



Coat Drive Tool Kit

Thank you for choosing to host a Coat Drive for the children of Penfield Children's Center! We're so grateful for your support in keeping young children warm and comfortable during the colder months. Penfield Children's Center is dedicated to helping every child learn, grow, and thrive during their most critical developmental years. Your generosity helps provide coats, hats, gloves, and other winter essentials, ensuring every child stays cozy and protected. Together, we can make a lasting impact and bring warmth to the children and families we serve.

About Penfield Children's Center

For over 55 years Penfield Children's Center has been a leader in child development, providing educational opportunities, behavioral health and therapy services, special care nursing services and an extensive network of community partners to support all aspects of early childhood needs.

We provide a positive start for all children by offering early education, health and wellness services and family programming in a safe, stimulating environment.

Mission

Ensuring children have positive early experiences from pregnancy through age 5 when the foundations for lifelong development are established.

In this document, you will find resources to help make your Coat Drive a success. If you have any questions, please don't hesitate to reach out to your Penfield contact for support.

Support materials include:

1. **Timeline for organizing your Coat Drive**
2. **Social media example posts**
3. **Editable flyer**

Timeline for Organizing a Coat Drive

Step 1: Choose Your Date

Select a date for your coat drive. This will help you plan and communicate effectively with participants.

Step 2: Customize Your Materials

Update the flyer template provided in the Coat Drive Kit with your organization's name, the date of your drive, and any other relevant details.

Step 3: Set Up Donation Locations

Determine where you'll collect the donated coat drive items. Make sure the location is easily accessible for participants.

Step 4: Promote Your Coat Drive

Share the event with your network, including employees, friends, family, and on social media. Use the example Facebook post and graphic from the Coat Drive Kit, or create your own. Be sure to tag us on social media:

Facebook: @PenfieldChildrensCenter

Instagram: @PenfieldChildrensCenter

LinkedIn: @PenfieldChildrensCenter

Step 5: Collect Donations

Start gathering donated winter essentials, such as coats, hats, gloves, and scarves, to help keep children warm during the colder months. To engage participants, consider making it a friendly competition between departments or setting a goal with a reward, like a pizza party, if it's achieved.

Supporters can also purchase from Penfield's Amazon wish list, and items will be shipped directly to Penfield.

Link: [Amazon Wishlist](#)

Step 6: Drop Off Donations


Bring the collected coat drive items to Penfield Children's Center. Coordinate with Cindy from Marketing (marketing@penfieldchildren.org) to arrange a drop-off time and capture a group photo with your team.

Social Media Post Example:

* Help Us Keep Kids Warm This Winter *

We're hosting a Coat Drive to collect new and gently used winter essentials for the children of Penfield Children's Center. Your donation can help keep little ones warm, comfortable, and protected during the colder months. Items like coats, hats, gloves, scarves, and boots make a big difference!

 When: [Insert Start Date] - [Insert End Date]

 Where: [Insert Drop-off Locations]

Shop online & ship directly to Penfield: [Amazon Wishlist](#)

Join us in making a difference! Together, we can ensure every child stays cozy and cared for this winter.

For more details, contact us at [Insert Contact Information].