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***Have you registered to host a Collection Drive? If not, [fill out this form](#).***

## **Social Media Package – Drop-Off Partners**

### **Introduction**

**Thank you for supporting families in need in the greater Edmonton region by being a Coats for Kids & Families drop-off partner!**

United Way of the Alberta Capital Region has been running Coats for Kids & Families (CFKF) since 1992, ensuring families and people with limited resources have proper winter outerwear needed for our cold winters.

Last year, we were able to partner with 49 local agencies to distribute 7,280 winter items across the region. This year, we are seeing a huge need in our community – we anticipate needing 10,000 coats to distribute to vulnerable local people.

By sharing this product drive on your business's social media platforms, you can:

- drive foot traffic to your business by encouraging people to come in to donate
- strengthen your organization's profile as an active community leader who champions equity
- increase your customers' awareness about this issue in our community
- contribute to meaningful change and generating tangible solutions
- help build healthy communities where you live and work

### **Messaging**

Many families in our region can't afford to purchase the clothing they need to stay warm during Alberta's harsh winters. This year, the need is even greater as people continue to face the financial challenges. You can help.

**Do local good by giving the gift of warmth to someone in need.**

[BUSINESS/ORGANIZATION] is accepting warm winter wear to support United Way of the Alberta Capital Region's Coats for Kids & Families initiative. We accept clean, gently used, outgrown or new winter outerwear for men, women, and children.

## Items Accepted

*All donated items must be clean and in good condition.*

- Men's winter coats
- Women's winter coats
- Infant and children's winter coats
- Toques, mitts, and scarves (adult and children's sizes)
- Snow pants (adult and children's sizes)
- Winter Boots
- Insulated work wear (men's and women's)
- Insulated work boots

Together, we can make sure no one in our community is left behind.

To learn more, visit [coatsforkidsandfamilies.ca](https://coatsforkidsandfamilies.ca)

If you need a coat, please call or text 211 to find a distribution depot near you.

## Tagging

- @myunitedway on [Twitter](#) & [Instagram](#)
- United Way of the Alberta Capital Region on [Facebook](#) & [LinkedIn](#)
- #DoLocalGood
- #yegCFKF

Other hashtags that may help you increase reach:

- #yeg or your local hashtag (ex: #shpk #fortsask #sprucegrove #leduc)
- #yegwinter
- #yegwx

## Content Ideas

If you have an idea for a piece of content and could use some support, or just want us to know what you're posting and when, connect with Chris Tse, United Way's Portfolio Manager, Digital Engagement, at [ctse@myunitedway.ca](mailto:ctse@myunitedway.ca).

- Set a goal for your business or location and track it. Share your goal on social media and encourage people to help you reach it. Share photos of the collection box overflowing!
- Post about what items really need to come in. Even if you're not able to track it at your location, we almost always need more mittens and men's coats.
- Post about why you are supporting United Way and Coats for Kids & Families, sharing why this cause aligns with your business' values.

When taking photos and shooting videos, keep these tips in mind:

- Please hold your phone horizontally for widescreen editing format. For best results, use a tripod or prop your device against something.
  - You can also have someone else hold the phone for you from about 3-4 feet away, capturing you in a medium shot from your chest and up.
  - Alternatively, hold the phone yourself with your arm extended, selfie style.
- Shoot videos in a quiet location or have everyone behind you quiet down while you talk to the camera. Keep the microphone source as close to the person talking as possible, without any background noises.
- Try to put your lighting source in front of you to light your face, and not behind you. This could be the sun, it could be a lamp, and one of the best scenarios is standing facing an outside window without the sun directly in your face. When shooting video outside, cloudy days are great for nice soft, natural light.
- Choose the maximum resolution when shooting and sharing photos and video.
- When sharing videos online, add captions for those who are hard of hearing or for people who have the sound muted on their phone.
  - Instagram Stories and Reels have an auto-captioning feature. This is handy since you can download these videos from Instagram and upload them to another platform.

## Incentives

When United Way has previously partnered with retail businesses, many chose to reward their customers who brought in a donation by providing perks, including:

- A free product (ex: a free coffee at a café for a donation)
- A discount (ex: 15% off a purchase at a clothing store for a donation)

We tend to see an increase in donations when businesses offer a reward or incentive to customers for donating to a collection drive. If you are unable to provide a free or discounted product or service, consider other ways to incentivize giving, such as:

- Hosting a raffle
- Hosting an Instagram/social media contest (ex: take a selfie when you drop off your coats and tag @myunitedway and @business to be entered in our giveaway).