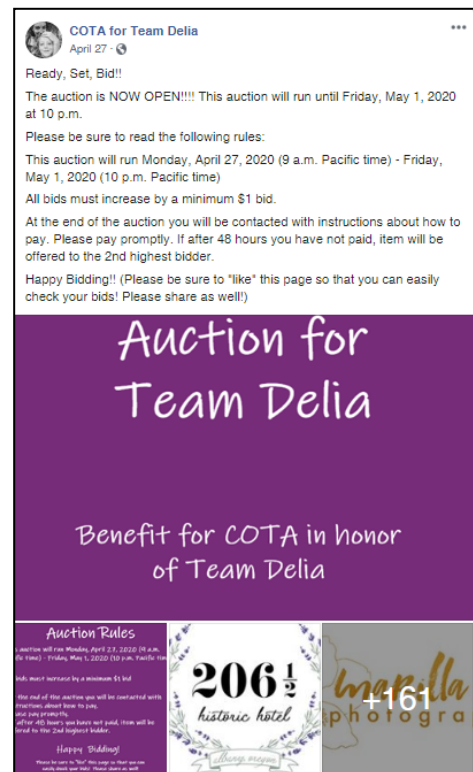


## Fundraisers for Your COTA Campaign on #GivingTuesday

#GivingTuesday (*the Tuesday after Thanksgiving, Black Friday and Cyber Monday*) kicks off the charitable season. This joint effort was created as a simple idea: a day that encourages people to do good. Over the past ten years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate and celebrate generosity. While this global day of giving is fueled by the power of social media, there are many different fundraisers your COTA campaign can host on and leading up to GivingTuesday -- no matter how big or small.

You can reach different audiences and increase fundraising proceeds while delivering a great experience. Try one (or more!) of these ideas for GivingTuesday on **November 29<sup>th</sup>**.

1. **[Restaurant Percentage Night](#)**. Restaurant percentage fundraisers lend well to one-day events. You could host a restaurant percentage fundraiser the day of GivingTuesday to boost funds raised in that 24-hour period. The restaurant will give your COTA community campaign a percentage of the sales for all the customers that visit because of your contact. Often restaurants will require that a patron bring a coupon or flyer to demonstrate they are supporting the COTA community campaign, but many also allow online and curbside orders to count for the fundraiser by using a special code. Check with each restaurant to determine the policy.
2. **[Online Auction](#)**. Utilize Facebook, your COTA campaign website, and/or a free third-party site like [32auctions.com](#) or [YourCharityAuction.com](#) to host an online auction. Create a photo album on your COTA campaign's Facebook page of the auction items; have supporters bid on each item or basket by commenting on the photo with an amount (they will be notified each time someone else comments, which could lead to a bidding war); once the auction is over, direct winners to pay for the item in-person when collecting it or via your COTA campaign website. Or instead of Facebook, supporters can bid via the third-party auction site and pay the same way. November 29<sup>th</sup> could be the final day of bidding as a way to promote GivingTuesday.
3. **[Virtual 5k](#)**. Rather than gather participants on a single day for a fun run/walk, allow them to complete a 5k on their own terms. Supporters can run, walk, bike or swim, the distance in honor of your local patient. Consider having the 5k span the week or month leading up to GivingTuesday, with November 29<sup>th</sup> being the last day. Work with COTA to set up a [COTA Event Thermometer](#) to accept online registration; ask for mailing addresses so you can send medals or race bibs personalized



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to your COTA community campaign. Perhaps participants can post pictures on social media of them completing the 5k in event swag to win prizes.

4. **'Non-Event' Event.** Your COTA community campaign can make a fundraiser out of *not* having an event.
  - Consider a fundraiser where supporters stay home and donate to the COTA community campaign what they would have spent on a night out. Instead of going to the movies, they donate what they would have spent on movie tickets and snacks.
  - Hold a 'no-bake' bake sale where supporters donate the money they would have spent on baking supplies to the COTA campaign.
  - Send invitations to supporters *NOT* inviting them to a fundraising gala, but rather asking them to donate what they would have spent on tickets, auction bids, and other items with a comment describing what they *did not* wear, the food they *did not* eat and how they *did not* dance all night long. Let their imaginations run wild!
5. **Give It Up Challenge.** Supporters choose something to give up for a period of time (such as no Starbucks for a week) and donate the money they saved to COTA in honor of your patient. *A week's worth of coffee is \$25 for the COTA campaign!* Host this challenge in the week leading up to GivingTuesday.
6. **Social Media Challenge or Contest.** Social media is the main way supporters participate in GivingTuesday, and it is an excellent way to raise both awareness *and* funds for your COTA campaign. Incorporating popular topics can also increase follower interactions.
  - Challenge followers to raise a certain amount of money on GivingTuesday. Nearing your team's fundraising goal? Challenge supporters to help you hit goal by midnight on November 29<sup>th</sup>.
  - Ask for contributions in oddball amounts, like \$11.29 because GivingTuesday is on November 29<sup>th</sup>. Supporters are more likely to round up their gift amount.
  - Hold a contest where everyone who donates (any amount) on November 29<sup>th</sup> is entered to win a local restaurant gift card, with the drawing being held the day after GivingTuesday.
  - Follow social media trends. If you see a fun 'challenge' video, join the challenge with your COTA patient, family and/or volunteers with a COTA twist.
7. **Adopt-an-Envelope Fundraiser.** 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. Supporters choose an envelope (or multiple) to adopt and donate that amount to the COTA community campaign; or, supporters can choose to raise the funds by asking friends and family to donate enough to total the amount. Once an



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envelope is adopted, it gets crossed out on the graphic. This fundraiser is a great way to turn many small contributions into significant funds raised on GivingTuesday.

8. **COTA Paper Icons.** Paper Icons can be used by COTA community campaigns to build awareness and raise funds. Request icons at no cost from COTA and partner with local businesses to provide the opportunity for supporters to display a COTA Paper Icon for a contribution of \$1. Many retailers routinely participate in icon programs for charities. Hold the Paper Icon fundraiser during the month leading up to GivingTuesday on November 29<sup>th</sup> and consider asking the business partner to display a flyer about giving to your COTA community campaign on GivingTuesday (with the campaign website URL).
9. **Online Product Parties.** If you start counting, you will probably discover that you know multiple people who work as independent distributors of products like LipSense, LulaRoe, Thirty One, Tupperware, Mary Kay and more. Ask these friends to host an online party (usually works well on Facebook) on GivingTuesday where a portion of the proceeds benefit your COTA community campaign.
10. **Matching Gifts.** Using email, social media and the COTA campaign website, remind donors that their GivingTuesday gift could be matched by their employers. Direct them to the “See if your company will match your gift” link on the COTA campaign website. Or on a similar note, ask a business if they would be willing to match gifts made on GivingTuesday to the COTA campaign up to a certain amount; promote this matching gift drive in all communication.
11. **Online Merchandise.** Use your COTA campaign website and/or Facebook to offer t-shirts, hats, bracelets and more with proceeds benefiting the COTA community campaign. Post a photo gallery of items available and have supporters pay via the COTA campaign website. On GivingTuesday, November 29<sup>th</sup>, consider a “flash sale” where items are discounted and/or every item comes with a personalized note from your COTA patient.



If you have questions about hosting a fundraiser for #GivingTuesday, please contact [CampaignInfo@cota.org](mailto:CampaignInfo@cota.org). Remember to send all promotional materials to [CampaignInfo@cota.org](mailto:CampaignInfo@cota.org) for approval.