FUNDRAISING



new york cares coat drive.

Peer-to-Peer Fundraising Toolkit



Last year's impact

$564k
raised towards the Coat Drive

52,935
coats distributed

2,702
volunteer hours served

756
collection sites

202
nonprofits & schools served

Thank you for helping us keep New Yorkers warm this winter!

As a Peer-to-Peer fundraiser for the **38th Annual Coat Drive,** you are helping New York Cares ensure every New Yorker in need of a warm coat receives one. Together, we are warming up New York—inside and out!

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

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

Have questions?

Contact devo@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 raising funds to support our Peer-to-Peer Coat Drive.

When someone donates $25 they are helping keep 10 New Yorkers warm, and providing essential programs that help break the cycle of poverty.

This year, our goal is to raise $700K so we can distribute over **55,000 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 and communities 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 the story on why making an impact is meaningful to you, and 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?
- How will the funds you raise improve our communities?

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 (included below) to get started.

STEP 6: Say Thank You

Show your supporters appreciation by saying thank you. Tag donors on social media, send special texts, or even make gratitude phone calls. If you need help accessing your full list of donors, reach out to devo@newyorkcares.org.



Peer-to-Peer Fundraising

Resources & Sample Content

Quick Links

- Coat Drive homepage
- Make a donation to the Coat Drive
- Coat Drive Resources
- Coat Drive FAQs
- Start a fundraiser

Announcement #1:
Campaign Launch

Set up your fundraising page and 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 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 37th 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 supporters on your fundraising goals and let them know they can still donate.

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,

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: 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 helping to provide essential programs that help 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. To volunteer or learn more about the organization: **www.newyorkcares.org**.

With appreciation,

Peer-to-Peer Fundraising

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 provides essential programs that help break the cycle of poverty. 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 #CoatDrive2026

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 provides essential programs that help break the cycle of poverty. [shortened link to fundraising page] #CoatDrive

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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 organization. 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!

Visit the **Coat Drive Resources** section of our website for logos, sample graphics, and more!