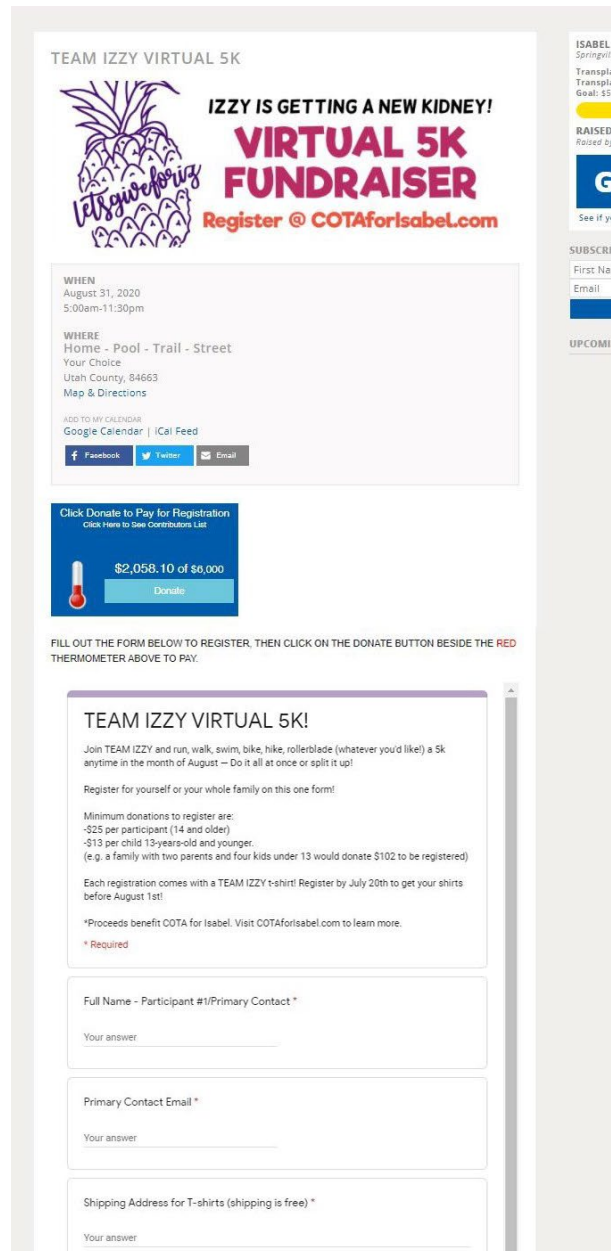


COTA Event Thermometers

An important step for promoting a COTA fundraiser in honor of your COTA patient is adding it to the Events tab on your COTA campaign website. If you would like to accept online payment and/or registrations for this fundraiser separately from general website donations, consider adding a **COTA Event Thermometer** and **Google Form**. For instance, a COTA community campaign that wants to accept online registrations and have access to contributor information for reservations and obtain additional registration details would find these features helpful. These features also lend well to a t-shirt or wristband fundraiser. A COTA Event Thermometer is helpful for community campaigns that want to track any kind of fundraising totals separately from the general campaign donations for a short duration.

5 Advantages of a COTA Event Thermometer and Google Form:

1. A separate Goal and Event Thermometer will be used for the specific fundraiser. Funds raised for the event will simultaneously be displayed on the main campaign website thermometer and counted toward the overall fundraising goal.
2. Event Thermometers can be reused for future fundraisers. Funds raised can be reset to zero and the details can be changed.
3. A Google Form allows you to easily gather information such as number of registrants, t-shirt sizes, email and mailing addresses, and more. This information can be pulled at your convenience via the Google Forms website. You will also be notified instantly when a form is completed by a registrant. [Click here to learn more.](#)



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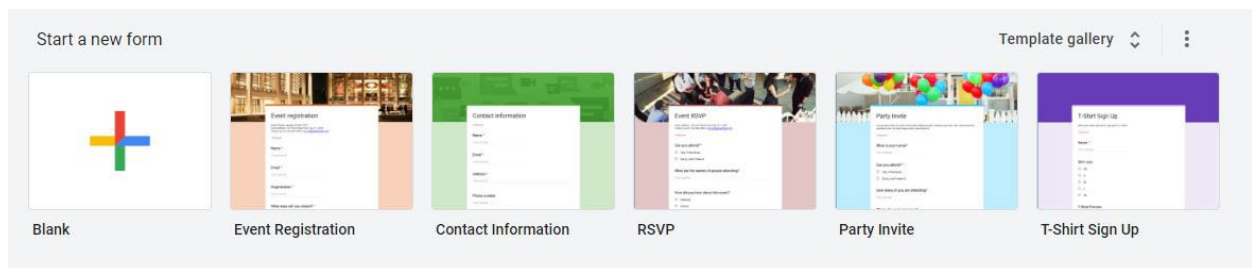
Community Campaign Resource

4. Event registrants' names and amounts paid can be displayed or hidden on the expanded Event Thermometer's scrolling contributor list. (Pictured right.) This can be viewed by clicking "Click Here to See Contributors List" on the Event Thermometer.



5. The Event is hosted on your COTA community campaign website, so you can take registrations, accept online payments, and track funds separately all without supporters leaving the page.

4 Steps for Requesting an Event Thermometer and Google Form be Added to a Website Event:



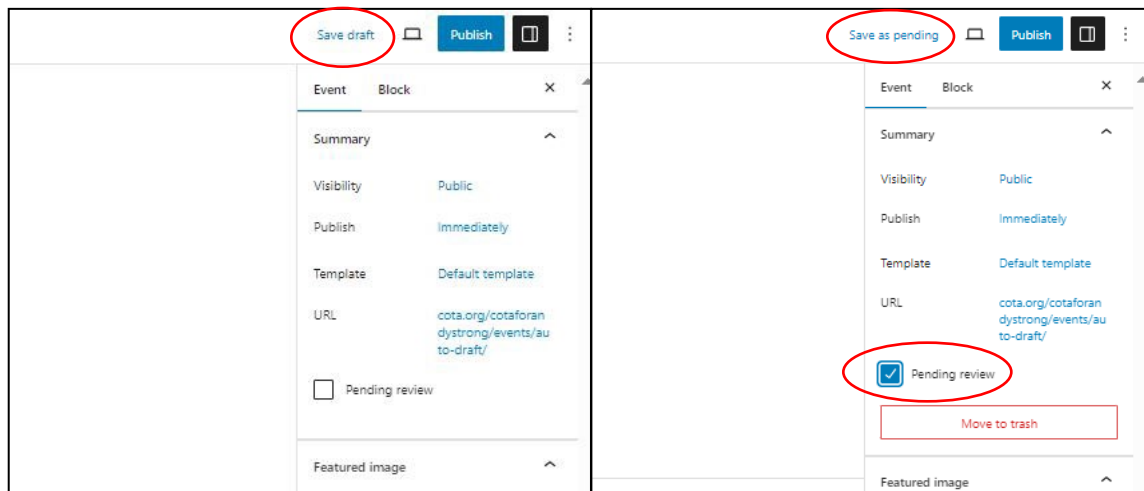
1. Create a [Google Form](#), requesting information such as name, email address, number of tickets requested, t-shirt size, etc.

- Create a Form from scratch or use a pre-made template. (Pictured above.)
- Be sure to mark mandatory information as ***Required**.
- At the end of the form, include a phrase that explains how supporters will pay. Consider a phrase like, "I understand that I will have to pay **\$XX** per person by clicking the Donate button beside the red Event Thermometer above this form" with a "Yes" check box. (Pictured right.)

*Remember, this Google Form is linked to *your* email and you will have access to responses via the Google Forms website.

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2. Log in to your COTA community campaign website and create an Event. Fill out details such as event date (or deadline for orders), time, location, who to contact with questions, and any additional information in the description box. Set a featured image, such as a promotional flyer.
3. Save the Event as a “Draft,” and/or mark it as “Pending Review” and then click “Save as Pending.”



4. Email CampaignInfo@cota.org and request a COTA Event Thermometer. Provide the following information:

- **Event name**
- **Event goal**
- **Google Form link**
- **Date to publish the website event**

Please allow two business days for setup. You will be notified when the Event Thermometer and Google Form have been added, and when the Event has been Published or Scheduled for publishing.

Remember, website events need to comply with the same guidelines as any other campaign promotion. If you have any questions or need assistance, email CampaignInfo@cota.org.