

Children's Organ Transplant Association (COTA)

Virtual Fundraisers and 'Non-Event' Events

As the world is ever changing, consider hosting a virtual event or 'non-event' event. These are easy and can be quite successful. You can reach new audiences and increase fundraising proceeds while delivering a great experience.

'Non-Event' Event. You can make a fundraiser out of *not* having an event. Consider a fundraiser where supporters stay home and donate what they would have spent on a night out. For example, instead of going to the movies, they donate what they would have spent on movie tickets and snacks.

Online Merchandise. Use an online vendor (like Custom Ink or Bonfire) that handles everything from printing to shipping to sending proceeds to COTA -- *all you have to do is promote the fundraiser!*

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 COTA fundraiser.

Social Media Challenge or Contest. Challenge followers to raise a certain amount of money in a single day; for instance, set a goal of \$1,000 raised on your birthday or anniversary, etc. Ask for contributions in oddball amounts that have significance, like \$13 because your lucky number is 13. Supporters are more likely to round up their gift amount. Or consider a Give It Up Challenge, where 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 your COTA fundraiser. *A week's worth of coffee is \$25 for COTA Kids!* You can also hold a contest where everyone who donates (any amount) within a certain timeframe is entered to win a local restaurant gift card. An Adopt-an-Envelope Fundraiser is a great option, too. Simply create a graphic with virtual envelopes numbered one through your number of choice (typically 100, 150, 200 or 250), where each number reflects the dollar amount of that envelope. Supporters choose an envelope (or multiple) to adopt and donate that amount to your COTA fundraiser. This fundraiser is a great way to turn many small donations into significant funds raised!



Online Auction. Utilize Facebook or a free third-party site like [32auctions.com](https://www.32auctions.com) to host an online auction.

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) where a portion of the proceeds benefit your COTA fundraiser.

If you have questions about hosting a virtual fundraiser, please contact MiracleMakerInfo@cota.org. ***We are excited to help you with these virtual opportunities to raise funds for transplant-related expenses!***