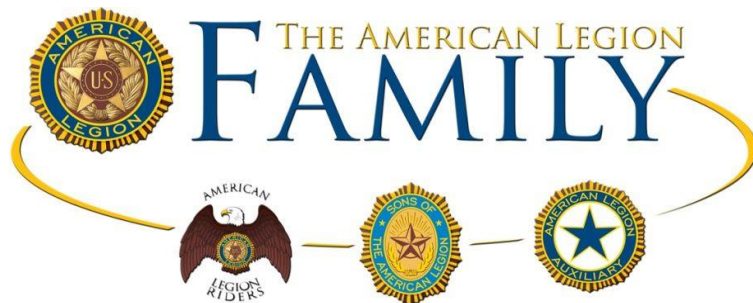




Making Strikes to Spare Transplant-Needy Kids

Fundraising Event Guide *and* Planning Materials

2501 West COTA Drive, Bloomington, Indiana 47403
800.366.2682 COTA.org



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How to Plan a Successful COTA Bowling for Life Event

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If you could help make a life-saving difference for a transplant family, would you?

The question is as simple as that. If your answer is 'Yes,' then we invite you to join the hundreds of thousands of volunteers and contributors who since 1986 have generously donated their time and money to the Children's Organ Transplant Association (COTA). These volunteers and financial supporters are COTA's Miracle Makers, a group of committed individuals who are helping give children and young adults across the country a second chance at life.

COTA is a national nonprofit organization that helps children and young adults who need or have had a life-saving transplant by raising funds for transplant-related expenses. Transplant families look to COTA for assistance and support.

Over the years, COTA has helped raise millions of dollars for transplant-related expenses. COTA is a 501(c)3 organization; therefore, contributions to COTA are tax deductible to the fullest extent of the law. COTA is the premier national organization supporting transplant families because **100% of all funds raised in honor of patients are used for transplant-related expenses.** COTA does not charge a fee or take a percentage of the funds raised.

Keep reading and start turning your 'Yes ... *I want to make a life-saving difference*' into action.



Making Strikes to Spare Transplant-Needy Kids

It may make the most sense to hold a COTA bowling fundraiser because you and your fellow fundraisers know the 'ins-and-outs' of bowling. In addition, your event participants will likely already be familiar with basic bowling strategy. But what you may not realize is your bowling fundraiser can go far beyond the traditional. It is quite possible that because of your creativity, your event will set itself apart, generating increased participant interest and increased dollars raised.

Consider these options:

- **Bowl-A-Thon:** Participants get sponsors or pledges before the COTA Bowling for Life fundraiser. They bring their sponsorships and/or pledges to the event and, if they collect enough, are able to bowl for free. Generally allow at least six weeks to plan a successful event – three weeks to recruit bowlers, then three more weeks for bowlers to complete their pledge sheets and collect their donations. Here are some details and resources to use when planning a Children's Organ Transplant Association (COTA) Bowl-A-Thon fundraiser:
 1. Establish a fundraising goal for participants. Do you want each person to generate \$50, \$100 or \$1,000 in pledges? Remember: *Participants are responsible for collecting their pledges in advance of the event.* It is too time-consuming and costly for your event committee members to do this, and you will likely receive less money if your participants collect pledges after the event. It is quite acceptable to require bowlers to collect a minimum amount of pledges to participate. Just make this rule very clear from the outset of the bowl-a-thon. **A template for Pledge Forms is available in the back of this Fundraising Event Guide.**

2. Clearly communicate and promote where the proceeds will go. **The Children's Organ Transplant Association (COTA) will receive 100% of the event proceeds.** Please note: COTA may be able to connect you with a COTA family in your community or nearby so you could share information about their transplant journey with participants.
3. Do not randomly choose a date for your bowling event. Do some research and put some thought into the date. Talk with the manager of your local bowling center and get recommendations. In addition, research other activities in the area and decide whether any competing activities would help or hurt your attendance. Always remember to ask your volunteers for their best dates.
4. Have all participants sign a Waiver and Release Form. **A template for Waiver and Release Forms is available in the back of this Fundraising Event Guide.**
5. Work with local media to promote the event. Contact your local newspaper, Chamber of Commerce, radio stations and television stations and ask them to help publicize and promote the event, and to perhaps bowl and fundraise.
6. Incorporate social media into your promotions. Use Facebook, Twitter, Instagram, LinkedIn, etc. to spread the word, invite your family and friends, and communicate the event's success. After the event you can post pictures and results as well.
7. Determine if you will have prizes for funds raised. Area business and restaurant gift certificates, sporting goods or trophies all work well. Contact local merchants and vendors to get them involved. Area businesses will consider donating goods and services because they benefit from the bowl-a-thon pre-event marketing that should feature all donations and their donors.
8. Thank all participants. **The Children's Organ Transplant Association (COTA) can provide thank you cards and envelopes. To request these items, simply call 800.366.2682 or email MiracleMakerInfo@cota.org.**

- **Team Bowling:** To orchestrate a Team Bowling COTA fundraiser, simply register teams who can ‘rent’ a lane for their group to use during the event. This is a great way to encourage businesses and community clubs to participate and possibly compete. Allow participating groups to post a sign or wear logoed attire promoting their group to other bowlers. Perhaps add contests for best decorated ball or shirt.
- **Themed Event:** Give your COTA Bowl-A-Thon fundraiser a theme that inspires participants to not just register to bowl, but also to have fun wearing themed costumes such as Hollywood Bowl (movie stars) or Space Bowl (Star Wars or Star Trek characters). Award prizes for the best, most original and overall team costumes.
- **Fun and Games Bowling:** There are many variations to the standard 10-pin bowling game. Offering Fun and Games options may bring in seasoned league bowlers who want to show off or tweak their skills, and also bring in beginners who just want to have fun. Here are some examples:

Best Frame Game

This is a team game with two to five bowlers per team. All bowlers bowl as usual and the best score of all bowlers on the team for that frame is used on the team score card.

Low Ball Game

In this game, the lowest score wins. The bowler must knock down at least one pin for every ball thrown, so the lowest possible score is 20. Gutter balls and complete misses are counted as 10 points. This game is very competitive and more difficult than it seems.

No-Tap Game

In this game the bowler does not need to knock down all 10 pins to score a strike. A no-tap value is assigned to each bowler. That value is the number of pins (anywhere from three to nine) that a player must knock down to score a strike. So a player with a no-tap value of five needs to knock down five pins to get a strike. Because each bowler has his/her own no-tap value, novices and experienced bowlers can compete together for high-score prizes.

Monte Carlo Game

In this game of chance, colored pins are set into the pin deck. When a bowler knocks down the colored pins, they receive a prize. You can alter the rules to

make this easier or more difficult. One example might be requiring that the pins fall on the first ball or as part of a strike or spare. The prize may be a free shoe rental from the bowling center or a free soda from the snack bar.

Colored Pin Game

This is similar to Monte Carlo although it is played with only one colored pin in the pin deck, and the bowler receives a prize only if he/she scores a strike when the colored pin is the head pin.

Odd/Even Game

This game is great for very young competitors. Only one ball is thrown per frame. If the pin fall is an even number, the frame is scored as a strike. If the pinfall is an odd number, the frame is scored as a spare. Young bowlers can record big scores and not get too tired out with this game.

Poker

This game incorporates poker with bowling. Each lane uses a standard 52-card deck. Players bowl in the traditional way, but for every strike or spare a card is drawn from the deck. At the end of each game, the best five-card poker hand wins a prize. You may designate that no more than five cards can be dealt to any one player. You can also allow a card to be drawn each time a bowler gets a strike or spare but, after reaching five strikes or spares in a game, additional cards can be exchanged with cards in the bowler's five-card hand.

Golf

In this system a player rolls as many balls as it takes for all 10 pins to be cleared from the deck. Each roll counts for one point and the winner is the player with the fewest throws. There are no bonus balls in the 10th frame, so a perfect score would be 10.



Did you know? ...

According to a November 2016 Bowling Center's Market Research Report, bowling in the United States accounted for **\$4 billion** in revenue. **Start planning your COTA Bowling for Life Fundraiser today!**

Additional Fundraising Opportunities

Rummage Sale in the Bowling Center Parking Lot

Turning Trash into Transplant Treasure

Ever wonder why some rummage sales are crowded with customers while others have very few? It is often not just a matter of chance. Get people shopping (and raising funds in honor of transplant-needy families) in your bowling center's parking lot or common areas with these fundraising planning tips:



Date

Make sure that if you tie in a rummage sale with your COTA Bowling for Life event, you have the space and approval from the bowling center. When researching a date for your bowling event, also watch if your area has a big garage sale weekend. You might be able to capitalize on shoppers who are attending other sales in the area. In addition, research other activities in the area and decide whether any competing activities would help or hurt your attendance. For instance, a festival might draw people (and prospective customers) to your community or it may keep locals from attending because they are focused on the festival. Always remember to ask your volunteers for their best dates.

Donations

Put out the word about the COTA fundraiser rummage sale and ask for donations. Make sure you are clear about where and when you will receive donations. Your sale is not a junkyard. Discard or turn away donations of broken, stained or incomplete items.

Sale Supplies

Gather the materials (and the volunteers) you will need to make your fundraising rummage sale successful:

- Petty cash (a \$100 cash box should include one roll each of quarters, dimes, nickels; \$28 in ones; \$25 in fives, and \$30 in tens)
- Pens, markers, stickers, labels, rubber bands, safety pins
- Flyers and/or poster board

- Tables
- Coat racks (to hang clothing items)
- Adding machine or calculator
- Portable heaters or fans (if the weather forecast is for high or low temperatures)
- Shopping bags, boxes and newspaper (for packaging breakables)
- Extension cords, power strips, batteries of all sizes (*Demonstrate an item works for the buyer, but remove the batteries before sale as they may cost more than the merchandise.*)
- Cash box or nail aprons

Variety and Volume

Larger rummage sales are always more appealing than smaller sales. Make sure you have enough items to make it worth a shopper's time. Use these tips to help in the collecting and sorting of desirable merchandise:

- Kids' Toys
- Kids' Clothing
- Women's Clothing
- Men's Clothing
- Sporting Goods
- Books, Music and Movies
- Housewares
- Furniture
- Electronics
- Best of Show (*designer labels, collectible knick knacks, antiques, etc.*)

Note: Clothing can be tricky at a rummage sale. While most people can find clothes to donate to your sale, many shoppers may not be interested in used apparel. Sizing, condition and season all impact the ability to sell clothes. Some clothes are fine as long as they are neatly arranged on tables by type, i.e. women's, men's or seasonal. However, baby and children's clothing in great condition will sell.

Create quick clothing racks by using two ladders with a pole between them. The steps and rungs of the ladders also make good display places for hats or shoes.

Pricing

Before the fundraising rummage sale, organize items and price everything clearly. A good rule of thumb for pricing is 10% of the original cost. Keep all items priced in increments of 25¢. If you think it should sell for less, put it in a ‘free’ bin or a ‘treasure chest’ for kids.

Leaving items unpriced will almost always cost you sales since many customers are shy or in a hurry and will not ask you for the price. A ‘make an offer’ sale might be a good option, but be aware that rummage sales vary greatly in pricing, and many shoppers will not know what you consider reasonable -- especially since all sales are going to charity. If shoppers are uncomfortable with suggesting a price, they may simply walk away from the purchase.

Sale items are donated. There are no expenses to cover; price everything to be sold.

Children

With the traffic in the bowling center parking lot, customers coming and going, and with all the tables of merchandise, this is not a good place for children. Encourage volunteers to leave their children at home (or provide child care) so they can focus on their responsibilities at the rummage sale.

While a child’s presence at the sale may not be optimum, a poster or flyer about a COTA Kid (or kids) in your community should be part of the rummage sale. Create a colorful poster or display featuring a picture and description of the COTA child’s transplant journey and place it at an entry point and/or the check out area. Consider handing out information about COTA to the shoppers, or possibly placing the flyer in each bag of purchased items.

Coin Canisters

What if every rummage sale shopper dropped the change from each purchase in a COTA coin canister sitting on the cashier’s table? Think how those coins, and possibly bills, would add up! Make sure to place a canister near the COTA poster/display and also at the cashier’s table. With this placement strategy, attendees who do not make a purchase can still donate. **COTA can provide Coin Canisters. To request Coin Canisters please call 800.366.2682 or email MiracleMakerInfo@cota.org.**

Signage and Publicity

There is nothing more frustrating for a rummage sale hunter than having to hunt for the sale. If signage to the rummage sale does not create impact, you will lose potential shoppers. Design signs that look good from several yards away, and most likely from a moving vehicle. Use materials such as large florescent-colored poster board and write in large/bold/black block lettering. A few key

words such as location, date and time of the rummage sale are sufficient. Fill shoppers in on the cause when they are actually at the sale. Test the signs by stepping back at least 25 feet. If the words cannot be seen at that distance, the sign will not be effective.



Post the signs in places where there is good traffic, like at intersections a few blocks from the sale site. Do not forget to retrieve all signs after the sale

Remember to start publicizing the rummage sale early. Use community bulletin boards, media, social media, emails and the bowling center's website. The week before the sale, place signs promoting the sale date and time on lawns near the bowling center. On the actual sale day, place bold and simple directional signs leading bargain hunters to the sale.

Volunteer Management Tips

1. **Take care of your volunteers.**

Arrange for a volunteer committee to solicit donations of refreshments such as donuts, pizza, sub sandwiches, bottled beverages and coffee. Set up an area where volunteers can take breaks. This helps keep volunteers happy and at the rummage sale venue for set up, for the sale and for clean up and tear down.

2. **Meet regularly.**

Even though a rummage sale has fewer organizational details than some fundraisers, do have regularly scheduled planning meetings to organize and motivate volunteers. Make the last meeting a 'working meeting' that includes sorting and pricing. Consider offering a pizza lunch to keep the volunteers happy while they sort and price.

3. **Set up work shifts.**

Organize all volunteers in advance of the sale. Schedule breaks. Also schedule shifts to set up before the rummage sale and to clean up afterwards.

End-of-Sale Planning

Two hours before the end of the rummage sale, mark everything down by half. One hour before closing, charge \$1 per each bag of items. This price slashing will streamline clean up and will minimize leftovers that will need to be hauled to another charity or to the dumpster.



Make prior arrangements for pickup of unsold merchandise. Contact the local Salvation Army, Goodwill, homeless shelter or resale store. They should pick up at no charge and are often grateful for the donation. Secure dumpster space for those items that did not sell and are not acceptable to other organizations.

No Returns

At the cashier station, post a sign indicating that all items are sold “as is” with no returns or refunds.

Prepare to Raise Even More Funds

Consider add-ons to your rummage sale such as a concession stand, bake sale and loose change collection (from shoppers who may not find bargains but will still make a donation of their shopping money). **To order COTA Coin Canisters email MiracleMakerInfo@cota.org with your request.**

Pick A Lane ... Gain The Fame *Lane Sponsorships Can Make A Big Impact!*



One of the best ways to increase proceeds from a COTA Bowling for Life event is to offer lane sponsorships. A lane sponsor is a business, group of individuals or organization who, in exchange for a donation to COTA, has a sign hung above a specific lane showing the sponsorship. Realtors, financial advisors, attorneys and physician groups are just a few examples of businesses to consider for a lane sponsorship.

How much of a donation depends upon the duration of your event, the expected number of participants (potential viewers of the sponsor's message) and the community. At COTA, we have seen lane sponsorships range from \$50 to \$150 each. Obviously, the more exposure you can provide, the larger the suggested donation can be for a lane sponsorship.

Next you will need to decide what type of sign to use to recognize sponsors. Sizes, styles and colors vary, but the simpler the better. Most potential lane sponsors will have a logo, photo or other way of clearly identifying themselves, and that is a good starting point for creating an effective sign. Banners and signs are likely available through a local printer. The bowling center may have a supplier who can assist with sign design and production as well. Your volunteer team may find a local sign producer who, in exchange for creating the signs, will be granted a lane sponsorship. In this instance, you will need to use the gift-in-kind receipt, which is provided by COTA.

Work with the bowling center to determine the appropriate number of sponsorships, based on the number of lanes and any other special locations around the bowling center where signage could be placed. If you plan to hold a COTA Bowling for Life event annually, you can retain the signs for subsequent years, or possibly for another COTA fundraising event in the future. If your COTA Bowling for Life event is a one-time only event, you can offer to give the signs to your sponsors when your event is over.

Keep in mind that the benefit to your lane sponsors is publicity and exposure to their message. Make sure you thank them publically and in any printed event promotional pieces. Always remember to acknowledge your sponsors on your website and social media accounts. Finally, each lane sponsor should get a thank you note for their generosity.

Remember that approaching individuals, organizations and businesses for lane sponsorships is also a great way to find additional bowlers for a COTA Bowling for Life event. The key to any successful fundraising event is participation. Approaching lane sponsors about forming a team to bowl is 'low-hanging fruit' that you should not overlook.

Be sure to work with your local bowling center management to determine what type of sign they can accommodate in order to provide maximum exposure. The bowling center will hang the signs for you, so make sure to coordinate those details with the bowling center staff as well.

Coin Collection at the Bowling Center Pennies, Nickels and Dimes Do Add Up!

Coinstar®, a national coin redemption machine manufacturer, estimates an average eight-ounce jar of coins equals \$14.27, and a gallon jug filled with coins can net as much as \$228.34.

Using Coin Collection as part of the COTA Bowling for Life fundraising activities allows the community to turn everyday change into lifesaving dollars in honor of a Children's Organ Transplant Association (COTA) transplant family.



What kind of collection containers should we use?

The Better Business Bureau offers this advice to consumers who are considering a donation using a coin collection container: *Make sure the container clearly identifies the charity and lists an email or telephone number donors could contact for more information.* COTA can provide your fundraising team with Coin Canisters. COTA may also be able to provide a personalized Canister Sheet featuring a photo of a COTA patient in your area.

At the event, the fundraising team may also opt to create coin collection receptacles such as:

- Water Cooler Jugs
- Glass Jars
- Flower Pots
- Fish Tanks

Ask local artists/celebrities to design or decorate containers as part of a COTA Bowling for Life event. Then the public can vote (with coins) on their favorite design.

Where to collect coins?

- **On a Counter.** Try to place a coin collection container any place in the bowling center where there is a cash register that is staffed with an employee.
- **Take Five.** Place a coin collection container in an employee break room. Place a fun sign encouraging employees to skip a vending machine snack just once to help give hope to a transplant-needy child.
- **During Another Bowling Fundraising Event.** Use glass containers as centerpieces and encourage guests at each table to put a ‘jingle in the jar’. You may wish to have a contest and weigh the containers at the end of the evening for a grand prize.
- **At Home.** Have league bowlers place a container on their kitchen counters at home and encourage all family members to empty loose change from their pockets daily. Set a time and date for return of the containers to the bowling center.

COTA Paper Icons

Show Off Bowling Patrons' Commitment to Saving Lives.

Paper icons can be a simple method of fundraising. COTA provides the icons as a premium for a donation. A COTA paper icon is available to the public for a suggested donation of one dollar. A bowling center's staff can manage this fundraiser. The display of icons is a public way to show that the bowling center cares about the community. Take time to plan your icon fundraising effort to maximize results. Here are some tips:



1. Order COTA icons by sending an email to MiracleMakerInfo@cota.org.
2. Train all fundraising volunteers and bowling center employees to ask every customer to donate \$1 for an icon. Donations go to the Children's Organ Transplant Association (COTA) to assist with transplant-related expenses.
3. Ask customers to sign their icon and then display them prominently.

Display

Pick a location(s) in the bowling center to display the icons. Hanging them from the ceiling on string is one idea to consider, or possibly using tape to affix them to walls is another. Consider stringing the icons on cords above the lanes so all bowlers see them while they are bowling. Before long this fundraiser will have the bowling center's regular league and recreational bowlers looking for their icons among those displayed and asking a buddy where his icon is hanging, thus encouraging even more donations.

Games of Chance ... Raffles

Lucky 'Strikes' in the Alleys and 'Draws' Over the PA System



The first thing you must do if you are considering holding a 50-50 raffle (or any kind of fundraiser where tickets are sold and a name/number(s) is drawn from all tickets sold) is to **check with your state and municipality to make certain it is legal to do so. If it is legal, find out what you must do to comply with any state and/or local regulations.** This type of fundraising may seem simple, but it can become very complicated and may even result in the bowling center being fined if the raffle is not properly licensed or is illegal in your state or municipality.

Here are some tips:

- Some states require a permit, in others you must hold a license and in some it is against the law to have a raffle at all.
- Many states allow these raffles to be conducted only by a registered, IRS classified nonprofit charity, church or school. *The American Legion may qualify for the license.*
- Some states charge a flat annual fee for the permit or license and others base the fee on the amount of money raised each year by these raffles.

Going ... Going ... Gone ... Sold to the Highest Bidder!

Auctions are a popular, and successful, way to raise funds -- either as an event by itself or as part of your COTA Bowling for Life fundraiser. However, before the host or auctioneer can say “Going, going, gone!” ... please remember to plan, plan, plan!



There are two major forms of auctions, and in both types of auctions, the high bidder wins.

Live Auctions feature an Auctioneer who calls for, and takes, bids on an item. Live auctions encourage bidders to have a lively and entertaining exchange as they bid against each other.

Silent Auctions utilize bid sheets and offer a chance for event attendees to place their own bids while challenging other bidders using written bids taken during a pre-determined time period.

Here is how to coordinate an auction fundraiser:

1. Contact local businesses and ask them to donate items for the auction. You need a wide range of items in order to have something that appeals to everyone. In exchange for their generosity, promote the businesses at the auction by including their names on display boards or on a banner in the bowling alley areas. You can also use the bowling center PA system to announce the businesses' names periodically throughout the evening. *Tip:* It is important to create and maintain a 'sellers' market' and avoid creating a 'buyers' market.' To do this, count the number of unique bidders you will have attending your event. One couple or one individual attendee equals one buying unit. A good balance is to have one silent auction item for every one to three buying units. A higher ratio of bidders to items will increase yields, but the lack of items will reduce total income. A lower ratio of bidders to items will reduce the yield, meaning items will sell well under their potential value.
2. Display all auction items on tables neatly and spread them out so that they are easily viewed. For Silent Auctions, place a bid sheet that includes a description of the item, minimum bid, and the required bidding increments in front of the item.

Details for volunteers handling this area include:

- Set-up auction tables.
 - Design and display attention-getting packaging of live or silent auction items.
 - Customize and print the bid sheets with item descriptions or a note card with each live auction item described for the Auctioneer to read as the bidding begins. **Silent Auction bid sheet templates and auction packaging tips can be found in the back of this Fundraising Event Guide.**
 - Provide a pen for each bid sheet and have extras tucked away.
 - Use note cards or a receipt book to record each winning bidder's name and bid. Present this to the buyer to give to the cashier to make the purchase, and then to the volunteer who will help the buyer find the item after it is purchased.
3. Assign volunteers to work at each of the item tables to answer questions and to watch the bidding or to hold up the item as the Auctioneer is ready to start the bidding. Depending on the value of the items, volunteers may also need to be stationed around various items for security purposes. **Tip: COTA suggests keeping gift certificates in a safe place and simply placing a copy of the certificate on the display table.** The buyer can receive the actual gift certificate from the cashier at check out.
 4. Designate a time during the event that bidding will end -- stop all bidding exactly at the same time. Generally auctions are held in conjunction with another fundraiser, such as a bowling tournament, and bidding goes on for a couple of hours. Have the Auctioneer announce when the live auction starts or have volunteers make several announcements about when silent auction bidding ends to help build and maintain excitement.
 5. Gather all bid sheets when the silent auction closes. During a live auction have at least one volunteer noting who the high bidders were and the amount of the winning bids. Hand the winning bidder a receipt. Keep the table volunteers at their stations so the winners can give them their receipts to claim their items.
 6. Set up a checkout line for people to pay for their items. Mark their receipt so they can take it back to the table to claim their merchandise. Be sure to have plenty of volunteers working checkout because at this point in the event

timeline, guests are ready to go home. They may get irritable if they have to wait in a long line.

7. Always thank your volunteers and contributors. Put one or two people in charge of writing and sending thank you notes after the auction fundraiser at the bowling center. **The Children's Organ Transplant Association (COTA) can provide thank you cards and envelopes. To request these items, simply call 800.366.2682 or email MiracleMakerInfo@cota.org.**

Fundraising Auctions

Here are some ideas to get you started, but use your imagination and work with whatever you are able to get donated. *Remember, if the item is donated, 100% of the bid will help the Children's Organ Transplant Association (COTA) make a life-saving difference for transplant families.*



Live or Silent Auction Themed Package Ideas:

Family Fun – Gift certificates to movies, arcades, miniature golf, bowling (*of course*), combined with dinner at a family friendly restaurant ...

Pamper Yourself (or your Pet) – Certificates for a day at the spa, pedicures, haircuts, pet grooming, cosmetics, lotions and potions ...

Get-Away – Overnight certificates to a resort or hotel in the area, winners can use it themselves or treat out-of-town guests. Add some chocolate mints for their pillow and a classic novel, a bottle of champagne and bubble bath ...

Good Taste! – A sampling of ethnic, gourmet, regional, sweets, or other cooking ingredients. Throw in a cookbook and some cooking utensils ...

Sports Enthusiast – Tickets, certificates for lessons or the ‘latest’ in equipment. Add items like a water bottle, duffle bag or binoculars to complete the package ...

Celebrate the Season – Is it time to garden or shovel snow, picnic or make a pot of chili? Include items to help the bidder celebrate the time of year: potted plants and gardening tools, checkered cloth and tableware, ice melt and scrapper, or ingredients to prepare a seasonal meal ...

Other Bid-Getting Options:

Celebrity autographed items ▪ electronics ▪ designer merchandise ▪ original art pieces ▪ jewelry ▪ memberships to fitness clubs ▪ certificates for services (beauty/barber/spa, lawn care, limousine ride, housecleaning, car detailing)

Design Your Sign

Signs are a crucial piece (and often a missed step) of a COTA fundraising event.

No matter if you are using a small sign like a business card or a large sign such as a poster, all signs should be:

- Attention getting, but not too busy.
- Simple, yet include all the necessary information.
- Numerous, and always strategically placed.

Filling the White Space: Creating Your Signs

1. **Make a list of what you want to publicize.** Write down all details including:
 - ✓ What you are directing people to participate in, help with, or give to.
 - ✓ When you want people to be somewhere.
 - ✓ Where you want people to go.
 - ✓ Why you want people to participate.
 - ✓ Who people are contributing to (remember, they are giving to COTA for transplant-related expenses, you cannot say they are giving to a COTA family directly).
 - ✓ How they can take action (never post any sign without a way to learn more via a phone number and/or website address).
2. **Eliminate extra words, but get your message across.**
3. **Remember: A picture speaks a thousand words.** Use a photo of a COTA patient and/or a picture or graphic representing the activity. But do not go overboard with graphics and photos. They should add to the message, not be the message.
4. **Too much detail is hard to read and remember.** Instead of giving turn-by-turn directions, try giving an address with directions to ‘look for arrows’ or ‘watch for red balloons’. Do not forget to place your directional signs.



5. **Take a step back and read your message.** The distance between the sign and the reader will determine how big your text should be. *According to Gary Salomon, co-founder of FASTSIGNS®, six-inch high letters can be seen from 60 feet away, 12-inch letters from 120 feet and 30-inch letters from 300 feet.*

When making any sign, remember it does not matter how big or beautiful the sign is. If your message is lost in the design, you have wasted time and energy. Ensure you have a clear message, eye-catching visual elements and vibrant, legible colors.

Sharing COTA Bowling for Life Online

An invaluable way to share the exciting news about a COTA Bowling for Life event is through social media.

Take a picture of one of your volunteers with a bowling ball in his or her hands or wearing a bowling shirt, and add it to your social media along with the following message:



We are ready to bowl, and it is for a good cause! We are raising funds for the Children's Organ Transplant Association (COTA) to help children and young adults who need a life-saving transplant. Join us and help raise funds for transplant-related expenses.

Include a phone number, email address or website so readers know where to learn more.

Please share your favorite bowling photos and videos with COTA. You may email us (MiracleMakerInfo@cota.org) any pictures related to your COTA Bowling for Life event. These may be posted on COTA's Facebook page.



The following pages may be printed for each participant
in your COTA bowling fundraising event.

**Please edit the red items on the following pages as needed
and turn the type to black before reproducing.**

Then print the Pledge Sheet and Rules Sheet front-and-back, and the
Event Registration, Waiver Sheet and the Silent Auction Bid Sheet as
needed.

Make sure you have enough copies for all bowlers and auction items!



Making Strikes to Spare Transplant-Needy Kids
Hosted by fill in name of group, service organization and/or
bowling center with proceeds to the
Children's Organ Transplant Association (COTA)
Day of Week, Date

Name _____ Phone _____

I plan to raise at least \$ _____

I am participating in the Children's Organ Transplant Association (COTA) Bowl-A-Thon. All proceeds will go towards transplant-related expenses. Please make checks payable to COTA. All contributions are tax-deductible to the fullest extent of the law. Thank you for your support!

Name	Address	Phone	Pledge	Paid
Name	Address/Phone/Email	Pledge Per Pin	Total	Paid



Making Strikes to Spare Transplant-Needy Kids COTA Bowl-A-Thon

Day of Week, Date

The COTA Bowl-A-Thon is a fun activity for the whole community. The goal is to help raise at least **\$Goal** for the Children's Organ Transplant Association. COTA helps children and young adults who need a life-saving transplant and assists with transplant-related expenses. We are challenging each participant to raise **\$Goal**. We want to make this COTA Bowl-A-Thon the best ever, so the more contributions you collect, the more successful we will be at achieving our goal.

Include here if you are providing any refreshments or prizes.

Thank you very much for your participation!

Rules

1. Start collecting pledges as soon as you receive the pledge sheets. **Reminder: Pledge sheets and money needs to be turned in on COTA Bowl-A-Thon day, day, date at time.**
2. Pledges may be made by anyone. Please ask everyone who pledges if their employer has a matching gift program that may add to the pledge.
3. Each sponsor should write his or her own name, contact information and pledge amount. Collect the pledge immediately. Turn in your pledge form and all funds at the event.
4. On COTA Bowl-A-Thon day, each participant will: **Insert rules for your event.**
For instance: Each participant will bowl one game during a specified time period in our center. Reservations for lanes are available by calling ...
5. Fill in any other rules or participant tips such as:
No outside food or beverage. Only approved bowling equipment and attire permitted. Participants are encouraged to bring guests to cheer them on.

We look forward to all our participants having a great time! For questions, or to volunteer, contact **Name at Phone and Email.**



Making Strikes to Spare Transplant-Needy Kids

Event Registration and Waiver Form

Name _____

Address _____

Phone _____ Email _____

Date of Event _____

Waiver and Release

(If participant is under age 18, a parent or legal guardian must sign.)

In consideration of the acceptance of my registration and participating in the above mentioned event, I, for myself, my executors, administrator and assignees, do hereby release the Children's Organ Transplant Association (COTA) and any other contributing sponsors, volunteers, and benefiting patient and their family, from any and all claims arising or growing out of my participation in this event. I attest I have knowledge of the risks involved in this event, and I am physically fit and sufficiently trained to participate in this event.

Signature _____ Date _____

I also give my permission for the future use of my name and or picture in any media account of this event.

Signature _____ Date _____



Making Strikes to Spare Transplant-Needy Kids

Silent Auction Bid Sheet

NAME OF PACKAGE OR ITEM

BRIEF DESCRIPTION

Description is especially important if the bidder cannot see the item.

Retail Value: \$Amount

Minimum Bid: \$Amount

Bidder Name

Bid Amount

Phone Number

1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____
10.	_____	_____
11.	_____	_____



**For more ideas that are sure to ‘bowl you over’
or for help implementing COTA Bowling for Life events that
will work well for your fundraising volunteers, service
group, local bowling center and your community,
contact COTA at
800.366.2682 or MiracleMakerInfo@cota.org.**