Subject: <Your Name/Group Name> is holding a One Warm Coat Drive!

Dear (Family/Friends/Neighbors/Co-workers),

This year I’m (we’re/group name) teaming up with One Warm Coat to hold a coat drive and I (we/group name) need your help!

The need for shelter from the elements, like food and clean water, is especially urgent now. Due to the economic crisis created by the COVID-19 pandemic, the poverty rate in 2020 increased for the first time in 5 years. Currently 37 million Americans are living at or below the poverty level and struggling to afford basic necessities.

Here’s how you can help:

1. **Donate coats to my (our) drive!** During <insert date range here> stop by <insert location information here> to drop off gently worn or new coats. All coats collected will be donated locally to our neighbors in need. My <our/group name> goal is to collect <insert amount here> coats! Get all of the details here: <insert your personal coat drive page link>
2. **Donate dollars!** Every $1 donated warms 1 person - what an incredible impact! You can donate directly to my coat drive and help me reach my goal of warming X people by clicking here: <insert your personal coat drive page link>. You can also donate by cash or check during my (our) coat drive.

I (we) hope you will support my (our) coat drive and help me (us) warm our neighbors in need. You can learn more about One Warm Coat by visiting their website at onewarmcoat.org. Thank you for your consideration!

Sincerely,