

Virtual Volunteer: #morethanacoat



About Us:

Operation Warm is a national nonprofit that manufactures brand new, high-quality coats for children in need. We partner with compassionate individuals, community organizations, and corporations across North America to provide emotional warmth, confidence to socialize and succeed, and hope of a brighter future through the gift of a brand-new coat. Over the last 20 years, Operation Warm and our partners have used the coat as a bridge for families in need to access everything from flu shots to new books.

Summary:

Operation Warm offers a unique virtual volunteering opportunity to help volunteers engage with our mission in a meaningful way.

This year to earn more awareness of our mission we are launching a social media campaign [#morethanacoat](#). You can help by helping to spread the word.

Task #1

1. Choose a photo or record a short video to tell us what #morethanacoat means to you
 - a. Operation Warm has given 3.5 million children the gift of a brand-new coat. Unfortunately, this year we cannot have you volunteer directly with the children; but we can show you their joy! Choose one of the photos on [our gallery page](#).
2. Share & Support
 - a. Create a post to amplify our #morethanacoat social media campaign!
 - b. Share the photo on your favorite social channel
 - Tag Operation Warm
 - Facebook - @OperationWarm
 - Instagram - @operationwarm_coatsforkids
 - Twitter - @OperationWarm
 - Challenge friends to join in
 - Don't forget to use the hashtag #morethanacoat
3. Want to go even further?

- a. Every \$20 provides a brand-new coat to a child in need. Create a fundraising campaign and post to your social channels. Encourage family and friends to donate for your celebrations, holidays, events and more.
- b. Create your fundraising page by clicking [here](#)!

Task #2: Influencer Activation

We want to identify social media influencers who align with Operation Warm and could help us raise awareness for our mission.

- Identify one person at any of the following levels who would be a good influencer for Operation Warm:
 - c. Micro-influencers: 10,000 –50,000 followers
 - d. Mid-tier influencers: 50,000 –500,000 followers
 - e. Macro-influencers: 500,000 –1,000,000 followers
 - f. Mega-influencers: 1,000,000+ followers
- Reach out to the influencer and explain you are a volunteer for Operation Warm and we are currently looking for influencers to help us raise awareness this fall about our goal to provide 500,00 children #morethanacoat
- Submit your influencer recommendation to socialmedia@operationwarm.org