

# FUNDRAISING WITH COTA

A transplant journey is often overwhelming for families. Adding even more stress are the transplant-related expenses that many families cope with for a lifetime. COTA exists to ensure families never face these financial burdens alone. We provide professional fundraising coaching, guidance and resources for those serving as COTA volunteers. Our goal is to ensure they are equipped for success. This has been our pledge for more than four decades.

## COTA Fundraising Facts

### Community and Virtual Fundraising Options

#### COTA provides:

- Expertise and guidance for many traditional community fundraising options (restaurant percentage nights, merchandise sales, events, rummage sales and many others).
- Fundraising options for campaigns with one volunteer or multiple volunteers. We are experienced in working with teams in rural and metropolitan areas. Our goal is to adapt the fundraising strategy to fit any unique situation and demographics of the campaign.
- Online website for every patient. The COTA-provided website allows families to share information and also supports a variety of online fundraising options. The website, which is a valuable tool for the fundraising campaign, can be shared on social media platforms.



## Volunteer Recruitment

Typically, volunteers are extended family members, friends, co-workers, and neighbors within the United States who are willing to work with COTA and manage fundraising activities. At least one volunteer must be English-speaking.

Successful volunteers are individuals who:

- Are organized and finish what they start
- Communicate via email and telephone with COTA staff
- Connect well with others and have the ability to rally the family's support network.
- Have prior fundraising experience. This is helpful but not required. The most important qualities for a COTA volunteer to possess are willing hands and willing hearts. Our staff will teach volunteers to do the rest!

Learn how COTA is better than GoFundMe on the other side.

If you have transplant families who could benefit from COTA's services and guidance, please refer them to [COTAGetStarted.org](http://COTAGetStarted.org) or ask them to call 800.366.2682. COTA team members will be happy to share how we can help.

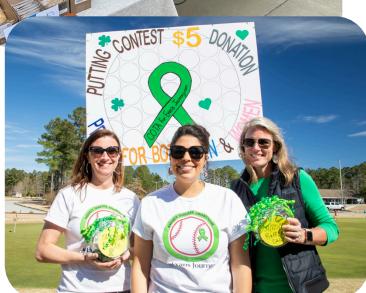
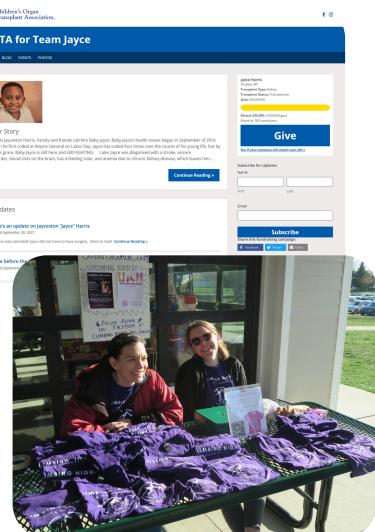
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## COTA vs. GoFundMe

Fundraising with COTA is a step above the rest!

- COTA community campaign teams that utilize our knowledge, expertise and tools raise nearly \$22,000 on average to help with transplant-related expenses, which is *eight times* more than the typical GoFundMe medical fundraising account.
- COTA does not charge any fees, not even credit card processing fees, 100% of funds raised in honor of COTA patients are used for transplant-related expenses.
- COTA funds are not considered income, so they do not jeopardize participation in assistance programs such as Medicaid, Medicare and Social Security. Funds raised through other platforms may be viewed as income and could affect participation in assistance programs.
- Gifts to COTA campaigns are tax deductible; tax acknowledgements are provided.

COTA has the ability to help families with an existing GoFundMe account to close it and to transition future fundraising to COTA.



## Fundraising with COTA is better than GoFundMe:

- ✓ Raise more money
- ✓ Know funds are secure
- ✓ Receive a lifetime of support

Learn more about why Fundraising with COTA is the **BEST** choice [here](#):



The Trusted Leader Supporting Families ... For a Lifetime  
**800.366.2682 • COTA.org • GetStarted@cota.org**

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