



New York Cares 

COAT DRIVE

2023 Fundraising Toolkit



Thank you for keeping New Yorkers warm this winter!

Thank you for choosing to support New York Cares! As a Peer-to-Peer fundraiser, your participation in our **35th Annual Coat Drive (Coats+)** has a significant impact this year.

When you donate \$25 you are helping keep 10 New Yorkers warm, and also providing essential programs that help break the cycle of poverty.

Together with your help, we will keep fellow New Yorkers warm this winter—inside and out.

This **Fundraising Toolkit** is a customized, step-by-step guide, providing tools and tips to help you create a successful campaign.

By rallying your family, friends, and coworkers, you will make a powerful impact for communities across NYC.

Have any questions? Reach out to christine.coffey@newyorkcares.org today!

Peer-to-Peer Fundraising

How-To Guide

STEP 1: Understand the campaign

This year, the New York Cares Coat Drive will be collecting gently used coats, as well as hosting our Virtual Peer-to-Peer Coat Drive (Coats+).

When you donate \$25 you are helping keep 10 New Yorkers warm and also providing essential programs that help break the cycle of poverty.

This year, our Coats+ goal is to raise \$1 million so we can distribute over 150,000 warm coats to New Yorkers in need. Every donation through your fundraising page builds high-quality volunteer programs and helps New York Cares serve individuals who need it most.

STEP 2: Set a goal

Go **BIG** and set a goal for your fundraiser at **\$1,000**—that equals 400 coats distributed across NYC! You can always increase your goal at any time.

Quick Tip: *Kick start your fundraising with a personal donation! Friends and family will see your commitment and be more inclined to support your fundraising efforts.*

STEP 3: Tell your story

Your fundraising page is an opportunity to tell your audience why making an impact is meaningful to you, and it is important to let people know why you've chosen to fundraise on behalf of New York Cares.

- Why are you passionate about providing warmth to New Yorkers?
- Do you have a personal experience that led you to New York Cares?
- Why do you love to volunteer?

STEP 4:
Pull together
your contact
lists

Weddings! Birthdays! Holidays! Work! High School! Think of all the different contacts you've made over your life and make a list, including their email and phone number. By breaking them up into groups, you'll have a chance to send a special custom message.

STEP 5:
Spread the word

Share your fundraising campaign on your Facebook, Instagram, and LinkedIn channels, or add your fundraising link to your email signature. Be sure to send regular emails, and even send text reminders to your network. Leveraging these tools is the most effective way to meet your donation goals. Use the email templates and social media sample posts below to get started.

STEP 6:
Say thank you

Show your supporters appreciation by always saying thank you. Tag donors on social media, send a special text, or even make a nice phone call. If you need help accessing your full list of donors, reach out to christine.coffey@newyorkcares.org.



Resources and Sample Content

Announcement #1: Campaign Launch

Right after you've set up your fundraising page, let your friends, family, peers, colleagues, and neighbors know that you've signed on to raise funds for the New York Cares Coat Drive.

EMAIL SUBJECT LINE: Will you help me keep New Yorkers warm this winter?

Hi [Name],

I wanted to reach out and share a cause I'm supporting this winter: the New York Cares Coat Drive. Our city's most vulnerable residents need us this year, more than ever, and I'm inviting you to join me in spreading a message of warmth.

I believe no one should have to skip a meal to buy a winter coat, no parent should be forced to choose between buying school supplies and staying warm, and no student should go to school without a warm coat on their back.

Every \$25 donated to Coats+ distributes 10 warm coats and also provides essential programs that help break the cycle of poverty. Please visit my fundraising page at **[insert your fundraising page URL]** and help me reach my goal. You can also create a fundraising site of your own at newyorkcares.org/coat-drive/donate, and start spreading the word.

Feel free to forward my email to anyone who might be interested in the cause. To learn more about the 35th Annual Coat Drive, visit newyorkcares.org/coats.

Thank you so much for your support!

Gratefully,



Announcement #2: Midway Goal

A midway-to-goal announcement is a great way to update your audience on your fundraising goals and let supporters know you they can still donate.

Announcement #3: Thank You

One week after the campaign has ended, send out a personalized thank you message to everyone who helped support you in reaching your fundraising goal.

EMAIL SUBJECT LINE: Join me in spreading warmth across New York!

Hi [Name],

Good news! I've raised [\$ amount] toward my personal fundraising goal of [Goal Amount] for the New York Cares Coat Drive.

Will you support my virtual coat collection? When you donate to the Coat Drive, your dollar goes further, and ensures warm coats and essential programming reach the communities that need them most.

Please visit **[insert your fundraising page URL]** today to show New Yorkers that they don't need to face challenges alone. Consider becoming a supporter or starting your own fundraising page at newyorkcares.org/coat-drive/donate.

Warmly,

EMAIL SUBJECT LINE: We did it, thanks to your help!

Dear [Name],

Thanks to your support, I have successfully met my fundraising goal of **[Goal Amount]** for the New York Cares Coat Drive!

It felt wonderful to have you join me in helping thousands of fellow New Yorkers with the warmth of winter coats, and the essential programming to break the cycle of poverty.

I couldn't have done it without you, **[name]** as every dollar raised moves us closer to fulfilling the New York Cares mission. I am so grateful for your support and fundraising efforts and look forward to continuing this meaningful partnership for years to come.

With appreciation,

Sample Social Media Posts

Social media is a great way to interact with your donors!

Facebook/Instagram

This winter, I'm starting a fundraiser for the @newyorkcares Coat Drive. Every \$25 donation distributes 10 warm coats and also provides essential programs that help break the cycle of poverty to New Yorkers in need. Will you help me warm up New Yorkers from the inside and out by making a donation **[insert your fundraising page URL]**? #CoatDrive #NewYorkCares #WarmUpNewYork #CoatDrive2023

X (formerly Twitter)

No New Yorker should have to choose between a warm coat and a meal, school supplies, or other necessities. Your \$25 donation distributes 10 warm coats and also provides essential programs that help break the cycle of poverty to help build a more equitable NYC. **[shortened link to fundraising page]** #CoatDrive

LinkedIn

Thanks to your support, I met my fundraising goal of **[Goal Amount]** for the @newyorkcares Coat Drive! It felt wonderful to have my friends, family, and colleagues join me in raising money for this program. I couldn't have done it without your contribution! Together, we've helped warm up our most vulnerable communities. Reaching this goal is a testament to what we can achieve when we work together. Thank you!