

# WINTER COAT DRIVE



## THE SITUATION

Winter is a time when people with scarce resources often need items just to stay warm.

## THE SOLUTION

Help make winter warmer for kids in your community by collecting new or gently used coats that can be provided to local children.

## THE STEPS

1

### MAKE YOUR PLAN

- Connect with United Way to confirm your drive, and to determine the recipients of your collected items.
- Build your team of friends and family to help with the drive.
- Determine the dates, times and locations for your drive.
- Secure your locations with the proper authorities.

2

### PROMOTE YOUR DRIVE

- Post about your winter coat drive on your social media – and ask work groups, community groups or faith-based organizations to share your event information.
- Provide the date, time and location for the items drop-off, and the organization that will benefit from the donations.

3

### COLLECT & DROP OFF

- Do your drive! Take lots of pictures and videos!
- Share your pictures and videos on social media, and share them with United Way.
- Thank those who donate for impacting the community.
- Drop off your donations; United Way can assist you with coordination.

**HAVE QUESTIONS? NEED HELP?**

**CALL UNITED WAY AT 203.757.9855 X114**



United Way  
of Greater Waterbury

**UPSTARTERS** is an initiative that gives local youth exposure to the role they can play in addressing community needs. Rather than hoping that youth learn about volunteerism or philanthropy by the time they are adults, **UPSTARTERS** provides opportunities today. **UPSTARTERS** is focused on the future generation of United Way learning to lead now. Get involved at [UnitedWayGW.org/UPSTARTERS](https://UnitedWayGW.org/UPSTARTERS)

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YOUTH COMMUNITY LEADERSHIP