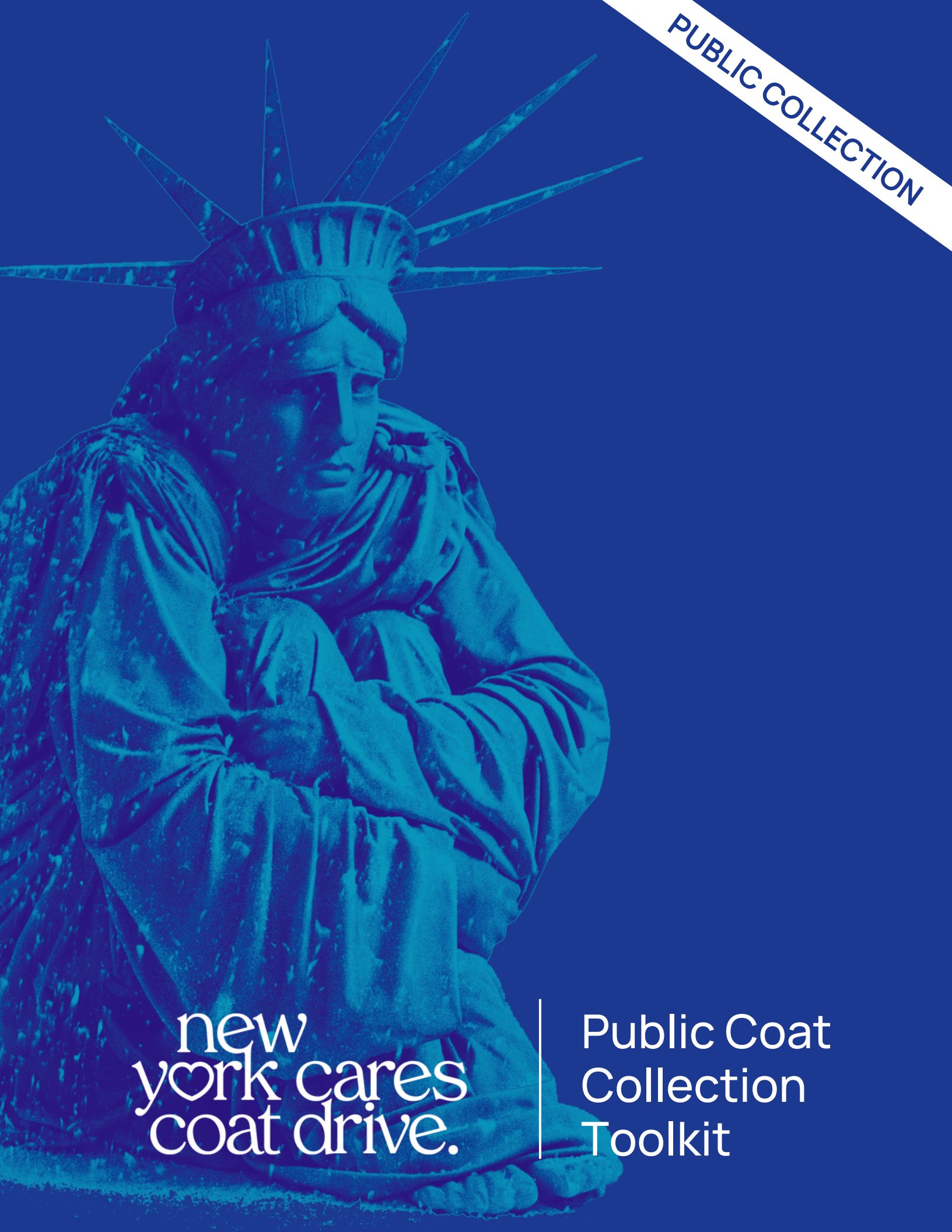


PUBLIC COLLECTION

new york cares coat drive.

Public Coat Collection Toolkit

Greetings, Coat Collector 👋

Thank you for joining the 38th Annual New York Cares Coat Drive!

Across every corner of NYC and in partnership with all New York sports teams and leagues, New Yorkers are coming together to keep our neighbors warm this winter. **And we're so glad you're part of it**.

Our goal is to deliver a new or gently used winter coat into the hands of every New Yorker who needs one. **Every collection helps us get closer.**

This toolkit has everything you need to organize a successful **public coat collection**, from getting started to coordinating your donation pickups.

Have questions along the way? We are here to help. Contact us at coatdrive@newyorkcares.org.

Thank you for helping New Yorkers care for their neighbors. Together, we can make this our warmest year yet!

What's Inside

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- Posters
- Social media graphics
- Digital assets

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- Quick links
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Collection Tips
- Setting up your collection
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Pickup & Transportation
- Scheduling and logistics
- Tracking and confirmation

Social Media
- Video guidelines
- Prompts/sample scripts
- Sample posts

Our goal: 55,000 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 posters



Logos

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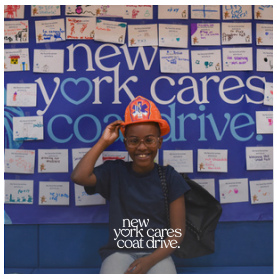
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Stickers



Social graphics









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 coat this winter

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 nearly 40 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

52,935
coats distributed

2,702
volunteer hours served

1,589
volunteers mobilized

756
collection sites

202
nonprofits & schools served

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. **New York Cares is working with Piece of Cake Moving & Storage to deliver collection boxes**.
- Attach the printed posters to one side of the box to attract donations. As coats are collected, **pack and tape the New York Cares label on the box or inside the and email** coatdrivepickup@newyorkcares.org **to schedule your pickup.**
- Please pack your coats in either boxes provided by Piece of Cake Moving & Storage or in any box or bag that can be picked up.

Set dates for your collection

- Establish official start and end dates for your collection site to generate excitement and urgency.
- Tip: Organizations have one big collection event tend to collect more coats than those that simply collect over a period of time.
- Coats are accepted until **Februay 2027.**

Create a goal and share it

- 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.

Deluxe Delivery Pickups 

As a **public collection site**, our new transportation partner, **Deluxe Delivery** will be visiting your collection site once per week to pick up labeled boxes and bags.

Scheduling Pickups

- Please email us during the week at coatdrivepickup@newyorkcares.org to schedule a pickup. New York Cares will then email you a branded label and coordinate with Deluxe Delivery to visit your collection site.
- Remember to keep tracking your coat collectoin numbers to share with the New York Cares Coat Drive Team.
- Deluxe Delivery will visit your location at least once a week.
- If your boxes or bags are not picked up within 7 days of your original pickup request date, please email us at coatdrivepickup@newyorkcares.org.

Deluxe Delivery Label & 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 coats neatly into full boxes or bags, tape securely and label with the New York Cares packing slip. **The slip can either be placed on the side or inside of the box or bag.**

Social Media 

Please tag **@newyorkcares** and use the hashtag #coatdrive #newyorkcares in your posts across Instagram, Threads, Facebook, TikTok, X, 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 [Name] from [Neighborhood], and [fun personal fact].

Every New Yorker deserves to stay warm this winter, and the need for coats is greater than ever. One of the things I love most about this city is how we come together for our neighbors when they need us.

Join me and your favorite New York sports teams for the 38th Annual New York Cares Coat Drive! Donate a new or gently used coat and help us make this our warmest year yet.

Don't have a coat to give? A gift of $25 helps keep 10 New Yorkers warm and supports the essential programs that help New Yorkers build brighter futures.
Let's show what New York can do when we come together. Donate a coat or give today!

Learn more at newyorkcares.org/coats

Sample Script: Employee

Hi, I'm [Name, Role] at [Company Name], and I'm proud of how our team comes together to give back to our city.

The need for coats is greater than ever, and we're stepping up alongside New York Cares and our favorite New York sports teams to help keep our neighbors warm this winter.

We know it takes all of us to make a difference. Join our team and be part of the 38th Annual New York Cares Coat Drive! Donate a new or gently used coat at our office and help make this our warmest year yet.

Don't have a coat to give? A gift of $25 helps keep 10 New Yorkers warm and supports essential programs that help New Yorkers build brighter futures.

Let's show what we can do when we come together. Donate today!

Learn more at newyorkcares.org/coats

Let's warm up, New York!

Thank you for your commitment to helping those in need through the New York Cares Coat Drive Campaign. 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

new york cares coat drive.

