

Knights of Columbus

Coats for Kids®

State Council Black Friday and Boxing Day BOGO Guidelines

Summary

The Supreme Council offers a BOGO (50/50 matching) incentive for coats purchased by state councils and distributed on Black Friday (U.S.) or Boxing Day (Canada). A representative of the state council must submit a proposal to Supreme for review and approval before purchasing coats. All coats must be ordered through Knights Gear to qualify for the match and payment with a credit/debit card is required. Additional information on coats and sizes can be found at knightsgear.com in the United States and knightsgear.ca in Canada.

Q&A

Q: Who qualifies for the incentive?

A: Only purchases from state councils qualify, not local councils. However, local councils can distribute the coats purchased by the state council and/or contribute funds to the state council for the state council's purchase.

Q: What is the maximum number of delivery locations for my order(s)?

A: Coats will be shipped to a maximum of 5 addresses.

Q: When is my proposal due for consideration by the Supreme Council?

A: In the United States, the state council should submit its proposal by early October. Canadian state councils should submit by early November.

Q: What is needed for my state council's proposal?

A: A list of requirements for the proposal is available in the **proposal form**. A **sample** of a completed proposal form is also available.

Q: Will all proposals be approved?

A: Supreme staff will review all proposals from state councils. Incomplete proposals and proposals that do not include an equal match from the state council will not be approved. If a proposal does not meet the qualifications for the incentive, state councils will have an opportunity to revise their proposal with Supreme staff's guidance to qualify.

Q: Once the proposal has been approved, how do I order the coats?

A: A code will be provided to you from Supreme, allowing you to order coats through knightsgear.com or knightsgear.ca. At check out, you will use the code to receive the half-off deal and pay the remaining balance using a credit/debit card at checkout.



Q: Can the Supreme Council offer any support for approved distributions?

A: Yes, staff can assist with the promotion and membership development aspects of the distributions upon request.

Q: Do I have to hold my distribution on Black Friday or Boxing Day?

A: Due to the benefits of hosting charitable events on Black Friday and Boxing Day, we highly encourage that distributions take place on Black Friday or Boxing Day. If it is not possible, especially in jurisdictions that get colder sooner, exceptions can be made. Any exceptions must be justified in the proposal from the state council.

Q: Should I participate if my jurisdiction has a warm climate year-round?

A: Yes! Lightweight jackets for warmer climates are available.

Q: If I have any questions, whom should I contact at the Supreme Council?

A: Jason Porrello, Manager of Community Programs: jason.porrello@kofc.org.