

COATS FOR KIDS

Setting up a Coats for Kids Distribution

Thinking about hosting a Coats for Kids event? There are many things to consider when planning a major Coats for Kids Distribution. Please use the information below to plan your event.

When choosing your location, please think about the following:

- What are the demographics of the area? Is this area in need?
- Obtain permission from a local Catholic school, parish, or other venue to host the event
- How many children are attending the event? You will need enough coats to distribute. It is suggested that you order more coats than kids attending to be safe.

Communication:

- Announcements should be made at school and in the Parish.
 - Use the parish bulletin, pulpit announcements and other forms of communication and advertising the venue may utilize.
- Media present at the event.
 - Send a media advisory out one week prior and the day of the event
A sample media advisory is attached to this guide, use it as a template to send to your local media.
(NOTE: If the Supreme Council is involved with the event, they will coordinate media relations for the event)
Follow up with phone calls the day before as a reminder
Assign one or two members who are comfortable being on camera to give interviews to the media in the event they show up
If no media arrives, take photos and share them with the media along with a caption about the event
- Post the event in the local diocesan newspaper and local paper

Inviting Well-Known members of the Community/Celebrities:

- Having a well-known local member of the community is a draw for media and serves as a unique meet and greet opportunity for children attending the event. You might consider inviting the following:
 - Bishop/local Clergy
 - Members of the local sports team
 - Prominent community individuals
 - High profile Veterans
 - Local politicians
 - Local Sports Mascot



Volunteers:

- It is helpful to have 10-15 members assisting at the event with the coat distribution and organization
- Be sure to invite your Knights of Columbus State Officers to the event.

Agenda of the event:

Most major Coats for Kids distribution include a brief speaking program. It is suggested that you should have no more than four speakers (you want to be sure to keep the children's attention) and each speaker should be prepared with specific talking points to prevent repetition (this will also help in keeping the attention of the children). Here is a suggested run of show:

- o Bishop or clergy provide an opening prayer
- o Parish priest or school principal offer a welcome
- o Jurisdiction officer provides commentary from the Knights of Columbus
- o Local celebrity provides advice, inspiration, and motivation for children.

Recruitment:

Events like this are the perfect way to show prospective members who we are as Knights of Columbus and what we do. Feel free to invite prospective members to the event; and while you're at the event be on the lookout for potential members. Always have recruitment material on hand to distribute to those interested in joining the Order.

Media Advisory

INSERT DATE HERE

MEDIA CONTACT:

INSERT POINT OF CONTACT FOR MEDIA HERE

*Create Catchy Headline that Summarizes Event Here
Include Byline if more information is important*

WHAT:**WHO:****WHEN:****WHERE:**

WHY: The Coats for Kids program helps to meet a practical need and allows children an opportunity to interact with powerful figures of faith.

COVERAGE: Media are invited to attend and cover the event. However, advance publicity is not possible, as the general public is not invited to the coat distribution.

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About the Knights of Columbus: Founded in 1882 by Venerable Father Michael J. McGivney, the Knights of Columbus has grown to nearly 2 million members, with charity as the organization's primary mission. Last year, Knights donated \$185.6 million in donations and 75.6 million hours of service provided worldwide. More information is available at kofc.org.