



**Knights of  
Columbus®**

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## **Coats for Kids**

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### **Fundraising Guidebook**



**A resource to support fundraising efforts for Coats for Kids  
For use at Council, District and State Council Levels**

**Prepared by Knights of Columbus Charities  
August 2025**



## ABOUT KNIGHTS OF COLUMBUS COATS FOR KIDS®

The **Knights of Columbus Coats for Kids®** program allows councils across North America the opportunity to put their faith into action and purchase **new winter coats** at a discount for children in need in their communities. The primary goal is to help children stay warm in the winter when their family may not have the resources to meet this basic need. Today, eighteen percent of American children and fourteen percent of Canadian children live in poverty. As a result, many families cannot afford to provide even this basic necessity of a warm winter coat. **Over 1.5 million new winter coats** have been distributed across all 50 U.S. states and all 10 Canadian provinces – including on U.S. military bases and Native American and First Nation reservations in the U.S. and Canada.

Additionally, Coats for Kids distribution events are a great opportunity to connect with your parish and community. Utilizing these distribution events is a great way to recruit new members to your council and highlight the good work of the Knights of Columbus.



## PROVIDING THE GIFT OF WARMTH

If your council hosts an annual distribution event and needs to raise funds to support coat purchases, this guide can help. This fundraising guide provides useful resources that your council can use to raise funds in your community to support your own Coats for Kids distribution.

For councils in warmer climates that may not have a local need for coats, please consider raising funds for Knights of Columbus Charities, Inc. to help support the Coats for Kids program. Donations to Knights of Columbus Charities, Inc. helps fund the Buy One Get One program of coat distributions for State Councils and support children in need.



### Fraternal Program Credit

To earn two (2) program credits toward the Columbian Award, councils in the U.S. must purchase a minimum of six (6) cases of coats available via Knights Gear and host a distribution event. For councils in Canada, they must purchase a minimum of four (4) casts of coats available through the Canadian coat store and host a distribution event.

Councils who support the Coats for Kids program through fundraising efforts will receive acknowledgments, listed on page 9 of this guidebook.

**NOTE:** Purchasing coats for distribution is separate from raising donations to support the Coats for Kids program. Donations to Knights of Columbus Charities helps us provide more coats to areas in need.

**To purchase coats for distribution, please visit:**

In the United States:

[kofccoatsforkidsusa.com](http://kofccoatsforkidsusa.com)

In Canada:

[coatsforkids.mybrightsites.com](http://coatsforkids.mybrightsites.com)



Additional resources for Coats for Kids distribution events can be found on **SUPPLIES ONLINE > Faith in Action > Community > Coats for Kids**

# FUNDRAISING 101

## Show Impact

Donors want to support causes that are important to them and trust where their dollars are going. It's important that you explain what your council is fundraising for, what impact it will have, and why you need their support now.

- **Knights of Columbus Coats for Kids®** provides the gift of warmth to children in need.
- 100% of donations to Knights of Columbus Charities, Inc. goes to aid those we serve through our charitable programs.
- **Over 1.5 million coats** have been distributed in the U.S. and Canada since 2009.
- For local Coats for Kids distribution events, donations support our local community.

- Many children in colder climates are unable to play outside without a warm coat.
- In severe climates, children are unable to wait outside for the school bus or go to school without a warm coat, thus falling behind.
- Just \$25 provides one child a warm winter coat.

## Set a Goal

While any amount raised for programs like Coats for Kids is beneficial, it's important to **set a fundraising goal** if you're planning an event or campaign. Having a fundraising goal not only helps keep your council's momentum going, but it also creates a sense of urgency and **drives donations**.

If you reach your goal quickly, that's great! You don't have to stop your fundraising efforts. Maybe you're able to double your goal and double the impact – this creates another opportunity for donor engagement.



- Challenge donors to consider a “stretch” gift and donate again to help reach the extended goal
- Do you have a donor or business that wants to make a sizeable donation? Consider using that gift to secure matching donations from your stakeholders.
- The goal for your event can also include purchasing a certain number of cases or coats. You can contact local schools and organizations to assess their needs and then establish your goals accordingly.

### Cost for cases of coats

	U.S.	CAN
Toddler		
Small	\$283.38	CAN\$381
Youth		
Teens	\$340.24	
Adults		
Lightweight	\$380.80	

## Spread the Word

Whether you are planning a large fundraising event or considering more of a grassroots effort, getting the word out will drive your success. In today's digital world, there are plenty of opportunities to get your message out. Don't be afraid to use every form of communication you have available!

## Public Promotion

Consider setting up a table with a Coats for Kids banner in your church vestibule or another public location to promote the Coats for Kids program and encourage donations. Be sure to have a way to collect monetary donations or provide your fundraising event poster.

### ► Email

Email is one of the easiest and most effective ways to fundraise. Utilize email to cast a wide net to your members and community stakeholders. Promote your fundraising event in your email and even collect online donations to jump start your efforts!

#### Email Template

Dear <Brother Knights> <Friends> <Fellow Parishioners>,

You can provide the gift of warmth to children in need by supporting Knights of Columbus Coats for Kids® program.

<Customizable Text>

Knights of Columbus Council [NUMBER] is hosting a fundraising event on [DATE] and tickets are available now at [LOCATION].

OR

Knights of Columbus Council [NUMBER] is collecting donations as we aim to raise \$[AMOUNT].

Please prayerfully consider donating today at [DETAILS ABOUT HOW TO MAKE A DONATION].

OR

Knights of Columbus Council [NUMBER] is hosting an event to support Coats for Kids at [NAME OF SCHOOL] / [COMMUNITY GROUP].

If you're fortunate to have a warm winter coat, count your blessings. But many children right in our own backyards don't have this basic necessity, especially with the added expenses of food, gas, and heating.

As families struggle to pay for these basic expenses, others ask: "How can I help?"

Coats for Kids can help transform the lives of children in need of a warm coat during the coldest winter months. Our council is proud to support this flagship program of the Knights of Columbus.

Please support this heartwarming program and make a difference in the life of a child.

<Fraternally>

<Respectfully>

[SIGNATURE]



Consider inviting your donors to participate in your local Coats for Kids distribution event. Be sure to provide them with details such as date, time, and location.

## ► Social Media

In addition to email, social media channels are a great way to bolster your communication outreach. Plus, with the power of social media sharing capabilities, you broaden your donor base and increase support.

All social channels are good social channels. Your network on Facebook will be vastly different from your network on Instagram, but each offers its own unique value. Don't be shy about promoting your fundraising efforts across all of them to spread the word! In addition to posting on your council's own social channels, remember to encourage your members and community partners to engage with any posts with a like, comment or by reposting and sharing with their own network.

**Visit Supplies Online** to download social media-ready graphics and suggested post text to use on your own social media accounts or those belonging to your local council, parish, or church group. Additionally, these resources can be used in your council newsletters or published on websites.



✓ Be sure to use a clear call to action on your social posts. Whether you want people to purchase tickets to a fundraising event, donate to your council, or RSVP to an event, ensure you are using the correct messaging to support your efforts.

✓ Go live! Fundraising updates, behind the scenes planning, or even day of event action are all great opportunities to use social media to engage your stakeholders and drive more support.

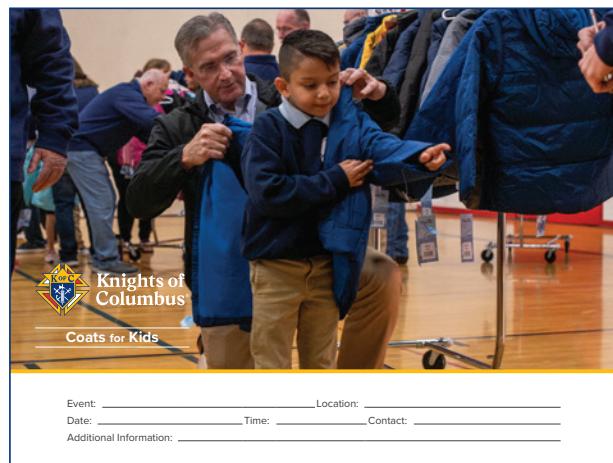
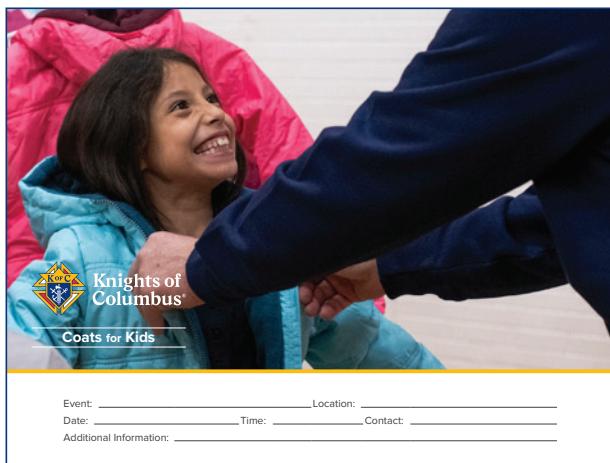
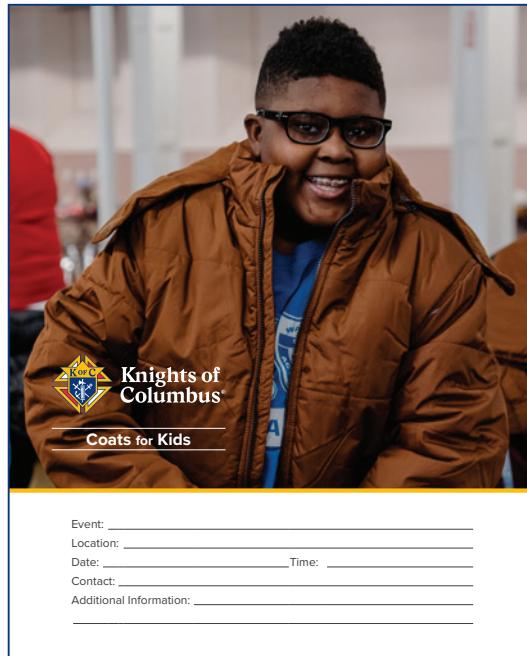
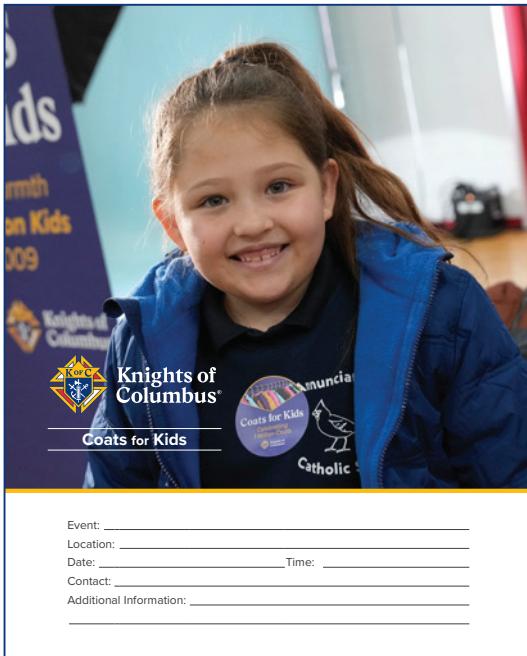


Access these complete resources via your Officers Online page go to **SUPPLIES ONLINE > Faith in Action > Fundraising Guides**

## ► Posters

Visit Supplies Online to customize and download print-ready posters to promote your fundraising event to support Coats for Kids. Printed posters can be displayed in your church hall, parish school or other highly visible location (make sure you inform or request approval from the appropriate persons).

Posters can also be used on websites, shared via email or on social media.



Access these complete resources via your Officers Online page go to  
**SUPPLIES ONLINE > Faith in Action > Fundraising Guides**

## ◆ Bulletin Announcements

Utilize bulletin announcements to share your fundraising events and draw more support for Coats for Kids. Please share these with your pastor or parish administration and be sure to update the announcement with a call to action that is localized to your event and council. When space allows, include a social media graphic or poster.

### Option 1: Provide the gift of warmth to a child in need

You can provide the gift of warmth to a child in need with a new winter coat.

<Customizable Text>

Knights of Columbus Council [NUMBER] is hosting a fundraising event on [DATE] and tickets are available now at [LOCATION].

OR

Knights of Columbus Council [NUMBER] is collecting donations as we aim to raise \$[AMOUNT]. Please prayerfully consider donating today at [DETAILS ABOUT HOW TO MAKE A DONATION].

OR

Knights of Columbus Council [NUMBER] is hosting an event to support Coats for Kids at [NAME OF SCHOOL]/[COMMUNITY GROUP].

Knights of Columbus Coats for Kids® is the perfect opportunity to open your hearts and provide the gift of warmth. Through our Coats for Kids campaign, you can stand shoulder-to-shoulder with the Knights of Columbus as we provide a warm coat for children less fortunate.

### Option 2: Help give a child a warm coat this winter

Families across our community and North America are struggling to make ends meet. Many live paycheck to paycheck.

You can help these families ensure their children have a basic need met by providing the gift of warmth with a new winter coat. The Knights of Columbus Coats for Kids® program ensures that children in need stay warm during the coldest months.

<Customizable Text>

Our council is hosting a Coats for Kids fundraising event on [DATE] and tickets are available now at [LOCATION].

OR

Our council is collecting donations as we aim to raise \$[AMOUNT]. Please prayerfully consider donating today at [DETAILS ABOUT HOW TO MAKE A DONATION].

OR

Knights of Columbus Council [NUMBER] is hosting an event to support Coats for Kids at [NAME OF SCHOOL]/[COMMUNITY GROUP].

Imagine the smiles you will help create by providing a new warm coat! We can't do it alone. Make a difference TODAY in the lives of these children.

## ADDITIONAL COATS FOR KIDS RESOURCES

### Coats for Kids Banner

A great way to draw attention to your event or promotional table set up.  
Included in Supplies Online.



### Coats for Kids Brochure

included in Supplies Online



### Coats for Kids Website

[kofc.org/coatsforkids](http://kofc.org/coatsforkids)



Donations to Knights of Columbus Charities, Inc. can be made here

## COATS FOR KIDS FUNDRAISING ACKNOWLEDGEMENT

To show appreciation for fundraising efforts to support Coats for Kids, councils will receive the following acknowledgements:

**Purchase \$10,000 of coats from Knights Gear OR donate \$10,000 to Knights of Columbus Charities for Coats for Kids**

- Council Acknowledgment letter personally signed by the Supreme Knight
- Annual acknowledgement in designated Fraternal Leader Advisory
- Acknowledgment on the Coats for Kids website

**Purchase \$1,000 - \$9,999 of coats from Knights Gear OR donate \$1,000-\$9,999 to Knights of Columbus Charities for Coats for Kids**

- Council Acknowledgment letter personally signed by the Knights of Columbus Director of Fraternal Programs
- Annual acknowledgement in designated Fraternal Leader Advisory
- Acknowledgment on the Coats for Kids website

**NOTE:** Fundraising credit will be tracked on an annual fraternal year basis.



## **Knights of Columbus Charities, Inc.**

Knights of Columbus Charities, Inc. | One Columbus Plz. | New Haven, CT 06510 | [kofc.org/charities](http://kofc.org/charities)