

for Kids®

Overview

To help provide warmth for deserving children during cold winter months, councils across North America can purchase new winter coats at a discounted price. The goal of the Knights of Columbus Coats for Kids® program is to ensure that no child in North America goes without a coat during the winter season. For Coats for Kids resources, visit www.kofc.org/coats.

Featured Program Requirements

- *For two program credits toward the Columbian Award* – Purchase a minimum of 6 cases of Supreme offered coats and host a distribution event (4 cases for Canada). Report activity using the [Fraternal Programs Report Form](#) (#10784).

Action Steps

1. Identify a program chairman to oversee all action steps and delegate tasks, as needed. If coordinating with the parish, confirm pastor approval with grand knight, and then set up subsequent parish ministry collaboration meetings.
2. Contact the state council to inquire about assisting in a Coats for Kids event or coordinating one in your community.
3. Organize a Coats for Kids distribution. Set a date, location and time.
4. Contact your grand knight, financial secretary, or program director to order coats in the United States through www.knightsgear.com. Coats in Canada should be ordered by visiting www.knightsgear.ca.
5. Prior to the Coats for Kids event, use the sample [News Release](#) (#10655) as a model to create and distribute a tailored release to local media.
6. Build public interest! Promote the Coats for Kids event in your parish and larger community through a variety of efforts:
 - Prominently display promotional posters
 - Bulletin announcements
 - Pulpit announcements
 - Posting on your council and parish website / social media pages

*Please note: the program must always be referred to as **Knights of Columbus Coats for Kids®**.*

7. Invite the media to attend (refer to [Public Relations and Publicity Guidelines](#) #2235). (For publicity reasons, councils might also consider inviting local athletes, TV personnel, and the parish priest to the distribution, as well.)
8. On the day of the event, wear Knights of Columbus-branded apparel and have the council membership director set up a table with brochures and membership documents (including [Prospect Cards](#) #921A). Do not forget that this event is a recruiting opportunity!
9. Enlist a fellow Knight or community member to photograph the event.



10. Following the Coats for Kids event, update the community on the success of your program by amending the sample [News Release](#) (#10655) and distributing it to local media, along with energizing photographs from the event.
11. To gain credit for your program, complete the associated reporting forms.
 - Immediately after your event is finished, complete the [Fraternal Programs Report Form](#) (#10784)
 - At the end of the fraternal year, complete the [Columbian Award Application](#) (#SP-7)

Resources

1. #10588- [Guidebook](#)
2. #10503- [Brochure](#)
3. #10586- [Vertical Poster](#)
4. #10587- [Horizontal Poster](#)
5. #10655- [News Release](#)

Program resources can be ordered by your grand knight, financial secretary and/or program director on Supplies Online via [Officers Online](#).

Link

www.kofc.org/coats