

## COTA Event Pages

If you are planning a COTA fundraiser in honor of your COTA patient, consider setting up an **Event Page**. For instance, a COTA community campaign that wants to accept online registrations and have access to contributor information for reservations, head counts, etc. (for instance, a 5K) would find an Event Page helpful. A COTA Event Page is also helpful for community campaigns that want to track any kind of fundraising separately from the general campaign donations for a short duration, like for private dollar matching, team competitions for fundraising or viral fundraising efforts.

### Advantages of a COTA Event Page:

1. A separate goal and goal thermometer can be used for the specific event. However, you can choose to not display a goal at all and just show 'Dollars raised so far.' There is also a variety of goal thermometers to choose from to brand your event.
2. The event administrator has full and immediate access to the information and can manually disable the page at any time when the event is sold out.

The screenshot shows a COTA Event Page for 'Texas Hold 'Em Poker Night' organized by the COTA Team Elena L. Events 2. The page features a goal thermometer showing progress towards a \$1,000.00 goal. It includes a 'Donate Register' button, a 'Help spread the word' section with social media links, and a table of contributions. The event details specify it will be held on Saturday, September 30, 2017, at the Germantown Pickering Center. Prizes for the top 15 donors include roundtrip tickets on Southern Airways Express. The page also includes contact information for Monica Neuburger and a copyright notice for 2012.

Date	Contributor	Comment
09/25/17	William Klutt	One ticket for Will Klutt
09/20/17	Brendon Hasso	2 tickets
09/20/17	Laura Sells	
09/08/17	Cheryl Goodman	Poker registration
09/02/17	Holly Turner	2 Tickets - Holly and Daniel Turner
09/01/17	Kick Wysocki	Poker Tournament 1 person
08/31/17	Holly Long	
<b>Count: 15</b>		<b>Donation Total: \$900.00</b>

The screenshot shows the 'My Page Statistics' section of the COTA Event Page. It includes a 'Send Thank You E-mail' button and an 'Export To Excel' button. Below these is a table with columns for Date, Contributor, Amount, and Detail. The table lists several contributions, with a total count of 37 and a total amount of \$5,680.00.

Date	Contributor	Amount	Detail
10/10/11	Lynne Griffiths	\$ 100.00	<a href="#">View</a>
09/30/11	Linda Dalloway	\$ 15.00	<a href="#">View</a>
09/29/11	David Bishop	\$ 30.00	<a href="#">View</a>
09/29/11	Geoff Joseph	\$ 20.00	<a href="#">View</a>
09/29/11	Richard Heywood	\$ 30.00	<a href="#">View</a>
09/28/11	Christina Rossi	\$ 40.00	<a href="#">View</a>
09/28/11	Susan Culling	\$ 50.00	<a href="#">View</a>
<b>Count: 37</b>		<b>\$5,680.00</b>	

The screenshot shows the 'Update Your Progress Graphic' section of the COTA Event Page. It features a progress gauge and a dropdown menu for selecting a different gauge to preview. The dropdown menu includes options such as 'Runners', 'Walkers', 'Bikers', 'Golfing', 'Bowling', 'Dance Party', and 'Home/Shelter'. The 'Runners' option is currently selected.

# Children's Organ Transplant Association®

## Community Campaign Resource

3. COTA Event Pages can be reused for multiple events. Donation amounts can be reset and the event detail can be changed for each event.
4. Event registrants' names and comments can be displayed or hidden on the page. Registration details (like T-shirt sizes or multiple participants per entry) can be collected and well wishes can be displayed.

Date	Contributor	Comment
11/14/11	Victor Braga	Runner
11/14/11	Irene Cheng	I will be running this Saturday. T-shirt size xl.
11/14/11	Toby Cheng	I will be running. T-shirt size small. Twenty dollars more is a donation from a friend of mine: Mrs. Adrienne Jones.
11/14/11	Vanessa Lariza	I will be running.
<b>Count: 58</b>		<b>Donation Total: \$2,450.00</b>

Date	Contributor	Comment
09/13/11	Kevin Martin	Our thoughts and prayers are with you!
09/13/11	Michael Steiner	Good luck Team Radius: wish I could join you.
09/13/11	Laura Roth	Keeping Rhiann close in thoughts and prayers.
09/13/11	Kristen Goldman	
09/13/11	Samantha Jones	
09/12/11	Neet Kishore	
<b>Count: 57</b>		<b>Donation Total: \$5,680.00</b>

### ***General Procedures and Considerations:***

1. Notify COTA that you want to start an Event Page. A name for the Event Page will become part of the URL web address. Provide us with contact information for the Event Chairman or whomever will be the administrator of the page. They will be provided login credentials and be the main contact for COTA staff to help maintain the page.
2. Each COTA Event Page has its own goal and thermometer that is separate from the larger campaign goal. The event goal does not affect the main campaign goal and event proceeds will not show up on the main campaign donation page until the event is over and COTA makes a one-time transfer of funds from the Event Page to the general campaign website. At the time of the transfer, the thermometer will rise accordingly on the main campaign page. The thermometer on the event page will keep the event total, but for future events those donations can be hidden by selecting the cutoff date for displaying (see *Advantage #4* above).
3. Event pages need to comply with the same guidelines as any other campaign promotion, so be sure to send text to [CampaignInfo@cota.org](mailto:CampaignInfo@cota.org) for review before sharing the COTA Event Page with others.

If you have any questions or need assistance, email [CampaignInfo@cota.org](mailto:CampaignInfo@cota.org).