Tips for Customizing Your COTA Event Page

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 participant information for reservations, head counts, etc. (i.e. like 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 contributions for a short duration -- like for private dollar matching, team competitions for fundraising or viral fundraising efforts.

Customize the Page Title. A page title is the first indicator of what the fundraising event is. Brainstorm a title that is both clear and catchy. Keep the name consistent throughout all promotional materials, including the COTA Event Page, while making sure the fundraiser name is compliant with IRS guidelines.

Upload a Photo. Give the event a face -- literally or figuratively. Consider uploading a picture of your COTA patient or the event flyer you plan to distribute around the community.

Edit the Fundraiser Story. This section is where you include the event details and information. Explain this fundraiser will benefit COTA in honor of your patient to assist with transplant-related expenses. List the time, date and location of the event, as well as the registration or ticket price. Include any additional instructions, for instance if registrants need to list in the comments what vehicle they are bringing to a car show fundraiser. Assure your supporters donating is safe and easy and that contributions are tax deductible to the fullest extent of the law. Do not write a novel, but be sure to include all relevant details for the COTA fundraising event.

Choose a Progress Graphic. There is a variety of progress graphics, or goal thermometers, to suit your event. Holding a COTA 5K or Fun Run? Perhaps you will want to select the 'Runners' or 'Walkers' thermometer. Hosting a *COTA Golf for Life* fundraiser? Consider selecting the 'Golfing' thermometer. Seeing how much has already been raised for COTA in honor of your COTA patient will be one of the first things contributors check, and customizing the progress graphic to match your event is a nice touch.

Once you have customized your page for the fundraising event, the event page is ready for sharing!

WAIT! Did you check your COTA Event Page for IRS compliance? Event pages need to comply with the same guidelines as any other campaign promotion, so be sure to send text to CampaignInfo@cota.org for review before sharing the page with others. If you have any questions or need assistance, email CampaignInfo@cota.org.