

Social Media Toolkit: for Facebook & Twitter

Follow COTA

Follow and share your COTA family's story using the hashtag **#COTAHope**.

- Like COTA on Facebook: www.facebook.com/COTAFans.
- Follow COTA on Twitter: @COTA_org.
- Tag COTA when you post photos and/or status updates to either FB or Twitter.

Post

Use these introductory template **Facebook** posts to bring awareness to your COTA community campaign. The most successful social media campaigns post regularly to keep followers engaged. You will want to alternate the information you post. Include posts with details about the patient's transplant journey, COTA facts, fundraising event details and fundraising event follow-up. Post pictures, COTA graphics and the COTA campaign website or donation page link frequently. In addition, invite followers to make a contribution, share the posts and "Like" or "Follow" the Facebook page to increase awareness of the campaign. Your goal is to create a community of supporters for the patient, family and campaign. If you already have a Facebook presence with a broad network of support, it may be beneficial to create a dedicated Facebook page for the campaign.

- **About COTA:**
(Upload a Patient Photo) Patient needs a life-saving Transplant Type transplant. *(Include a brief sentence or two about the patient's story and your connection to them.)* Patient's family has partnered with the Children's Organ Transplant Association (COTA) to help raise funds for transplant-related expenses. Help me raise \$GOAL for COTA in honor of Patient! Anything you can give will help. Make a one-time or recurring gift at: [COTA Website or Donation Page Link](#). Please share this post! #COTAHope
- **Wondering how you can help?** (Upload a Patient Photo) Transplant-related expenses can be overwhelming so we have joined with the Children's Organ Transplant Association (COTA), a national charity based in Bloomington, Indiana. COTA is dedicated to organizing and guiding families in raising funds. COTA's services are completely free of charge, and 100% of funds raised in honor of Patient Name assist with transplant-related expenses. Please consider visiting [COTA Website or Donation Page Link](#) to make a one-time or recurring gift. Please share this post! #COTAHope

- **Why COTA?** 3 reasons why **Patient's** family asked COTA for assistance:
 - 1) COTA does not charge a transplant family, or patient, for its services.
 - 2) 100% of funds raised in honor of COTA patients assist with transplant-related expenses.
 - 3) COTA funds are available for a patient's lifetime to cover transplant-related expense.Questions about the COTA for **Patient** campaign? Please let us know! Learn more and make a gift at: [COTA Website or Donation Page Link](#). #COTAHope
- **Become a COTA Volunteer!** If you could help make a life-saving difference for a transplant family, would you? Become a COTA Miracle Maker! The Children's Organ Transplant Association (COTA) needs your help! Volunteers are needed to help plan and implement fundraising activities. Individuals and groups interested in learning more about volunteer opportunities please contact COTA for **Campaign Name** Community Coordinator, **CC Name**, **CC Email** or **CC Phone**. Donate now or learn more at: [COTA Website or Donation Page Link](#). #COTAHope
- **Recurring Gifts:** Want to make a lasting contribution to assist COTA in honor of **Patient**? Visit [COTA Website or Donation Page Link](#) to make a contribution by credit card and choose the *recurring* gift option! Your credit card will be charged monthly, and your ongoing support for transplant-related expenses will have a great impact. Remember to follow transplant and campaign updates at [COTA Website](#). #COTAHope
- **Corporate Matching Gifts:** Did you know that your contribution to COTA in honor of **Patient Name** may be doubled quickly and easily! See if your company participates in a Corporate Matching Gifts Program. By visiting <http://www.matchinggifts.com/cota>. COTA is a 501(c)3 organization, and all donations are tax deductible to the fullest extent of the law. Please contribute now at: [COTA Website or Donation Page Link](#). #COTAHope

Tweet

Twitter can be a useful platform to drive traffic to the Facebook page, COTA campaign website or COTA donation page. To be successful on Twitter, regularly tweet photos of the patient, events in the patient's life, and fundraising activities. Please always use #COTAHope when you tweet. Using #COTAHope allows people who follow COTA to learn about the patient and the campaign. Use these samples on **Twitter** to involve your followers in the patient campaign. Consider asking followers to retweet.

- [\(insert link to campaign website or donation page\)](#). #COTAHope. Please retweet!
- Come to **Fundraising Event** for COTA in honor of **Patient**! #COTAHope [\(insert link to campaign website or donation page\)](#)
- Thank you for attending **Fundraising Event** for COTA in honor of **Patient**! #COTAHope [\(insert link to campaign website or donation page\)](#)

Children's Organ Transplant Association®
Community Campaign Resource

- Patient Name received his/her transplant! #COTAHope (Insert link to campaign website or donation page.)

Visit the Volunteer section of the COTA website and click on Social Media Resources to download COTA graphics and to learn more ways to make your social media campaign successful. Remember to send all COTA community campaign fundraising information to CampaignInfo@cota.org before posting.