram

It's the 36th Annual @NewYorkCares Coat Drive and this year is going to be bigger, better, and warmer than ever. We're bringing together all the major sports leagues and New York City teams to help collect coats for New Yorkers in need.

[Your Company/Team/Organization] is part of the team! Join us and help make this the biggest NYC coat drive ever. Learn more at newyorkcares.org/coats #coatdrive #newyorkcares [yourhashtags]"

LinkedIn

It's the 36th Annual @NewYorkCares Coat Drive and this year is going to be bigger, better, and warmer than ever. We're bringing together all the major sports leagues and New York City teams to help collect coats for New Yorkers in need.

[Your Company/Team/Organization] is part of the team! Join us and help make this the biggest NYC coat drive ever: newyorkcares.org/coats

X (formerly Twitter)

We ❤️ Coat Drives that are just like our sports teams: Legendary. Learn more at newyorkcares.org/coats @newyorkcares

Email

It's the 36th Annual New York Cares Coat Drive and this year is going to be bigger, better, and warmer than ever. We're teaming up with all the major sports leagues and New York City teams to help collect coats for New Yorkers in need.

[Your Company/Team/Organization] is part of the team and will be collecting coats [insert locations]! Join us and help make this the biggest NYC coat drive ever: newyorkcares.org/coats

Web

It's the 36th Annual New York Cares Coat Drive and this year is going to be bigger, better, and warmer than ever. We're teaming up with all the major sports leagues and New York City teams to help collect coats for New Yorkers in need.

Join the team [Alt: Your Company/Team/Organization] and make this winter our warmest yet: newyorkcares.org/coats

Let's warm up, New York!

Thank you for your commitment to helping those in need through the 2024 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 coat.drive@newyorkcares.org.

Together, we can make a difference!

Your Friends at New York Cares

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