

COTA Coin Boxes

Coin Boxes can be used by COTA community campaigns to build awareness and raise funds. Request Coin Boxes at no cost from COTA and place them at businesses throughout the community. A COTA coin collection fundraiser can be very simple and quite successful!

COTA Coin Collection Logistics

Even a small group of COTA community campaign volunteers can manage this fundraiser. However, adequate planning is important to maximize your fundraising results. To implement a successful COTA coin collection fundraiser, follow these steps:

1. **Name a Coin Box Chairperson.** This person will oversee the coin collection fundraiser, including ordering the COTA Coin Boxes and labels, tallying contributions at each location and tracking committee members. To request COTA Coin Boxes and labels, simply visit the [Order Supplies](#) tab in the *For Volunteers* section of COTA.org.
2. **The Coin Box Label.** COTA will provide a label to attach to the Coin Box with the patient's name and photo, COTA campaign information, and the COTA website URL and QR code. If the family did not provide COTA with a patient photo, the Coin Box label will have the COTA sun logo instead. Please email a photo to CampaignInfo@cota.org so we can update the Coin Box label.
3. **Recruit Volunteers.** Be sure to utilize volunteers you know and trust for the COTA Coin Box committee. It is important to keep a record of which volunteer(s) are collecting cash proceeds to avoid any confusion or concern.
4. **Place COTA Coin Boxes Throughout the Community.** Number the Coin Boxes on the bottom and distribute them to committee members. Use the Coin Box Committee Roster (available in the *For Volunteers* area of COTA.org) to keep track of which volunteer is responsible for each Coin Box and their locations. Request permission from store managers to place Coin Boxes at cash registers; utilize the Coin Box Permission Letter Template (also available in the *For Volunteers* area) to request permission and provide contact information for the volunteer responsible for that location. It is critical that a volunteer placing Coin Boxes understands that these *must* be emptied on a routine basis – at least once each week. When placed in a good location, each COTA Coin Box can collect \$25 to \$40 per week.
5. **Send proceeds to COTA.** Cash collected from the COTA Coin Boxes should be converted to a money order or cashier's check made payable to the Children's Organ Transplant Association or COTA with "in honor of *Patient First / Last Name*" written in the memo line. Mail proceeds to COTA with a note indicating funds are from the Coin Boxes fundraiser. The fee for the money



order may be taken from the proceeds. Look for a bank or credit union with a coin counter to count the coins. Do not use the *Coinstar* coin counters as they charge a fee.

6. **Remove Coin Boxes.** Remember to remove Coin Boxes when contributions begin to drop. Coin Boxes can stay in one location about four to six weeks. Coin Boxes can then be placed in a new location. Return any unused Coin Boxes to COTA.
7. **Say *Thank You!*** Order COTA thank you cards to send a note of appreciation to business owners or managers who allowed COTA Coin Boxes to be placed at their locations. Consider including a list of participating businesses on the COTA campaign website. Work with your team's Outreach Coordinator to publicly thank these community partners by creating a Letter to the Editor. After it is approved by COTA via CampaignInfo@cota.org it can then be sent to the local newspaper(s).

COTA Coin Collection Tips

Your coin collection effort can be maximized by doing the following:

- When proceeds are collected, the Coin Box Chairperson should note what sites generated the most funds, in case you wish to repeat this effort in the future.
- Empty Coin Boxes regularly. You should empty and deposit funds on a pre-determined schedule. This helps to minimize any loss due to theft and allows the business to become familiar with the COTA volunteer.
- Routinely check the condition of the Coin Box. Does it still look sturdy and undamaged? Is it eye-catching and professional? Should it be replaced with a new one?
- Always be prepared for the worst scenario, which is when a Coin Box is stolen or misplaced by a business. Do not let a bad experience affect your commitment to promote your Coin Box sites that are generating positive revenue.

A COTA coin collection is an easy fundraiser in your community. Create a plan, start making contacts, request your supply of COTA Coin Boxes and involve your community in making a life-saving difference for your COTA patient. As always, you can contact CampaignInfo@cota.org with any questions.