

## COTA Paper Icons – Tips

The COTA Paper Icon program can be very simple, and quite successful. Order icons from COTA for a nominal cost and make them available to supporters for a contribution of \$1. Even a small group of COTA community campaign volunteers can manage this fundraiser. However, adequate planning is important to maximize your fundraising results.

### Business Partners

Many retailers routinely participate in icon programs for charities. Icons often dress up windows, walls and check-out areas of retail businesses. The best retail locations are those that have many customers go past a counter each day – and each customer is a prospective supporter of the COTA community campaign.

Great COTA Paper Icon locations include:

- Grocery Stores
- Gas Stations
- Convenience Stores
- Banks
- Gyms
- Restaurants (especially fast food restaurants)

Consider other, creative options and make a list of all possible Paper Icon program partners:

- *Cubicle Campaigns*  
Make icons available to co-workers for contributions and then display them in the break room or lobby of the business.
- *Sports Park Concessions*  
Hang icons on the fencing around the park during the sporting event. Remove the icons after the event.
- *Churches*  
From classrooms to the fellowship hall area, display icons as a reminder of the congregation's support of COTA in honor of your local family.
- *Schools*  
Line the hallways, the gymnasium or the lunchroom with COTA Paper Icons. Icons can also be placed on lockers or pasted to binders or notebooks. Try to make it the 'in' thing to have a COTA Paper Icon!
- *Medical Facilities*  
Waiting rooms at doctor offices, dentist offices, chiropractic offices, etc. are more festive with paper icons supporting a great cause.
- *Special Events*  
Grand openings, community festivals, concerts or anything that attracts a crowd are perfect opportunities for COTA Paper Icons.

### **Approaching Potential Partners**

Identify the person who you need to talk to gain permission for the COTA Paper Icon program. These people may not have time for a lengthy presentation, so keep it simple and direct. An example:

*I am a representative of the Children's Organ Transplant Association, who is working in this community to raise funds to assist with transplant-related expenses for local children like **Patient Name**. **Patient Name** needs a life-saving **organ/tissue** transplant.*

*One of our fundraising activities is a Paper Icon program. This is a simple way for you and your customers to help COTA and transplant kids like **Patient Name**. Here is what we are asking:*

- 1. Place a supply of icons at every register. Icons will be provided to you at no cost for a set period of time (usually two to four weeks). A COTA volunteer will come to this location each week to re-stock icons, pick up any funds raised and answer any questions.*
- 2. Train your employees to ask every customer to donate \$1 for a COTA Paper Icon. Donations go to COTA to assist with transplant-related expenses. Perhaps we can work together to develop an incentive contest to build enthusiasm.*
- 3. Ask customers to sign their icon and then display the signed icons in your location.*

### **A Benefit to Your Partner**

You can help your partners and those participating in the COTA Paper Icon program by offering suggestions for boosting support. Some ideas for retail sales locations include:

- *Build a Customer Base*  
Encourage retailers to give a store coupon to each customer that contributes for an icon. The coupon can be used toward their next purchase, which gives the customer a reason to return.
- *Boost Employee Morale*  
Encourage retailers to set a store goal. Determine how many icons the store (and each employee) should distribute within a two-to-four week period. Create excitement among associates by offering incentives such as an extra work break, a treat from the bakery, or a gift certificate or gift card. Businesses within the community can encourage competition between locations and perhaps develop a contest for creative icon displays or highest fundraising totals.
- *Demonstrate Community Involvement*

## Children's Organ Transplant Association® Community Campaign Resource

The display of COTA Paper Icons is a public way to show that this business cares about the community and the families that live there.

Some ideas for clubs, organizations and schools include:

- *Promote Friendly Competition*  
No special skills needed. The COTA Paper Icon program can simply be fun for all who participate. Get prizes donated from local businesses for top fundraisers or fundraising teams. A pizza party for the winning classroom or a gift certificate for a movie is a great incentive.
- *Meet Service Project Requirements*  
Students and student groups look for ways to make a difference in their community. Helping raise funds for COTA can help them reach meet the requirements for service hours.
- *Creates Awareness*  
Remind people in your community there is a need for organ, tissue and marrow donors. Distribute organ donor registration cards with each COTA Paper Icon.

A COTA Paper Icon program is easy and can become an annual fundraiser in your community. Create a plan, start making contacts, order your supply of COTA Paper Icons today and involve your community in making a life-saving difference for your COTA patient.