



NEW YORK CARES



# *Virtual Coat Collector Toolkit*



**A COAT  
IS NOT  
A LUXURY**



# Welcome, Fundraising Friend



We're thankful for your unwavering support of New York Cares during Coat Drive and are pleased that you've decided to make an even bigger impact by becoming a virtual coat collector on our behalf. You're taking our partnership to the next level: introducing us to your friends and family! Thank you.

To ensure you're equipped with all the right tools, tips, and tricks, we've created this toolkit.



## INTRODUCTION

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This guide is designed to walk you through creating a successful fundraising campaign with our support. Our work is vital now more than ever and your participation will help us deliver winter coats to those New Yorkers who need them. A coat is not a luxury!

Thank you for taking on this leadership role as we respond to these challenges together.



## GETTING STARTED:

# Setting up your fundraising page

## Set your goal

Setting a goal for your fundraiser is your first step. Research suggests that an initial goal of \$200 is a good place to start. Once you've reached your goal, you can increase it and raise more funds.

### **PRO TIP:**

**To jumpstart your campaign, you can be the first one to donate. Showcasing that you're not only a supporter but also a donor will encourage your network to give.**

## Tell your story

Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible.

It's important to communicate why you've decided to fundraise on New York Cares' behalf. Have you collected coats in the past? Have you helped sort coats in our warehouse? Why are you passionate about the Coat Drive?

# Fundraising Best Practices

Fundraising leverages the power of your social network to meet fundraising goals and help New York Cares fulfill our mission. The success of your fundraising campaign depends heavily on the amount and ways that you're sharing your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your request noticed.

## What's the best way to share?

Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is at the heart of every campaign. Leveraging these networks is how you'll meet your fundraising goals. You won't have the phone number of all your network contacts but choose a few that you know will respond well to a more intimate request: text messaging. Personal text messages are more effective; take the time to send individual (copied and pasted) texts to each person.

### **PRO TIP:**

**Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.**

# How often should I communicate with my network?

There are three absolute times you should communicate with your network during a fundraising campaign

1. Campaign launch
2. Midway goal
3. Thank you

We recommend maintaining momentum between each of these main milestone communications with one to two social posts per week and one weekly email to help keep your campaign top of mind. If you're texting, use those requests judiciously and make sure that you're not monopolizing the conversation with donation asks.

We recommend creating a simple sharing schedule to plan out your communications ahead of time. You can use Google Calendar, Google Sheets, or even a notebook to plan out when you'll post to socials and email or text your network. And be sure to thank your supporters!

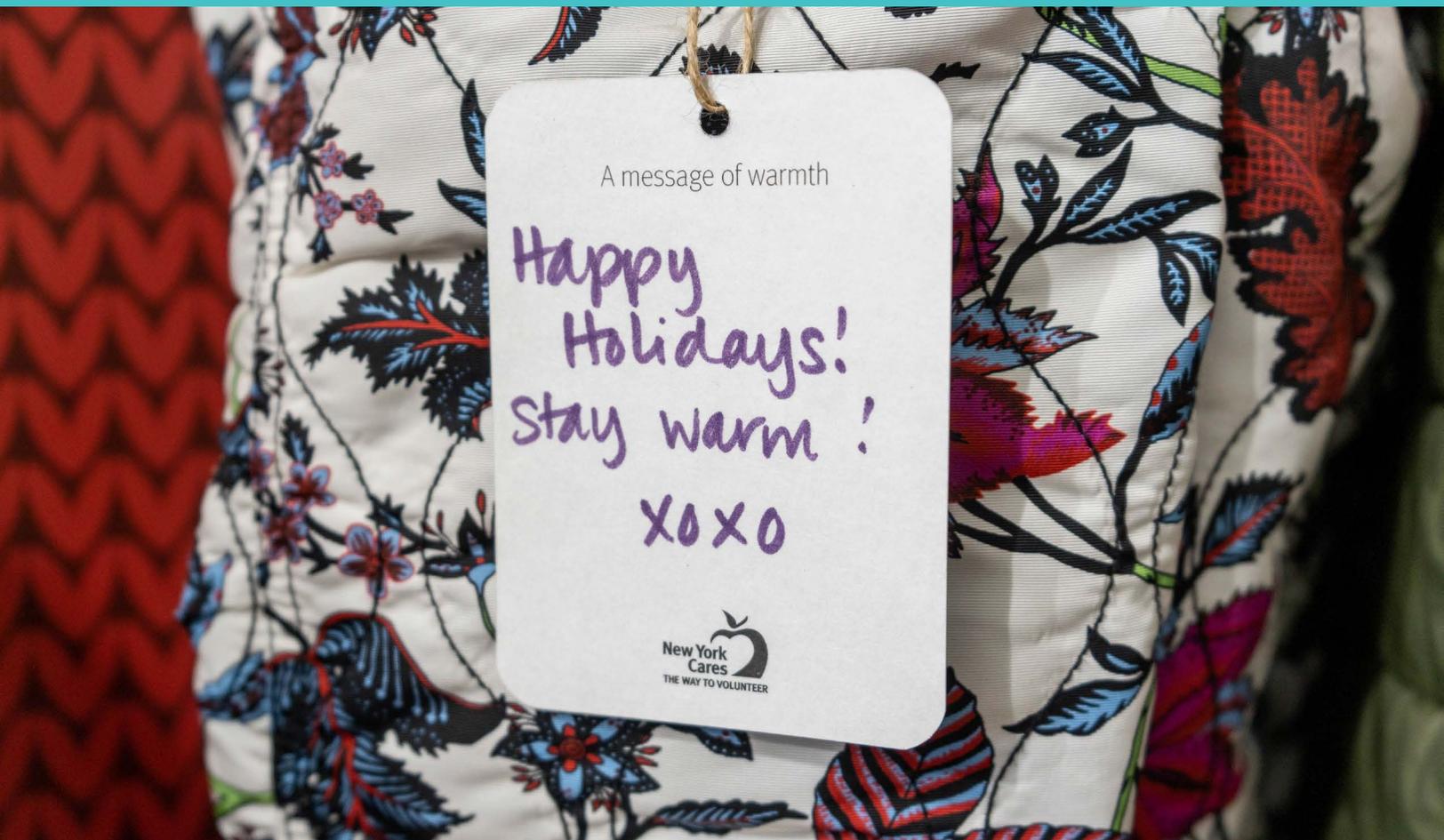
## Privacy & Consent

When communicating with your networks, please respect their communication preferences and adjust accordingly. This includes making sure you have permission to contact your peers, particularly if you're sending text messages.

## SAMPLE FUNDRAISING CONTENT

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We've included some pre-written communications that you can use for each milestone along your campaign. You can simply copy, paste, and start fundraising. Any way you begin your fundraising journey, the conversations you create will connect you to those looking for a chance to help.



# Announcement #1: Campaign Launch

**Send: Right after you've completed setting up your fundraising page.**

The purpose of this announcement is to let your online network (IRL & social media friends, family, peers, colleagues, neighbors) know that you've signed on to raise funds for New York Cares' Coat Drive and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goal for this campaign.

## **EMAIL**

### **SUBJECT LINE:**

Help Me Keep New Yorkers Warm

### **BODY:**

Hi **[Name]**,

Hope you're staying safe! I wanted to reach out and share a cause I'm supporting this winter. NYC's most vulnerable residents need us this year more than ever. If there was ever a time to spread a message of warmth to our city, it's now.

Not since the Great Depression have so many people experienced hunger, unemployment and illness. Basic needs like food and warm clothing compete with one another as families and individuals face cruel choices. 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 essential worker should commute without a warm coat on their back. That's why I'm supporting the New York Cares Coat Drive.

Every \$20 purchases a new coat for a New Yorker who needs it. Please visit my fundraising page at **[insert your fundraising page URL]** and help me reach my goal.

If you want to make an even larger impact, you can create a fundraising site of your own at [newyorkcares.org/coat-drive/donate](https://newyorkcares.org/coat-drive/donate), set your personal fundraising goal, and start spreading the word. Can't donate or become a supporter? No worries. Feel free to forward my email to anyone who might be interested in the cause.

To learn more about the 32nd Annual Coat Drive, visit [newyorkcares.org/coats](https://newyorkcares.org/coats).

Thank you so much for your support!

Gratefully,

**[Your Name]**

# Campaign Launch: Sample Social Posts

## FACEBOOK

I'm starting a fundraiser for the **@newyorkcares'** Coat Drive. Every \$20 donated ensures that members of communities hit hardest by COVID-19 will get the coats they need. No one should have to choose between buying groceries or a coat. Please donate **[insert your fundraising page URL]** to this great cause, and stand with me in saying that a coat should not be a luxury.

## INSTAGRAM

I'm starting a fundraiser for the **@newyorkcares'** Coat Drive. Every \$20 donated ensures that members of communities hit hardest by COVID-19 will get the coats they need. No one should have to choose between buying groceries or a coat. Please donate **[insert your fundraising page URL or link in bio]** to this great cause, and stand with me in saying that a coat should not be a luxury. #CoatDrive2020 #CoatDrive #NewYorkCares

## LINKEDIN

I've become a "Virtual Coat Collector" for **@newyorkcares'** Coat Drive. Every \$20 donated allows New York Cares to stretch dollars further to purchase new coats for the communities most impacted by COVID-19. Would you consider donating to my **[insert your fundraising page URL]**. Your support is a profound act of warmth and sends a strong message: that a coat should not be a luxury. #CoatDrive #NYCStrong #HelpNowNYC #CoatDrive2020 #NewYorkCares

## TWITTER

I'm raising funds for **@newyorkcares'** #CoatDrive. Please join me in saying a coat should not be a luxury, and help those hit hardest by Covid-19. Would you please donate? **[insert your fundraising page URL]**.

# Announcement #2: Midway Goal

## Suggested Send: When you want to follow up

The purpose of the midway announcement is to share your progress toward your fundraising goal and let your supporters know you they can still donate.

### EMAIL

#### SUBJECT LINE:

I Believe a Coat is Not a Luxury

#### BODY:

**[Name],**

Here's some good news! I've raised **[\$ amount]** toward my personal fundraising goal of **[Goal Amount]** for the New York Cares Coat Drive. Would you support my campaign? When you donate to the Coat Drive, your dollar goes farther, and ensures brand new coats reach the communities that need them most.

Visit **[insert your fundraising page URL]** today to help New Yorkers most impacted by COVID-19 get the winter coats they deserve.

I invite you to consider becoming a supporter and starting your own fundraising page at [newyorkcares.org/coat-drive/donate](https://newyorkcares.org/coat-drive/donate). It's a great way to leverage your social media networks for a great cause!

Warmly,

**[Your Name]**

# Midway Goal: Sample Social Posts

## FACEBOOK

I believe that no New Yorker should have to choose between buying a warm coat and food, school supplies, or other necessities. When you donate to **[insert fundraising URL]**, you ensure that the New Yorkers who need them most have a warm coat on their back. Please join me in sending the message, a coat should not be a luxury. **@newyorkcares**

## INSTAGRAM

I believe that no New Yorker should have to choose between buying a warm coat and food, school supplies, or other necessities. When you donate to **[insert fundraising URL]**, you ensure that the New Yorkers who need them most have a warm coat on their back. Please join me in sending the message, a coat should not be a luxury. **@newyorkcares** #CoatDrive #CoatDrive2020 #NewYorkCares

## LINKEDIN

I believe that no New Yorker should have to choose between buying a warm coat and food, school supplies, or other necessities. When you donate to **[insert fundraising URL]**, you ensure that the New Yorkers who need them most have a warm coat on their back. Please join me for a great cause. **@newyorkcares** #CoatDrive #NYCStrong #HelpNowNYC #CoatDrive2020 #NewYorkCares

## TWITTER

I believe that no New Yorker should have to choose between buying a warm coat and food, school supplies, or other necessities. When you donate to **[insert fundraising URL]**, you ensure that the New Yorkers who need them most have a warm coat on their back. **@newyorkcares** #CoatDrive

# Announcement #3: Thank You

**Suggested Send: One (1) week after the campaign has ended.**

The purpose is to thank everyone who helped support you in reaching your fundraising goals with a personal message.

**LETTER/EMAIL:**

**SUBJECT LINE:**

Thank You for Helping Keep New Yorkers Warm.

**BODY:**

Dear **[Supporter Name]**,

We did it!

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

Reaching this goal is a testament to the power of social fundraising and what we can achieve when we all work together.

It felt wonderful to have my friends and family join me in raising money for these programs, and I couldn't have done it without your contribution.

Thank you for helping the communities most impacted by the pandemic get the coats they deserve. Your support sends a clear message: cold is not an option.

Your Friend,

**[Your Name]**

# Thank You: Sample Social Posts

## FACEBOOK

Thanks to your support, I met my fundraising goal of **[Goal Amount]** for **@newyorkcares'** Coat Drive! It felt wonderful to have my friends and family join me in raising money for this program, and I couldn't have done it without your contribution. Together, we've helped communities most harshly impacted by COVID-19. Reaching this goal is a testament to what we can achieve when we work together. Thank you!

## INSTAGRAM

Thanks to your support, I met my fundraising goal of **[Goal Amount]** for **@newyorkcares'** Coat Drive! It felt wonderful to have my friends and family join me in raising money for this program, and I couldn't have done it without your contribution. Together, we've helped communities most harshly impacted by COVID-19. Reaching this goal is a testament to what we can achieve when we work together. Thank you! #CoatDrive #CoatDrive2020 #NewYorkCares

## LINKEDIN

Thanks to your support, I met my fundraising goal of **[Goal Amount]** for **@newyorkcares'** Coat Drive! It felt wonderful to have my friends and family join me in raising money for this program, and I couldn't have done it without your contribution. Together, we've helped communities most harshly impacted by COVID-19. Reaching this goal is a testament to what we can achieve when we work together. Thank you! #CoatDrive #NYCStrong #HelpNowNYC #CoatDrive2020 #NewYorkCares

## TWITTER

Thanks to your support, I met my fundraising goal of **[Goal Amount]** for **@newyorkcares'** #CoatDrive! It felt great to have the support of friends and family. This is what we can accomplish when we work together.



## THANKS FOR BEING A FUNDRAISER FOR NEW YORK CARES

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Thank you so much for taking the time to share the work that New York Cares is focusing on as the weather turns cold. Every dollar raised moves us closer to fulfilling our mission and we are so grateful for your support and fundraising efforts on our behalf. We appreciate you and look forward to continuing this meaningful partnership for years to come.

Please do not hesitate to reach out with any questions: [devo@newyorkcares.org](mailto:devo@newyorkcares.org)

