Thank you for spreading warmth!

You are now an official One Warm Coat Ambassador. The six steps below will help you hold a successful One Warm Coat Drive.

1. **STEP 1 Plan Your Drive**
2. **STEP 2 Register Your Drive**
3. **STEP 3 YOU ARE HERE! Promote Your Drive**
   - Share your coat drive page with your family, friends, co-workers and neighbors through email and social media. Use our free tools & resources, like the press release and social media suggestions, to help you share the excitement about your drive with your community. Be sure to visit onewarmcoat.org/toolsandresoures to check out all of the flyers you can print out to help you advertise.

4. **STEP 4 Start Your Drive**
   - Kick off your drive by announcing your coat-raising and fundraising goals! During your drive, the thermometer tool will help you and your donors see how close you are to hitting your goals. Don’t forget to take pictures and videos of your event and share them with us at drives@onewarmcoat.org.

5. **STEP 5 Celebrate Your Drive**
   - Celebrate by sharing pictures, videos and stories from your drive with us on social media: @onewarmcoat #igavewarmth & #no1cold. Tell your community about the success of your drive using our Celebration Press Release. Keep track of your coat totals on your coat drive page throughout your drive (or report them at onewarmcoat.org/report). Collect monetary donations through your coat drive page and mail any cash donations you receive to One Warm Coat (please do not mail cash!).

6. **STEP 6 Deliver Your Coats**
   - Time to donate your coats to a local nonprofit social service agency! Use the “Select a Nonprofit Partner” map on our website to find a partner near you. The delivery stickers will help you identify and organize the coats you’re delivering.

Complete instructions are available online at onewarmcoat.org/holdacoatdrive
Welcome Packet (which you’re currently reading!)

- **#igavewarmth sign**: Print this sign and take pictures of donors at your coat drive.
- **Donor Listing**: Print this sheet to keep track of all of your coat and dollar donors and then return to One Warm Coat with any off-line donations you receive.
- **Delivery Stickers**: Before delivering coats to the agency of your choice, use these stickers to sort, count and organize the coat you’ve collected. Record the number of coats collected on your coat drive page. Please recycle any coats you received that aren’t in wearable condition before delivering them.

We provide you with Tools and Resources to help you hold a successful coat drive. Here’s where you can find everything:

**Online Store**

We’re excited to offer Tools & Resources through an online store this year, allowing us to offer more than ever before – including by popular demand – a collection bin!

Please visit our online store at [onewarmcoat.go.customprintcenter.com](http://onewarmcoat.go.customprintcenter.com) to order materials to help make your coat drive even more fabulous! Through the online store, you can customize your Coat Drive Kit by purchasing the tools you’ll use the most; there you’ll find:

- **Collection Bin**: A 27 x 27 inch cardboard box with the One Warm Coat logo
- **Thermometer**: Display and track your goals using the thermometer
- **Banner**: Chose from two sizes of banners to advertise your drive and decorate your collection area
- **Stickers**: Donors and volunteers love to display their One Warm Coat pride with stickers
- **Yard Sign**: Attract donors by using the yard sign at your home or business

Get more ideas and tools on our website! Visit [onewarmcoat.org/toolsandresources](http://onewarmcoat.org/toolsandresources) for tons of free tools like: flyers, sample emails, social media, graphics, tax receipts, Girl Scout patches, etc.
No one should go cold this winter!

Please accept our gift and the gifts made by our coat drive participants:

Ambassador's Name: ___________________________ Address: ____________________________________________

City: ___________________ State: _______ Zip:___________ Email: ____________________________________________

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Because of your generosity, warmth is being spread across the country! Every coat collected and every dollar given through your coat drive will provide a warmer winter for your neighbors in need. Thank you!

Please make checks payable to One Warm Coat and return to the address below. Please do not mail cash.

2443 Fillmore Street, #380-5363, San Francisco, CA 94115 • onewarmcoat.org • 877-663-9276
These coats were collected especially for your agency by a One Warm Coat Ambassador. If you are not currently registered as our nonprofit partner, please register at onewarmcoat.org/receivecoats.