

Knights of Columbus

# Coats for Kids®

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## State Council BOGO Proposal Example

### Number of Cases Requested from Supreme

The Connecticut State Council will purchase a total of 360 coats equaling 30 cases. We ask that Supreme match this order and provide an additional 30 cases. This will allow 20 cases or 240 coats to be distributed at each of our three distribution locations for 720 coats.

### Funding

Coats will be purchased by the Connecticut State Council with funding support from our local councils, who have been fundraising and promoting these distributions throughout the state.

### Date of Distributions

Black Friday (November 29)

### Location of Distributions

Distributions will be held in three locations, in each diocese in Connecticut.

- St. Francis Church – 397 Ferry St., New Haven
- St. Joseph Cathedral – 140 Farmington Ave., Hartford
- McGivney Community Center – 338 Stillman St., Bridgeport

### Participating Councils

- New Haven – Councils 45234 and 2222.
- Hartford – Councils 22 and 44
- Bridgeport – Councils 343 and 121

### Contact Information for Knight(s) leading Distributions(s)

- Overall – John Q. Knight, CT K of C Community Director, email, phone number
- New Haven – Chris Czyzweski, Grand Knight, Council 86750, email, phone number
- Hartford – John Travoltski, Grand Knight, Council 22, email, phone number
- Bridgeport – Benjamin Franklino, Program Director, Council 343, email, phone number

### Area Demographics

- New Haven – The poverty rate is 25.6%. One out of every 3.9 residents lives under the poverty line
- Hartford – The poverty rate is 30.5%. Hartford has the highest poverty rate in Connecticut
- Bridgeport – Over 36.5% of children under six live in poverty, and 30.6% of children ages 6 to 11 live in poverty



**Media Promotion and Coverage**

- State Website and Facebook page, along with respective local councils' pages, to promote the distributions
- New Haven Register – The local newspaper has covered the event in the past and has indicated an interest in this year's event
- News Channel 8 and Channel 3 – Will be on-site on the distribution day

**Notable Attendees**

- State officers – will rotate among the different distribution points
- State Chaplain – (Local bishop and pastors have all been invited, waiting for a reply)
- Local sports teams' mascots will attend and interact with the children
- Members of our local sports team will attend to assist with fitting the coats

The state deputy or another member of the state office will offer an opening prayer, followed by a short speech by our guest speaker. The event will conclude with a closing prayer by the State Chaplain or Bishop if he can attend.

**Recruitment Opportunities**

- The State council will encourage new, prospective, and local online members to assist with coat distribution
- Recognizing that recruitment is a process, we will announce upcoming events for attendees to participate in
- Tables will be set up at each distribution with membership recruitment material. We will also have members of the local councils available to staff the table and answer questions