

Getting Started *Personalizing the COTA Community Campaign Website*

You have login information, an instruction manual and training -- now what? Here are a few tips on how to get started personalizing your COTA community campaign website.

Edit Our Story. First, you will want to edit the 'Our Story' section. Initially, information about COTA will be in this area, but we want you to personalize the website. What kind of transplant does he/she need? What are some of his/her favorite things? *Overall, what will help supporters get to know your COTA patient and the family better?* **Remember, it is still necessary to use IRS-compliant language in all website writing.**

Add Links to Social Media. Your COTA community campaign website provides a section to link numerous social media accounts, like Facebook, Twitter and Instagram. Social media is a great way for supporters to follow your COTA patient's journey. If you do not have a Facebook page for your COTA patient we highly recommend setting one up. There are roughly 2 billion Facebook users and more than half of them log onto Facebook daily. One particular advantage of a Facebook page is being able to assign multiple volunteers as administrators -- people with permission to post and add events -- like the Community Coordinator, Public Relations Coordinator and Webmaster, in addition to the parents. Your community campaign website can promote social media pages and vice versa.



OUR STORY
Friends and Family.

This past May sweet Rowan Vet was diagnosed with a rare form of infant liver disease called Biliary Atresia. He had surgery on May 29 to attempt to re-route his bile ducts but unfortunately it was not successful and Rowan continues to grow more sick without a properly functioning liver. On August 18 Rowan was officially listed for a liver transplant.

The stress of a sick child is more than any couple can or should bear by themselves. We are asking you to rally around Caleb, Sara, Lily and Rowan and commit to supporting them through this very difficult time. First and foremost we are asking you to pray! Please pray for healing for Rowan. We trust that God is in control and we know His timing is perfect. Pray for strength, wisdom and peace for Caleb and Sara as they navigate such uncharted territory. Pray for Lily as she adjusts to so many disruptions in her schedule and routines.

The cost of a sick child builds significantly over the course of month...

[CONTINUE READING »](#)

UPDATES

OUR GOD IS ABLE!
Posted September 18, 2017

Thank you for your prayers for Rowan last night. The doctors were not able to fix his previous broviac line so they inserted a brand new line. Unfortunately, the new line tied a lot last night and the surgeon needed to put a pressure bandage on [CONTINUE READING »](#)

Encouragement for the Vets
Posted September 17, 2017

Thank you to everyone that has been following Rowan's story. Caleb and Sara continue to be amazed and humbled at the love, support, and prayers that so many have poured out on Rowan and Family. You have been an encouragement to the family during [CONTINUE READING »](#)

10,000 Things
Posted September 12, 2017

First of all, Caleb and Sara want each one of you to know how much they appreciate your encouragement during this very trying time. The prayers, financial support, meals, and comments of support mean so much to them. You are helping to carry the [CONTINUE READING »](#)

Ascites, Irma, and Another Hospital Stay
Posted September 8, 2017

[CONTINUE READING »](#)

Publish a Blog Post. The benefit of blogging about your COTA patient's transplant journey is twofold. First, COTA patients and/or families can use blogging to document the journey and, in the future, can reread those posts to look back on the experience. Second, blogs allow supporters 'a look' into the COTA patient and family's transplant journey. These blogs can cover a range of topics, from hospital visits to fundraising event follow-ups to patient milestones. Perhaps this first blog introduces your COTA patient and describes his/her new partnership with COTA. Check out COTA's [Blogging Tips](#) whether you are a new or experienced blogger.

Children's Organ Transplant Association®

Community Campaign Resource

Create an Event. Is your COTA community campaign team planning an upcoming fundraising event? Create an 'Event' on your COTA website with details (time, date, location) and information about attending or contributing to the COTA fundraiser. You can include photos, videos and links (for instance to a registration page). You can then promote it on social media and place it on the campaign website as a 'Featured Event.' For fundraising event ideas, visit the [Fundraising Resources](#) area of COTA.org.

Post a Photo Gallery. Like blogs, pictures allow your COTA patient and family to capture the transplant journey. You may want to post a gallery for your COTA patient's first day of school, a fundraising event, pre- and post-transplant days ... or something else entirely. For the first gallery, consider posting recent pictures of your COTA patient.

If you have any questions about how to manage your COTA community campaign website or how to get started, please email CampaignInfo@cota.org.

