

Facebook Donate Button

Do not utilize for your COTA Community Campaign

Social media is an incredible tool for fundraising in honor of your COTA patient. With platforms like Facebook, Twitter and Instagram, a single post can go viral in minutes. Hundreds, if not thousands, of dollars can be raised for a cause within a day. *Spreading awareness of your COTA community campaign has never been easier!*

However, there are times when an attempt to bring improvement creates confusion. The Facebook **donate button** is an example. The donate button allows users to contribute to a particular nonprofit and/or cause with a simple click of this button.



There are two locations where a Facebook donate button can be used: on **pages** and on **individual posts**. While this feature is wonderful for raising *unrestricted* funds for COTA, which allow us to offer our services free of charge, **the donate button does not work to raise funds for your specific community campaign**. Here is why:

1. Funds raised through Facebook's donate button are sent to COTA monthly in **one lump sum**, so we are unable to distinguish which COTA community campaigns should receive proceeds.
2. COTA also does not receive individual contributor information and therefore, we are unable to send tax receipts letters to contributors. They will not be able to count it as a tax-deductible contribution to COTA. Their names will also not appear on your COTA campaign website because the gift was not made directly to COTA but through a third party.

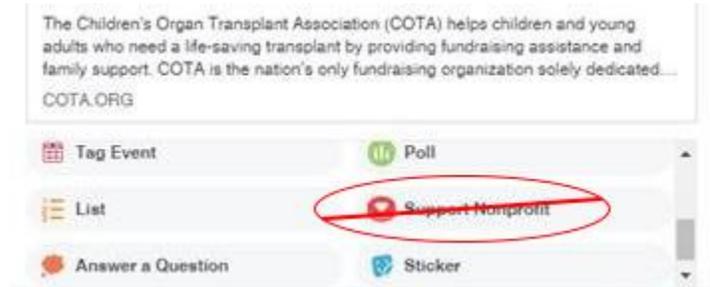


COTA is truly grateful for all unrestricted contributions which enable us to keep our promise to assist families around the country with transplant-related expenses at no cost. But, if you, other volunteers and/or the COTA family have added a donate button to your community campaign

Children's Organ Transplant Association® Community Campaign Resource

Facebook page and/or are sharing posts on Facebook to raise funds for your community campaign, please follow any of these steps:

1. Remove the donate button from your COTA community campaign's Facebook page and inform all page administrators why this was done.
2. Add the URL for your COTA campaign website to the "About" section of your campaign Facebook page.
3. On your COTA campaign website, click the 'Facebook' button beneath **GIVE NOW** to share the fundraising campaign. This will open a pop-up box that includes a link to the website and allows you to add a description to the post. Invite your Facebook friends and followers to visit the COTA campaign website via this link and make a contribution.
4. Create a post on Facebook where you paste the COTA campaign website URL into the description. **Do not add a donate button**, but instead invite your Facebook friends and followers to click on the website link to learn more and make a contribution.
5. If you see anyone adding donate buttons to their posts about your COTA community campaign, ask them to please remove the donate button and explain why it is important for supporters to visit the campaign website link *only* to make a contribution.



Please contact CampaignInfo@cota.org or call us at 800.366.2682 if you have any questions.