

COTA Paper Icons

Paper Icons can be used by COTA community campaigns to build awareness and raise support. COTA community campaigns are encouraged to partner with local businesses to provide the opportunity for supporters to display a COTA Paper Icon for a contribution of \$1.

To implement a successful COTA Paper Icon program, follow these steps:

1. **Recruit a Paper Icon Chairperson.** This person will oversee the program, including ordering the COTA Paper Icons, preparing the contributors' sheets, tracking contributions and committee members, and establishing incentive contests.
2. **Set a timeline for the program.** The program should be launched simultaneously at multiple locations within the community to build recognition and awareness. Try to avoid times during which other charities are known to have similar programs (i.e. March of Dimes Shamrocks at St. Patrick's Day). The typical length of the Paper Icon program is four weeks.
3. **Recruit Paper Icon program volunteers.** Be sure to utilize volunteers you know and trust for the Paper Icon committee. Because proceeds are all in cash, it is important to keep a record of which volunteer(s) are collecting funds to avoid any confusion or concern.
4. **Prepare supporting materials for the Paper Icon program.** Templates for a promotional poster and business permission letter are available in the *Volunteers* section of the COTA website (COTA.org).
5. **Distribute Paper Icons in the community.** Provide Paper Icons, promotional posters and business permission letters to committee members. Request permission from store managers to place a Paper Icon display at cash registers. It is critical that a volunteer placing Paper Icons understands that proceeds *must* be collected and additional Paper Icons delivered on a routine basis – at least once each week. Ensure that proceeds match (or exceed) the number of displayed icons. Some businesses will offer to handle the accounting for the Paper Icons and provide a check for all proceeds at the end of the program. Additional ideas for placement and for organizing a Paper Icon program, including sales incentive contests, can be found in the *Volunteers* section of the COTA website (COTA.org).



Children's Organ Transplant Association®

Community Campaign Resource

6. **Send proceeds to COTA.** Cash collected from the Paper Icon program should be converted to a money order or cashier's check and sent to COTA. The fee for the money order may be taken from the proceeds. If a business is providing a check for the proceeds, the check should be made payable to COTA with "in honor of Patient Name" in the memo line.

7. **Say *Thank You!*** Remember to collect any unused Paper Icons at the end of the program. Order COTA thank you cards to send a note of appreciation to business owners or managers who have supported the Paper Icon program. Consider including a list of participating businesses on the COTA campaign website. Work with your team's Public Relations Coordinator to publicly thank these partners in the community through a Letter to the Editor that is approved by COTA via CampaignInfo@cota.org and then sent to the local newspaper.