

Virtual Adopt-an-Envelope Fundraisers *Five-Step Process*

The Adopt-an-Envelope fundraiser, also referred to as Adopt-a-Box, is an excellent way to turn many small donations into significant funds raised for your COTA community campaign. If you host a fundraiser with 100 envelopes, your team could raise \$5,000. Follow these five easy steps to get started:

1. Create a graphic with virtual envelopes numbered one through your number of choice (typically 100, 150, 200 or 250). Each number reflects the dollar amount of that envelope.
2. Direct supporters to choose an available envelope (not crossed out) to 'adopt' as the dollar amount they want to donate themselves or will raise by hosting their own fundraiser or by soliciting their friends and family. They can indicate their choice by commenting on the social media post or COTA campaign website blog post.
 - For someone wanting to *raise* the chosen dollar amount, they might collect cash donations (which your team will convert into a money order) and checks (made payable to COTA with the COTA patient name on the memo line), or even have friends and family donate via the COTA campaign website with a comment noting this gift goes toward that fund-raiser's envelope.
3. You can either cross out the claimed envelope immediately or wait until the money has been donated or raised. If the latter, be sure to explain that no envelopes will be reserved, as the goal is to raise funds fast.
4. If an envelope someone wants has already been chosen, they can instead adopt multiple envelopes that equal the amount they want to give or raise. For example, if they want to give or raise \$100, they can choose several different envelope combinations to equal the sum of 100.
5. The fundraiser continues until all envelopes are crossed out. Announce this accomplishment on social media and your COTA campaign website with the final amount raised!



Please contact CampaignInfo@cota.org if you have questions about hosting a virtual Adopt-an-Envelope COTA fundraiser.