Thank you for partnering with us!

This partnership includes 150+ coats from Operation Warm, 300 books from FirstBook National Book Bank, and the tools and materials you’ll need to create an unforgettable experience.

**IMPORTANT PROGRAM GUIDELINES:** children chosen to participate must meet the following selection criteria: 1). Infrequent library usage and/or currently do not possess a library card, 2). At risk of falling below grade level reading standards, and 3) Meet poverty requirements by attending a Title 1 school and/or qualifying for the Free and Reduced Meal Program.

Within this toolkit, you will find a list of tasks to be completed within a certain time frame along with best practices for the distribution. Follow the guidelines closely to ensure the event’s overall success.

**CONTENTS**

3-6... Program Guide & Timeline

7... Quick Checklist

8... Recommended Supplies & Distribution Diagram

9... Outcomes Data Worksheet

10... Mock Set-Up & Distribution Example

Additional materials are provided for event planning and coordination. These can be found on our Library Resources Page: Order Spreadsheet, Volunteer Duties & Schedule, Printable Size Signs

As always, contact Operation Warm with any questions.
Confirm date of Operation Warm giving event

Work with local connections to identify families and invite up to 150 disadvantaged children to attend the event

Review goals for event (program plan, orientation to services, outcomes data survey, parent/guardian survey)

*Recruiting similar ages and/or grades of children will increase the accuracy of the order configuration. Try to strategically recruit children in the same age or size group for ease of bulk ordering. You can also review current schools/programs in your area who are seeking coats via Operation Warm’s Wish List Database: https://www.operationwarm.org/wish-list-map/

Identify coat sizes needed and record information on spreadsheet *See Order Spreadsheet (separate document)

- Please communicate that our coats run small. **It’s extremely IMPORTANT that the size information collected is congruent with the sizes we offer**
- Coats come in sizes 2T – Adult XXL
  - **Youth sizes:** 2T, 3T, 4, 5/6, 7/8, 10/12, 14/16
  - **Adult sizes:** S, M, L, XL, XXL
- Coats are shipped in bulk in boxes of 6 or 12 (same size and gender). 150 coats = up to 25 boxes
- **Coat order needs to be placed 3 weeks before event**
  - **Order form:** https://form.jotform.com/operationwarm/library

Select and send book choices to Operation Warm. **Available inventory can be found here:** www.fbbookbank.org. Please view inventory via the ‘Ages, Genres, or Book Types’ tabs on the menu bar. Please do not click ‘Marketplace’.

Send Operation Warm your logo for event banner

Plan for special children’s activities during the event (e.g. educational games, musical performers, puppet show, etc.) and prepare take home literature highlighting your children’s services. See story about our pilot program activities: http://cct.org/2018/02/at-winter-coat-giveaways-families-discover-their-local-library/
Identify a place to securely store coats and books from time they arrive until event day

Coordinate staff and volunteers from local funding partner organization(s), if applicable. A minimum of six volunteers are required to properly staff giving room. Can accommodate up to 20

1 – 2 WEEKS OUT

Designate a room for the coat and book gifting. You will need at least 8 tables for staging coats and books

Review list of recommended supplies for set-up and break-down
*See pg. 7 for recommended supplies

Communicate volunteer duties and schedule to those attending
*See Volunteer Duties & Schedule (separate document)

Request your PR team alert press of event. Press release template available by request

Print out coat size signs available on Resources Page
  o Please note that you will not need to print every sign but rather the sizes included in your order

DAY OF EVENT

Set up a mock table of coats and books before volunteers arrive
*See pg. 9 for mock set-up
  o These tables will serve as an example and demonstrate to volunteers how to set up both coats and books for distribution

Coats and books should be on separate tables *See pg. 7 for distribution diagram
  o Tables should be specific to gender and size for ease of distribution

Have volunteers check in/write their name on name tag – name tags or labels needed; pens or markers needed
Assign set-up jobs to volunteers:
  - Hang size signs – tape needed
  - Hang banner – tape or string needed
  - Unbox coats and place on table – boxcutters or scissors needed *(CAUTION: DO NOT puncture coats through boxes. Be sure to have box cutters stowed securely before children arrive)*
  - Unbox books and place on table

Opening/‘thank you’ remarks before children arrive
Encourage funding partner to say a few words
Provide overview of event flow & review volunteer duties
  - Manning coat tables to replenish sizes/colors
  - Manning book tables to distribute/replenish, as needed
  - Surveying parents and collecting participant data (Note: adults are NOT required to fill out the parent/guardian survey, but should be invited if they are willing) *See Parent Survey document (separate)*
  - Oversee flow and make sure coats fit children properly
    - Children should be able to hug themselves and lift their arms over their head with ease. Always zip the coat to ensure proper fit
  - Name station: volunteers write child’s first name and last initial on interior coat label, “Made Just for You!” – markers needed
  - Late delivery coat data – record name, size and contact info for children who do not receive a coat due to depleted inventory *See Late Delivery sheet (separate)*

Monitor and complete Outcomes Data Worksheet throughout the event and post-event *See pg. 8 for worksheet*
POST-EVENT

☐ Re-box left over coats – tape & markers needed
  o Label which gender/size on the box
☐ Dispose of size signs; store banner
☐ Clean up and break down; return space to pre-event condition – please recycle empty boxes
☐ Closing/‘thank you’ to staff and volunteers
☐ Post photos to social media
  o Tag @OperationWarm
☐ Make arrangements to ID new library cards issued during event and track their ongoing usage
☐ Thank sponsoring organization
☐ Celebrate a warming and fulfilling event!
<table>
<thead>
<tr>
<th>Task</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confirm the date, time and onsite location of event</td>
<td>☐</td>
</tr>
<tr>
<td>Recruit up to 150 children in need</td>
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<tr>
<td>Identify coat sizes needed and record information on spreadsheet</td>
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</tr>
<tr>
<td>Place coat order (no later than 3 weeks out)</td>
<td>☐</td>
</tr>
<tr>
<td>Place book order from FirstBook National Book Bank</td>
<td>☐</td>
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<tr>
<td>Send logo for event banner</td>
<td>☐</td>
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<tr>
<td>Plan for activities during event</td>
<td>☐</td>
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<tr>
<td>Communicate volunteer duties and schedule to those attending</td>
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<tr>
<td>Ensure a volunteer is assigned to Parent Survey data collection</td>
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<tr>
<td>Request PR team alert local press (optional)</td>
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<tr>
<td>Print coat size signs provided (available on Resources Page)</td>
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<tr>
<td>When coats are delivered, store coats and ensure that they are in a locked/safe space until the event</td>
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</tr>
<tr>
<td>Prepare event space (see example on next page) and clean-up when finished</td>
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</tr>
<tr>
<td>Monitor and complete Outcome Data Worksheet throughout event and post-event</td>
<td>☐</td>
</tr>
<tr>
<td>Send OW late delivery coat info (if applicable). Plan to contact families when coats arrive</td>
<td>☐</td>
</tr>
<tr>
<td>Make arrangements to ID new library cards issued during event &gt; track ongoing use</td>
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</table>
RECOMMENDED SUPPLIES

- Minimum 8 tables
- 2-3 trash cans & trash bags
- Minimum 4 chairs (name station)
- Markers
- Tape
- Name tags or labels
- Pens
- Boxcutters (store securely after use)
- Speakers for music (optional)

*DISTRIBUTION DIAGRAM

*Setup is subject to change based on size of space, layout, and coat sizes
OUTCOMES DATA WORKSHEET

TO BE COMPLETED BY LIBRARY STAFF: Operation Warm receives a significant amount of grant funding to support our programs. Your data will help us to write compelling outcome reports, ensuring program sustainability now and in the future!

Please describe all programming that occurred during your coat distribution event (for example: STEM activities, story-telling, art projects, literacy programming, parent program orientation, etc.)

By what percentage did library attendance increase on the day of the event vs. a “normal” day: ________ %

Please list the number of new library cards issued on event day: _______

Please list the number of new cards still in active use 3 months later: _______

How many attendees enrolled or participated in early childhood programming after the event? Please provide a brief description of the programs offered.

Please list the main contact(s) if additional information is needed.

Library Name: ____________________________________________________________
Contact Name: ___________________________________________________________
Contact Email: ___________________________________________________________
Contact Phone: ___________________________________________________________

Once complete, please scan and email to aprice@operationwarm.org 90 days post-event. Thank you!
MOCK TABLE SET-UP

DISTRIBUTION EXAMPLE
Video Link: https://www.youtube.com/watch?v=SxYZmioJ7Gs&t=1s