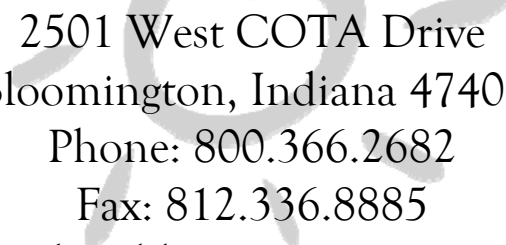


Children's Organ Transplant Association®

Public Relations Coordinator Manual



2501 West COTA Drive
Bloomington, Indiana 47403
Phone: 800.366.2682
Fax: 812.336.8885
Web Address: www.cota.org
Email Address: cota@cota.org



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Using Your Media List

The Children's Organ Transplant Association will email you a media list for your campaign. Your campaign media list is determined by the counties campaign leadership determine to be the areas where the fundraising activities will be focused. Please note that in the left column of the media list you will find the total number of records, which is a good indicator of the size of media market where your campaign is located.

The first job for the Public Relations Coordinator is to make the media list as current as possible. The media list will have the name of the media outlet (newspaper, radio or television station) and will include a phone number, a fax number and some email addresses. The Public Relations Coordinator should find an email address and direct phone number for the following individuals at each media outlet:

| | |
|------------|---|
| Newspaper | Features Editor and/or Managing Editor, Health/Medical Editor, Community Calendar Coordinator |
| Radio | News Director; Community Events Announcer |
| Television | Assignment Editor/News Director; Health/Medical Editor; Community Spotlight Reporter |

The Public Relations Coordinator should build a media contact email queue once the research is complete. The Public Relations Coordinator website templates include a telephone script that is helpful when calling the media outlets to research specific reporters' names, emails and phone numbers. The Public Relations Coordinator can also use the Internet to search each newspaper, television and radio station to identify specific reporters/editors and their contact information, and identify email addresses.

The Public Relations Coordinator should feel free to eliminate any media that would likely never cover information about the patient or campaign fundraising activities.

The Children's Organ Transplant Association writes the initial press release. This release is emailed to all media with email addresses included on the Public Relations Coordinator's media list. From that point forward, the Public Relations Coordinator writes all campaign press releases and submits them to COTA for approval via CampaignInfo@cota.org. After approval, the Public Relations Coordinator emails the press release to the media. If possible, the Public Relations Coordinator should email the press releases four to six weeks prior to a fundraising activity and should do telephone follow-up approximately two weeks prior to the event. As a rule of thumb, it is best to send press releases on a Monday or a Tuesday; holiday weeks should be avoided if at all possible.

Once your media list is completed with specific reporters' names, emails and phone numbers, it is important for the Public Relations Coordinator to identify those media professionals who could help the campaign by printing/filming a series of articles or broadcasts about the patient and his transplant journey. This is called the 'hot media list.'

Primary Media Explanation and Strategy

Daily Newspapers

Daily newspapers are primarily concerned with current events and breaking news. You must emphasize the local connection to the story for dailies.

Weekly Newspapers

As a general rule, weekly newspapers are very well read. Call the weeklies to find out the contact information and email addresses for the correspondent who covers your territory and target that person with your campaign information.

Television

Television contacts need very short messages and they need visuals/pictures. If your story is ‘bumped,’ call to find out when it will be rescheduled. When using television to publicize a campaign event, call the station’s Promotion Director to ask to be included in the community calendar segment. Always ask the television reporter or editor to include a link to the campaign website on the station’s home page.

Cable Television

Check to see if your local cable provider has a community access channel. If so, call to ask if they air local information. Also ask if they air locally produced talk shows because this may be a good venue for campaign interviews.

Radio

The key to radio success is getting the right message to the right person at the right time. Remember that radio news is typically a five-minute broadcast. A local angle is VERY important to radio. Radio stations will readily take on a ‘cause,’ so try to develop a relationship for the campaign. Always ask your radio contact to include a link to the campaign website on the station’s home page.

Public Service Announcements (PSA)

Radio and television stations are required to spend some airtime airing PSAs. Radio PSAs are 10 second (20 words) to 60 seconds (125 words). Submit the PSA and then call the Public Service Director to follow up. Date all materials with a “use before” or “use until” message. The Public Relations Coordinator templates on the COTA website and in this manual include sample Public Service Announcements.

Letters to the Editor

Letters to the Editor can be one of the most commanding tools to build community support. With one letter, the need of the patient can reach thousands of readers. Here are some tips for getting your Letter to the Editor in print:

1. Pick one topic and do not deviate. Concentrate on a few powerful points.
2. Keep it short. Limit your letter to 250 words.
3. Proofread and spell check. Typos can undermine your credibility.
4. Use your real name and your position with the COTA campaign. Always include your contact information – telephone number and a regular mailing address, even if you are submitting the letter via email.
5. Send the letter multiple ways – by fax, email and/or regular mail. Submission instructions are available in the newspaper or on the publication’s website.
6. If the newspaper offers online submission, use the newspaper’s email submission form. This is the optimal way to submit a Letter to the Editor.

Tracking Media Coverage

The Public Relations Coordinator is responsible for tracking and reporting all media coverage to the Children's Organ Transplant Association. Send your media coverage reports to PRInfo@cota.org. It is important to keep a record of your success. You may need to ask other members of your campaign team to help collect media coverage, especially Internet articles and broadcast pieces which are removed quickly from media websites.

When a reporter calls and an interview takes place with the patient, the patient's family or key campaign volunteers, the Public Relations Coordinator should try to be present. If the Public Relations Coordinator cannot be present, place a follow-up call to the reporter immediately after the interview. Ask when the article is scheduled to run or air. The Public Relations Coordinator should make note of this information and search the newspaper or the television station's website on the given date (or the day after) to find the coverage. Media websites are helpful tracking tools for COTA campaigns, especially when media are spread over a large geographic area.

The Public Relations Coordinator needs to track all media coverage on the Media Tracking Form. The Public Relations Coordinator needs to track:

1. Date of media coverage
2. Type of media coverage (newspaper, television, radio)
3. Media website
4. Name of reporter and reporter's email
5. Whether or not COTA and/or the patient's website address was mentioned in the coverage.

The Public Relations Coordinator should email the Media Tracking Form each week to the Children's Organ Transplant Association. COTA maintains a file (electronic and hard copy) of media coverage for each campaign. If it is more convenient, the Public Relations Coordinator may email newspaper and television coverage links directly to PRInfo@cota.org on the day of the coverage (do not delay as the link will only be available for about one day after the coverage).

Media Tracking Form

COTA for

| | |
|-------------------------------|------------------|
| Date of Report: | |
| Public Relations Coordinator: | Email: |
| Home Phone: | Cell/Work Phone: |

MEDIA COVERAGE

| | |
|-------------------------|----------------------|
| Date of Media Coverage: | Media Coverage Type: |
| Media Website: | |
| Reporter's Name: | Email: |
| Was COTA mentioned? | |

| | |
|-------------------------|----------------------|
| Date of Media Coverage: | Media Coverage Type: |
| Media Website: | |
| Reporter's Name: | Email: |
| Was COTA mentioned? | |

| | |
|-------------------------|----------------------|
| Date of Media Coverage: | Media Coverage Type: |
| Media Website: | |
| Reporter's Name: | Email: |
| Was COTA mentioned? | |

| | |
|-------------------------|----------------------|
| Date of Media Coverage: | Media Coverage Type: |
| Media Website: | |
| Reporter's Name: | Email: |
| Was COTA mentioned? | |

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|-------------------------|----------------------|
| Date of Media Coverage: | Media Coverage Type: |
| Media Website: | |
| Reporter's Name: | Email: |
| Was COTA mentioned? | |

| | |
|-------------------------|----------------------|
| Date of Media Coverage: | Media Coverage Type: |
| Media Website: | |
| Reporter's Name: | Email: |
| Was COTA mentioned? | |

| | |
|-------------------------|----------------------|
| Date of Media Coverage: | Media Coverage Type: |
| Media Website: | |
| Reporter's Name: | Email: |
| Was COTA mentioned? | |

Email form to PRInfo@cota.org

Print Media Tools

After your media list is fleshed out with reporters' names, email addresses and telephone numbers, it is important for the Public Relations Coordinator to become a media consumer. This means reading as many newspapers and other publications as possible. It also means visiting print publications' websites. The Public Relations Coordinator should take note of who is covering stories and issues that are related to the patient campaign. The media list may need to be altered based on this research.

Here are some tips for working with the print media:

- Make sure your story is newsworthy, or if it is a feature story, that it is interesting and appropriate for the publication you are targeting. It is important the story be pitched to a specific reporter and publication. Avoid jargon in all press releases.
- Make sure that all Key Campaign Volunteers know when stories and releases are being sent to the media and that the Public Relations Coordinator is the primary contact for the media. The Public Relations Coordinator will need to return media inquiries in a timely manner – reporters are typically on tight deadlines. A Public Relations Coordinator must be easily contacted.
- Ask the reporter for clarification if a question is not completely understood. The Public Relations Coordinator should be as helpful as possible, even if the reporter needs to be sent to another campaign volunteer or a family member for more information.
- If the Public Relations Coordinator does not know an answer, tell the reporter that you will get back to them. The Public Relations Coordinator must be sure to follow up as reporters appreciate timely responses.
- The Public Relations Coordinator should offer feedback to a reporter when appropriate. If a story contains a major error, the Public Relations Coordinator should bring it to the reporter's attention. If the story is good, the Public Relations Coordinator should send a thank you note or an appreciation email.

The Public Relations Coordinator should not:

- Ask to review or to approve the story before it is published.
- Say “no comment.” It sounds as if you have something to hide.
- Ask to speak “off the record.” Presume everything is on the record.
- Ignore a reporter's request for an interview.
- Lie to or mislead a reporter.
- Allow more than one person from the campaign to contact the same publication.
- Schedule a press conference unless there is news that warrants major coverage.

The Children's Organ Transplant Association has developed tools for Public Relations Coordinators to use when working with print media. These press release templates can be found on the following pages and in the Campaign Resources section of the COTA website (www.cota.org).

Remember to have all press releases approved by COTA before releasing to the media.

Children’s Organ Transplant Association®

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FOR IMMEDIATE RELEASE
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FOR MORE INFORMATION:
Public Relations Coordinator Name
Public Relations Coordinator Phone

Recycling Program to Raise Funds for Life-Saving Transplant

City, State – Cell phones and spent printer ink cartridges are being collected by a local group of volunteers in honor of **Patient Name**, a **Location**-area child who **needs/has had** a **Transplant Type** transplant. Working with the Children’s Organ Transplant Association’s *Recycle for Life* program, proceeds from the **Location** effort will assist with transplant-related expenses.

Patient First Name was diagnosed with **Diagnosis**. The **Name** family needs an estimated **\$Goal** to pay their transplant-related expenses.

“The family and friends of **Patient Name** want to encourage everyone to donate used cell phones and printer ink cartridges in order to help give **Patient First Name** a second chance at life,” said **Community Coordinator Name**, Community Coordinator. “Please take your used, worn out, or completely non-working cell phones and printer ink jet cartridges to **List Drop-Off Points/Dates**.”

Nationwide, COTA has collected more than 15,000 cell phones in the first year of its recycling program. An estimated 130 million wireless phones are discarded annually. For more information about the *Recycle for Life* program, or other fundraising and volunteer opportunities, please contact **Community Coordinator Name, Telephone and Email**.

Patient Name’s family has asked for assistance from the Children’s Organ Transplant Association (COTA), a national charity based in Bloomington, Indiana. COTA is dedicated to organizing and guiding communities in raising funds for transplant-needy patients. COTA’s services are completely free of charge and 100% of funds generated by COTA community fundraising campaigns are available for transplant-related expenses.

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Public Relations Coordinator Phone

MEDIA ADVISORY

Fundraising Event Honoring Local Transplant Patient to Be Held

City, State – A “**Title of Event**”, will be held in honor of **Patient Name**, a **Location**-area child who **needs/has had** a **Transplant Type** transplant. The event is planned for **Day, Date**, at **Location**. **Age**-year-old **Patient First Name** is **listed for/received** a **Transplant Type** transplant at **Hospital Name** in **Hospital Location**. Funds are being raised to assist with **his/her** transplant-related expenses.

Insert details about the event, including sponsor names. Include directions to location, if necessary. The cost of this event will be **\$Cost** per person.

Patient First Name was diagnosed with **Diagnosis**. The **Name** family needs an estimated **\$Goal** to pay their transplant-related expenses.

“The family and friends of **Patient Name** want to encourage everyone to attend our **Event Name** and help give **Patient First Name** a second chance at life,” said **Event Chair Name**. “100% of the profits from the **Event Name** will assist with transplant-related expenses.”

For more information about the **Event Name**, or other fundraising and volunteer opportunities, please contact **Event Chair Name, Telephone and Email**.

Patient Name’s family has asked for assistance from the Children’s Organ Transplant Association (COTA), a national charity based in Bloomington, Indiana. COTA is dedicated to organizing and guiding communities in raising funds for transplant-needy patients. COTA’s services are completely free of charge and 100% of funds generated by COTA community fundraising campaigns are available for transplant-related expenses.

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Public Relations Coordinator Phone

Event-A-Thon to Raise Funds for Life-Saving Transplant

City, State – An **Event-A-Thon**, “**Title of Event**”, will be held in honor of **Patient Name**, a **Location**-area child who **needs/has had** a **Transplant Type** transplant. The event is planned for **Day, Date**, at **Location**. **Age**-year-old **Patient First Name** is listed for/has received a **Transplant Type** at **Hospital Name** in **Hospital Location**. Funds are being raised to assist with his/her transplant-related expenses.

Insert details about the event, including sponsor names.

Participants are asked to collect all pledges prior to the **Event-A-Thon** and are asked to complete a registration form that is available by contacting **Event Chair Name, Telephone and Email Address**.

“The family and friends of **Patient Name** want to encourage and challenge everyone to ask their neighbors and colleagues to make a pledge to help give **Patient Name** a second chance at life, said **Event Chair Name**. “100% of the funds collected at the **Event-A-Thon** will assist with transplant-related expenses.”

Patient First Name was diagnosed with **Diagnosis**. The **Name** family needs an estimated **\$Goal** to pay their transplant-related expenses. For more information about the **Event-A-Thon**, or other fundraising and volunteer opportunities, please contact **Event Chair Name and Telephone**.

Patient Name’s family has asked for assistance from the Children’s Organ Transplant Association (COTA), a national charity based in Bloomington, Indiana. COTA is dedicated to organizing and guiding communities in raising funds for transplant-needy patients. COTA’s services are completely free of charge and 100% of funds generated by COTA community fundraising campaigns are available for transplant-related expenses.

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Event Name to Raise Funds for Life-Saving Transplant

City, State – An **Event Name**, “**Title of Event**”, will be held in honor of **Patient Name**, a **Location**-area child who **needs/has had** a **Transplant Type** transplant. The event is planned for **Day, Date**, at **Location**. **Age**-year-old **Name** is listed for/ has received a **Transplant Type** transplant at **Hospital Name** in **Hospital Location**. Funds are being raised to assist with transplant-related expenses.

Major dinner sponsors include: **Insert sponsors names**.

The cost of the dinner will be **\$Price** for adults and **\$Price** for children under the age of **Age**. The dinner will feature **Insert theme or special activities**. **Insert event specifics: directions/special activities/etc**.

“The family and friends of **Patient First Name** want to encourage everyone in the community to attend our upcoming dinner in an effort to give **him/her** a second chance at life,” said **Event Chair Name**. “100% of the profits from the **Event Name** will assist with transplant-related expenses.”

Patient First Name was diagnosed with **Diagnosis**. The **Name** family needs an estimated **\$Goal** to pay their transplant-related expenses

For more information about **Event Name**, or other fundraising and volunteer opportunities, please contact **Event Chair Name, Telephone and Email Address**.

Patient Name’s family has asked for assistance from the Children’s Organ Transplant Association (COTA), a national charity based in Bloomington, Indiana. COTA is dedicated to organizing and guiding communities in raising funds for transplant-needy patients. COTA’s services are completely free of charge and 100% of funds generated by COTA community fundraising campaigns are available for transplant-related expenses.

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Event Name to Raise Funds for Life-Saving Transplant

City, State – A **live/silent** auction will be held in honor of **Patient Name**, a **Location**-area child who **needs/has had** a **Transplant Type** transplant. The event is planned for **Day, Date**, at **Location**. **Age**-year-old **Name** is listed for/has received a **Transplant Type** at **Hospital Name** in **Hospital Location**. Funds are being raised to assist with transplant-related expenses.

Major auction sponsors include: **Insert sponsors names**.

Cash, checks and most major credit cards will be accepted at the auction for any purchase or donation. Early consignments include: **Insert package/item names with brief descriptions here**.

“The family and friends of **Patient First Name** want to encourage everyone in the community to attend this special auction in an effort to give **him/her** a second chance at life,” said Event Chair **Name**. “100% of the profits from the auction will assist with transplant-related expenses.”

Patient First Name was diagnosed with **Diagnosis**. The **Name** family needs an estimated **\$Goal** to pay their transplant-related expenses.

For more information about **Event Name**, or other fundraising and volunteer opportunities, please contact **Event Chair Name, Telephone and Email Address**.

Patient Name’s family has asked for assistance from the Children’s Organ Transplant Association (COTA), a national charity based in Bloomington, Indiana. COTA is dedicated to organizing and guiding communities in raising funds for transplant-needy patients. COTA’s services are completely free of charge and 100% of funds generated by COTA community fundraising campaigns are available for transplant-related expenses.

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Coins to be Collected in Honor of Local Transplant Patient

City, State – A **Community/School** Coin Drive is being held in honor of **Patient Name**, a **Location**-area child who **needs/has had** a **Transplant Type** transplant. The Coin Drive is an attempt to turn everyday change into life-saving dollars for children like **Age**-year-old **Patient First Name**. **Patient First Name** is **listed for/received** a **Transplant Type** transplant at **Hospital Name** in **Hospital Location**. Funds are being raised to assist with transplant-related expenses.

Pennies, nickels and dimes do add up. According to Coinstar, a national coin redemption machine manufacturer, a gallon jug filled with coins can net as much as \$228.34. **Insert details about the coin drive here, including any sponsor names.**

Patient First Name was diagnosed with **Diagnosis**. The **Name** family needs an estimated **\$Goal** to pay their transplant-related expenses.

“The family and friends of **Patient Name** want to encourage everyone to support our **Community/School** Coin Drive and help give **Patient First Name** a second chance at life,” said **Community Coordinator Name**, Community Coordinator. “Every coin collected will assist with transplant-related expenses.”

For more information about the Coin Drive, or other fundraising and volunteer opportunities, please contact **Community Coordinator Name, Telephone and Email**.

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Tasting Showcase to be Held in Honor of Local Transplant Patient

City, State – A **Type** Tasting Event is being held in honor of **Patient Name**, a **Location**-area child who **needs/has had** a **Transplant Type** transplant. This **Type** Tasting Event is an opportunity for local **restaurants/chefs** to showcase their culinary expertise and share their ‘ingredients for success’ for children like **Age**-year-old **Patient First Name**. **Patient First Name** is **listed for/received** a **Transplant Type** transplant at **Hospital Name** in **Hospital Location**. Funds are being raised to assist with transplant-related expenses.

A team of family and friends are organizing this **Type** Tasting Event on **Date** at **Location**. Numerous opportunities to help **Patient Name** will be featured throughout the **Type** Tasting Event. **Insert details about the tasting event here, including any sponsor names.**

Patient First Name was diagnosed with **Diagnosis**. Volunteers are working to assist the **Name** family with an estimated **\$Goal** to pay transplant-related expenses.

“The family and friends of **Patient Name** want to encourage everyone to support our **Type** Tasting Event and help give **Patient First Name** a second chance at life,” said **Community Coordinator Name**, Community Coordinator. “Every dollar donated throughout the event will assist with transplant-related expenses.”

For more information about the **Type** Tasting Event, or other fundraising and volunteer opportunities, please contact **Community Coordinator Name, Telephone and Email**.

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City-Area Youth Raising Funds for Life-Saving Transplant

City, State – A group of youth have organized a **type of event** that will be held in honor of **Patient Name**, a **location**-area child who **needs/has had** a **transplant type** transplant. This youth event is planned for **Day, Date**, at **location**. **Age**-year-old **Name** is **listed for/received** a **transplant type** transplant at **Hospital name** in **Hospital location**. Funds are being raised to assist with transplant-related expenses.

Area youth involved in this fundraising effort include: **insert youth names and schools**.

“The family and friends of **Patient Name** want to encourage everyone in the community to attend this special event in an effort to give **Patient Name** a second chance at life,” said Youth Organizer **Name, Age**. “100% of the profits from the **type of event** will assist with transplant-related expenses.”

For more information about **Event Name**, or other fundraising and volunteer opportunities, please contact **Youth Organizer Name, Phone and Email Address**.

“The Children’s Organ Transplant Association is thrilled that this group of youth in **City** are using their talents and energy to raise funds for families’ transplant-related expenses,” said **Community Coordinator Name**, Community Coordinator for the COTA for **Patient Name** campaign. “It is heartwarming to see these talented young individuals working so hard to help our community fundraising campaign in this way.”

Patient Name’s family has asked for assistance from the Children’s Organ Transplant Association (COTA), a national charity based in Bloomington, Indiana. COTA is dedicated to organizing and guiding communities in raising funds for transplant-needy patients. 100% of all funds raised are used for transplant-related expenses.

#

Patient Media Kit

A media kit is a set of documents that provide the media with information about your campaign's efforts. This package allows the media to determine if they want to do a longer, more in-depth story. The press release templates are designed to promote specific events with a goal of getting people involved in the campaign's activities. The patient media kit templates are designed to help reporters learn about the patient's journey to transplant and report on that journey, including the community fundraising campaign.

If the Public Relations Coordinator decides to create a patient media kit, it should be targeted to a select group of reporters who are likely to share the patient's transplant journey and COTA's role, in addition to publicizing events.

Steps for Using COTA's Patient Media Kit Templates:

1. Determine how many media kits are going to be produced and use the 'Supply Order Form' found in the Campaign Resource section of the COTA website to request materials. Ask COTA to ship the kits directly to the Public Relations Coordinator. Kit contents include COTA information brochures; organ donor cards; COTA pocket folders, and COTA envelopes.
2. While waiting for the media kit materials to arrive, the Public Relations Coordinator should start working on other kit materials with the patient and/or the patient's family. Once the Patient Media Kit pieces are written and approved by the Community Coordinator and the family, remember to email them to COTA for final approval before copying the documents and assembling the kits.
3. Two pieces included in the COTA Media Kit are camera-ready and are NOT templates. These are the COTA Facts and Transplant Facts documents. The Public Relations Coordinator should use these two fact sheets even if a Media Kit is not produced for the campaign.
4. Once the Media Kit is mailed/delivered to the targeted media, the Public Relations Coordinator should call each reporter to ask about receipt of the information and to talk about the patient. A script for this telephone call is included after the Patient Media Kit templates. Templates include:
 - Introduction Letter
 - Patient Biography
 - Medical Condition Form
 - Upcoming Events
 - Children's Organ Transplant Association Facts
 - Transplant Facts

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COTA for **Patient First Name and Last Initial**

Date

Dear Media Professional:

My name is **Name**, and I am the Public Relations Coordinator for a local **child/adult** who **is in need/has had** a life-saving transplant. **Patient Name** is **Age** years old. **Patient Name** and **his/her** family lives in **Town** and this story needs to be told to the community at large.

Area residents have joined forces to raise funds through the Children's Organ Transplant Association (COTA). COTA is a national charity dedicated to helping children and young adults who need a life-saving transplant by providing fundraising assistance and family support. Over the past two decades, COTA has assisted more than 1,400 patients from throughout the country, all of whom required a life-saving organ, bone marrow, cord blood or stem cell transplant.

Our community fundraising campaign leadership has been truly impressed that every dollar we raise will go toward transplant-related expenses. For more information, please visit www.cota.org.

This media kit contains information about our patient, **his/her** medical condition, some upcoming campaign events and key contact information for our campaign's leadership. Please call or email me at **Phone/Email** to let me know if you are willing to help us tell **Name's** story.

Thank you for your time!

Public Relations Coordinator Full Name

Public Relations Coordinator, COTA for **Patient Name**

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COTA for **Patient First Name and Last Initial**

Patient Name:

Nickname:

Date of Birth:

City/State of Residence:

Diagnosis:

Date of Diagnosis:

Patient Age When Diagnosed:

Type of Transplant Recommended:

Date of Transplant (*if it has been performed*):

Name/City/State of Transplant Center:

Parents' Names:

Siblings' Names and Ages:

Patient's School:

Patient's Favorite Things:

Patient's Wish or Dream:

Public Relations Coordinator Name:

Telephone Number and Email:

Patient Name's family has asked for assistance from the Children's Organ Transplant Association (COTA), a national charity based in Bloomington, Indiana. COTA is dedicated to organizing and guiding communities in raising funds for transplant-needy patients. COTA's services are completely free of charge and 100% of funds generated by COTA community fundraising campaigns are available for transplant-related expenses.

Find out more about COTA at www.cota.org or call 800.366.2682.

Children's Organ Transplant Association®

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COTA for **Patient First Name and Last Initial**

Patient Name:

Diagnosis:

Background on Disease:

- *Include a simple summary of the disease, including information about the organ, etc.*
- *Is there a cause?*
- *How common is this disease?*
- *What does this disease mean to the patient?*
- *What is the time until likely death if there is no treatment/transplant?*

Use bullet points for this explanation. Here are some website sources for your research:

Kidney: <http://kidney.niddk.nih.gov/kudiseases/pubs/childkidneydiseases/>

Liver: www.surgery.usc.edu/divisions/hep/patientguide/

Lungs: <http://www.lungusa.org> (Click on Diseases A-Z)

Heart: <http://www.nlm.nih.gov/medlineplus/ency/article/000147.htm>
<http://heartdisease.about.com/> (Right Column: Cardiology 101)

Cord Blood: <http://www.cancer.umn.edu/page/research/trsplant/cord1.html>

Bone Marrow: www.marrow.org (Patient Resources)

Other: www.medicinenet.com (Click "Diseases and Conditions")
(Type in disease type in the "Search" box)

Type of Transplant Recommended/Received:

Name/City/State of Transplant Center: *Include Website*

Background on Transplant: *Include some basic information about the transplant procedure itself. What is the cost of this type of transplant? What is the pre- and post-transplant hospital experience typically like for the patient? What is the typical recovery time for this type of transplant? What will life be like for the patient after transplant? Here are some sources for your research:*

www.transplantliving.org (On Top Bar, Click "Living Donation")

(Click "Facts" from the pull-down menu)

(Click on "Organs" and find the information)

www.transweb.org

(Click "Questions & Answers" and type in organ)

Public Relations Coordinator Name:

Telephone Number and Email:

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Children's Organ Transplant Association Facts

The Children's Organ Transplant Association (COTA) is a national charity based in Bloomington, Indiana, which is dedicated to organizing and guiding communities in raising funds for transplant-needy patients. COTA's priority is to assure that no child or young adult is denied a transplant or excluded from a transplant waiting list due to lack of funds. 100% of all funds raised are used for transplant-related expenses.



Founded in 1986 after a group of Bloomington, Indiana, volunteers helped raise funds to place a child on the liver transplant waiting list.



COTA has helped more than 1,400 children and adults and has raised more than \$50 million.



Since 1986, more than 900 COTA patients have been successfully transplanted.



In 2008, nearly 80 COTA patients were successfully transplanted and nearly \$3.5 million was raised.



COTA does not charge any patient for its services.



Every dollar raised in honor of COTA's patients is used for transplant-related expenses.



COTA funds are available for the patient's life for almost any transplant-related expense.



In addition to children, COTA works with adults with genetic diseases such as Cystic Fibrosis. In 2008, more than 90% of COTA patients were under the age of 21.



Nearly 80% of COTA's patients are referred to COTA by a social worker, financial coordinator or transplant coordinator at a transplant center.



In 2008, COTA's website (www.cota.org) became the fastest growing method of raising funds with nearly \$700,000 being contributed electronically by 4,500 donors.

Find out more about COTA at www.cota.org or call 800.366.2682.

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Transplant and Organ Donation Facts



More than 100,000 U.S. patients are currently waiting for solid organ transplants, with up to 100,000 more searching for a cord blood, marrow or stem cell match.



Each day, about 77 people receive an organ transplant. Each day, 19 people die waiting for an organ transplant.



First U.S. organ transplant – 1954 at Boston's Brigham and Women's Hospital – kidney was transplanted from one twin to another.



Currently there are 58 organ procurement organizations in the United States that provide organ procurement services to 261 transplant centers.



Donor organs are matched to waiting recipients by a national computer registry called the National Organ Procurement and Transplantation Network (OPTN). This computer registry is operated by the United Network for Organ Sharing (UNOS) in Richmond, Virginia, which was chartered by Congress to provide this service.



The cost of organ transplants varies greatly, not only with the type of transplant, but also with the hospital where the procedure occurs. Typical organ transplant costs (not including pre-transplant or follow-up treatments) are: kidney, pancreas or small bowel \$125,000; liver \$300,000; lungs \$300,000; heart \$350,000; bone marrow, stem cell and cord blood transplants \$150,000 - \$500,000 each.



Hospitals require that a patient be able to show proof of payment BEFORE the patient is placed on a transplant waiting list. Typical insurance plans will pay 80% of the “normal and customary” expenses incurred for the procedure. That means that for a \$300,000 liver transplant, the patient will likely be responsible for a \$60,000 deductible PLUS other related expenses such as temporary housing while the patient is hospitalized, transportation for pre- and post-transplant care, medications, etc. The lifetime total can easily exceed \$1,000,000.

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Find out more about COTA at www.cota.org or call 800.366.2682.

Introduction Call

Because you have completed your Background Media Call or done your Internet research, you know exactly where to send your media kit, and you know to whom to place a follow-up call one week after mailing the media kit. It is very important that you place this follow up call.

Make sure you have a copy of the media kit at your fingertips and be ready to answer questions. If you do not know an answer, do not guess. Take notes and tell the reporter you will call them back with more information. And make sure you get the information and place that call!

Also:

- Be prepared to leave a voice mail. Remember to leave your name and phone number at the beginning of the message and keep the message VERY short.
- Tailor any phone call to the person's knowledge. If he/she is familiar with COTA and particularly with your patient's story, there is no need to go into great detail. If applicable, take a moment to review the highlights.
- Keep all statements and descriptions relatively simple. Avoid using acronyms or detailed medical information unless they request it.
- This may be the appropriate time to ask the media source to be a media partner. Do not overlook the opportunity to say:

*COTA for **Patient First Name and Last Initial** is very interested in finding a community media partner that will follow the patient from now through **her/his** life-saving **organ Type** transplant. I am interested in exploring how your **newspaper/station/magazine** can assist our community fundraising campaign in raising community awareness about organ transplantation and organ donation.*

Telephone Script

Hi. This is *Name*. I am the Public Relations Coordinator for the COTA for *Patient Name* campaign. We talked several weeks ago, and since that time I have mailed you our media kit. Do you have any questions about anything in the kit?

The Children's Organ Transplant Association is a national charity dedicated to organizing communities in raising funds for transplant-needy patients. COTA's priority is to assure that no child is denied a transplant or excluded from a transplant waiting list due to lack of funds. 100% of all funds raised are used for transplant-related expenses.

In our case, tell the highlights of your patient's story here...

I just want to make sure that you understand the goal of our campaign – it is to save a child's life. Explain the transplant process as the information relates to your patient's medical condition. For example, more than 30,000 people each year are diagnosed with diseases for which marrow or stem cell transplants can be a cure, but only 30% of these people find a match within their family.

*In the case of *Patient Name*, talk about your patient's medical condition – ask the reporter to refer to the Patient Medical Condition Fact Sheet in the Media Kit. Make sure that the reporter fully understands the medical aspects of the story.*

It would be great if you would follow our campaign from start to finish. As the campaign's Public Relations Coordinator, I would be happy to facilitate access to the patient and to the family for regular articles and features. You could tell our community this story from now through the patient's life-saving transplant. It would be a great focus for your newspaper/station/magazine.

VERY IMPORTANT IF YOU ARE PLANNING A KICK OFF MEETING

*We are officially launching our patient campaign on: **Date, Time, Location**. Will you be able to be at our campaign launch? COTA for *Patient Name* is made up completely of volunteers, and we need your help to get the word out about *Patient name* and *her/his* need for a life-saving *organ type* transplant.*

If YES:

GREAT! I will look forward to talking to you more then. When you arrive, go to the registration table and ask the person there to find me.

If NO:

Would you like for me to set up a time when you could interview the patient, the family, the campaign's leadership and someone from the Children's Organ Transplant Association headquarters?

Make all necessary arrangements and send an email to confirm all.

*Thank you for taking time to speak with me today. I am very excited to explore the possibility of ongoing coverage from your newspaper/station/magazine. Is there any additional information that you need from me today? If you have any further questions or need further information, please call me at *Phone* or email me at *Email*.*

Broadcast Media Tools and Tips

The Public Relations Coordinator should communicate regularly with television and radio stations. Broadcast media attracts large numbers of viewers and listeners. Press Releases and the Patient Media Kit should be sent to broadcast media, as well as print media. However, the Public Relations Coordinator should be aware differences do exist between print and broadcast media.

Television Tips

- When pitching a story to television, make sure to always know what ‘visuals’ are available for your story. Always talk about the most important information first: type of event, area celebrities helping with event, date of event and location. Remember you have about 15 seconds to hold a television producer’s attention.
- Always try to submit ideas in writing, i.e. a press release, if time allows. Always follow a press release with a telephone call.
- Become familiar with local television news programs and identify those reporters who are going to be sympathetic to the story. Target these reporters.
- Television stations like to cover events and stories that look unusual, but be aware of other major events happening on a given day in a given area. Remember that Mondays and Saturdays are typically ‘news short’ and that pitching a patient story on either of these days could improve coverage.
- When dressing for television interviews, the Public Relations Coordinator should note that color is fine, but it should be toned down. Vertical lines (not narrow), subdued colors and simple, small jewelry lend authority and seriousness to the Public Relations Coordinator’s remarks.
- The Public Relations Coordinator has every right to ask a reporter what material will be covered in a televised interview and to inform him/her the areas that can not be discussed. Please make sure the patient and/or patient family are aware of this as well. It may be helpful to provide the television reporter with a brief paragraph outlining the subject being discussed and the patient’s information.
- Watch your body language on television. TV reporters routinely shake their head during an interview, as if nodding in agreement with the speaker. This can be hypnotic if you are being interviewed and you may start nodding your head, too.
- The Public Relations Coordinator should always be focused on the interview. Please avoid getting too ‘cozy’ with the interviewer or the setting. Some of the most embarrassing mistakes in television interviews occur not because of tough questions, but because the speaker loses focus and begins to babble.
- Be on time to any television interview. Unlike an interview with a print reporter, you cannot typically call a television reporter back later.
- Remember that public and cable television stations are generally more approachable than commercial television stations.
- Always ask the reporter or editor to include a link to the campaign website on the station’s home page.

Radio Tips

- When pitching a story to radio, make sure to always know what ‘sound bites’ are available for your story. Always talk about the most important information first: type of event, area celebrities helping with event, date of event and location.
- Always try to submit ideas in writing, i.e. a press release, if time allows. Always follow the press release with a telephone call.
- Become familiar with local radio news programs and identify those reporters and/or announcers who may be sympathetic to the story. Target these reporters.
- Radio stations typically broadcast press release information whenever possible. Some radio stations prefer hand delivery of press releases and this is never a bad idea if the Public Relations Coordinator has time.
- Radio reporters may ask to tape an interview over the telephone. This is a common practice used to obtain ‘sound bites’, but the reporter should inform the Public Relations Coordinator of the taping before it begins.
- Speak slowly and in short, concise sentences. Most radio reporters are generalists. Avoid using jargon. State the story in simple, easy-to-understand language – especially information about the patient’s medical condition. Remember, in most cases you are speaking to the public, i.e. potential donors and event attendees, through the reporter.
- Radio stations typically have special programs/call-in shows the Public Relations Coordinator needs to research. These programs often deal with issues of local interest and they are a good match for patient stories and event coverage. These radio programs require a spokesperson and the Public Relations Coordinator should be prepared to serve in this capacity. The Public Relations Coordinator should contact the radio talk show host one month in advance and should send all background information to the host at that time.
- Always ask the reporter or editor to include a link to the campaign website on the station’s home page.

Radio Public Service Announcements (PSA)

The Children’s Organ Transplant Association has scripted radio PSA materials for Public Relations Coordinator use. The Public Relations Coordinator is encouraged to save the *Fundraising Event Announcement* PSA for the campaign’s signature event(s).

Templates include:

- Radio PSA Cover Letter
- Call for Campaign Volunteers (30 and 60 second scripts)
- Fundraising Event Announcement (30 and 60 second scripts)

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COTA for **Patient First Name and Last Initial**

Date

Dear **Public Service Director Name**:

My name is **Name** and I am the Public Relations Coordinator for a local **child/adult** who **is in need/has had** a life-saving **Transplant Type** transplant. **Patient Name** is **Age** years old. **Patient Name** and **his/her** family lives in **Town** and they need the community's help.

There is no 'public service' greater than that which saves lives. Please have your announcers read the enclosed Public Service Announcement(s) frequently. Here's why:

- More than 100,000 people are waiting for a solid organ transplant, and, in addition, thousands more are searching for a bone marrow/stem cell/cord blood match.
- Each day, about 77 people receive an organ transplant and each day, 19 people die waiting for an organ transplant.
- The cost of organ transplants varies depending on the type of transplant and where the procedure is done. A liver transplant procedure can cost \$300,000. Typical insurance plans will pay 80%, leaving the patient responsible for the \$60,000 deductible plus temporary housing during the procedure and recovery, transportation before and after transplant, medications, etc. And a person will not be placed on the waiting list until they can show their ability to pay those costs.

Town area residents have joined forces to help raise funds through the Children's Organ Transplant Association (COTA). Over the past two decades, COTA has assisted more than 1,400 patients throughout the country, all of whom required a life-saving transplant. Our campaign leadership has been truly impressed that every dollar we raise will go toward transplant-related expenses. For more information, please visit www.cota.org.

I urge you to use your broadcast power to alert your listeners to the **Name**'s need. You can help us save this precious life and truly provide a public service. I thank you in advance.

Public Relations Coordinator Full Name
Public Relations Coordinator, COTA for **Patient Name**
Public Relations Coordinator Telephone and Email

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COTA for **Patient First Name and Last Initial**

Radio PSA Script Call for Campaign Volunteers

60 second

Will you help make a miracle for a **child/adult**? **Age**-year-old **Name needs/has had** a life-saving **Transplant Type** transplant. **Name** lives in **Town** – maybe right down the street from you. **Name**'s family needs you to get involved with a community fundraising campaign that will help pay for **Name**'s medical expenses, transportation and medications that are all necessary to help **Name** survive.

Name's family is working with the Children's Organ Transplant Association to organize volunteers who are needed to help this miracle unfold. If you can sell event tickets, find auction items, put a coin canister in your workplace, organize an event at your church, collect used cell phones ... then we need you!

Call **Public Relations Coordinator Name** at **Telephone** to get involved. For more information, go to **Campaign Web Address** or visit this station's website at **Station Web Address**.

Thank you for helping to give **Name** a second chance at life.

30 second

Will you help make a miracle for a **child/adult**? **Age**-year-old **Name needs/has had** a life-saving **Transplant Type** transplant. **Name** lives in **Town** – maybe right down the street from you. If you can sell tickets, put a coin canister in your workplace, collect used cell phones ... then we need you!

Name's family is working with the Children's Organ Transplant Association to organize volunteers who are needed to help this miracle unfold.

Call **Public Relations Coordinator Name** at **Telephone** to get involved. For more information, go to **Campaign Web Address** or visit this station's website at **Station Web Address**.

Thank you for helping to give **Name** a second chance at life.

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COTA for **Patient First Name and Last Initial**

Radio PSA Script Event Announcement

60 second

Want to have fun while helping make a miracle for a child from right here in **Town**? COTA for **Patient Name** is planning a **Name of Event** to help **Age**-year-old **Name**, who **needs/has had** a life-saving **Transplant Type** transplant. This event will be held on **Date** at **Time** at the **Location**. The cost of this event will be **\$Cost** per person. **Use if applicable and include any major sponsors who are helping to underwrite the event: Join Sponsor Name(s)** to help make a miracle for **Patient Name**.

Name is in need/has had a life-saving organ transplant. All proceeds from the **Event Name** will be used to pay transplant-related expenses. An estimated **\$Goal** is being raised by local volunteers. These dollars will be used to help pay transplant-related expenses, transportation and medications that are all necessary to help **Name** get a second chance at life.

Please support our efforts on **Event Date**. All donations are tax-deductible and every single penny will be used to help save a life. For more information, call **Event Contact Name** at **Telephone** or go to **Campaign Web Address** or visit this station's website at **Station Web Address**.

30 second

Want to have fun while helping make a miracle for a child from right here in **Town**? COTA for **Patient Name** is planning a **Name of Event** to help **Age**-year-old **Patient Name**, who **needs/has had** a life-saving **Transplant Type** transplant. This event will be held on **Date** at **Time** at the **Location**. The cost of this event will be **\$Cost** per person. **Use if applicable and include any major sponsors who are helping to underwrite the event: Join Sponsor Name(s)** to help make a miracle for **Patient Name**.

All proceeds from the **Event Name** will be used to pay transplant-related expenses. For more information, call **Event Contact Name** at **Telephone** or go to **Campaign Web Address** or visit this station's website at **Station Web Address**.

Communication With Your Community

The Public Relations Coordinator needs to be aware that sometimes, no matter how much effort is invested, the media may not provide coverage to the patient campaign. Typically in very large media markets (i.e. Chicago, New York City, Los Angeles, etc.), it is sometimes a challenge to entice the media to cover patient stories and patient events. This can be the case in smaller markets as well.

Your community offers a variety of avenues for sharing the patient's story and highlighting upcoming fundraising events. The Public Relations Coordinator should investigate your community's communication opportunities and should enlist the help of other campaign volunteers in identifying communications possibilities.

Some ideas include:

- Area Churches (*A template for a church bulletin announcement is included.*)
- Local Employers (*A template for an employee newsletter story is included.*)
- Area/Visitor Websites (*A template for a website announcement is included.*)
- Community Calendar (*A template for a community calendar announcement is included.*)
- Schools and School Districts - backpack stuffers and website information
- Event Flyers for Grocery Stores and Locally-Owned Retail Stores
- Utility Company Newsletters/Statement Mailing
- Community websites (banks, businesses, etc.)

The Public Relations Coordinator will likely be given the opportunity to address community groups about the community fundraising campaign. The Public Relations Coordinator should be prepared to address community groups who want to know more about the patient and the transplant journey. Public speaking tips and a sample presentation outline are included, following the templates noted above.

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Sample: Church Bulletin Announcement

Date

Dear Area Church Minister:

Can you please include this announcement in your bulletin this Sunday and for the next several Sundays? I would be very happy to provide you with regular patient updates if you would like to ask your congregation for ongoing prayers of support and healing. Please call me if you wish to discuss this further and God bless you for your help!

Public Relations Coordinator Full Name

Public Relations Coordinator, COTA for **Patient Name**

Public Relations Coordinator Telephone and Email

Area **Child/Adult** Needs Your Help

Will you help make a miracle for a **child/adult**? **Age**-year-old **Patient Name** **needs/has had** a life-saving **Transplant Type** transplant. **Name** lives in **Town** and has been diagnosed with **Diagnosis** and doctors at **Hospital** recommended a life-saving **Transplant Type** transplant. An estimated **\$Goal** is being raised by **Town**-area volunteers to help with transplant-related expenses.

Name's family is working with the Children's Organ Transplant Association to organize volunteers who are needed to help this miracle unfold. If you can sell event tickets, find auction items, put a coin canister in your workplace, organize an event at your church, collect used cell phones ... then we need you!

Call **Public Relations Coordinator Name** at **Telephone** to get involved. For more information, go to **Campaign Web Address**.

If applicable, insert information about upcoming meetings and activities.

In addition to your time and donations, this family really needs your prayers.

Thank you for helping to give **Name** a second chance at life.

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COTA for **Patient First Name and Last Initial**

Sample: Corporate Newsletter

Date

Dear Public Relations Executive:

Can you please include this in your next issue of your corporation's newsletter? I would be very happy to provide you with regular patient updates if you would like to let your employees know the patient's ongoing status. Please call me if you wish to discuss this further.

I have always admired the way that your company reaches out to help the community. If you would like to become an ongoing sponsor of our campaign, please feel free to call me to discuss that possibility as well.

Public Relations Coordinator Full Name

Public Relations Coordinator, COTA for **Patient Name**

Public Relations Coordinator Telephone and Email

Area **Child/Adult** Needs Your Help

Will you help make a miracle for a **child/adult**? **Age**-year-old **Patient Name** **needs/has had** a life-saving **Transplant Type** transplant. **Name** lives in **Town** and has been diagnosed with **Diagnosis** and doctors at **Hospital** recommended a life-saving **Transplant Type** transplant. An estimated **\$Goal** is being raised by **Town**-area volunteers to help with transplant-related expenses.

Name's family is working with the Children's Organ Transplant Association to organize volunteers who are needed to help this miracle unfold. If you can sell event tickets, find auction items, put a coin canister in your workplace, organize an event at your church, collect used cell phones ... then we need you!

Call **Public Relations Coordinator Name** at **Telephone** to get involved. For more information, go to **Campaign Web Address**.

If applicable, insert information about upcoming meetings and activities.

Thank you for helping to give **Name** a second chance at life.

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COTA for **Patient First Name and Last Initial**

Sample: Community Calendar or Community Website

Date

Dear Community Calendar Editor:

Can you please include this in the printed and electronic community calendar. I would be very happy to provide you with regular patient updates if you would like to let your employees know the patient's ongoing status. Please call me if you have any questions.

Thank you for your assistance.

Public Relations Coordinator Full Name

Public Relations Coordinator, COTA for **Patient Name**

Public Relations Coordinator Telephone and Email

Event Name:

Name of event

Event Description:

One or two sentence summary with event highlights

Event Date and Time:

Event date and time

Event Location:

Event location – including address

Other Information:

Other specifics, like cost, sponsors, registration deadlines, ticket sales locations, etc.

How to get involved:

One or two sentence summary outlining volunteer opportunities/contacts

Why this Event is being Held:

Age-year-old **Name** needs/has had a life-saving **Transplant Type** transplant. **Name** lives in **Town** and has been diagnosed with **Diagnosis** and doctors at **Hospital** recommended a life-saving **Transplant Type** transplant. An estimated **\$Goal** is being raised by **Town**-area volunteers to help with transplant-related expenses.

Name's family is working with the Children's Organ Transplant Association (COTA) to organize volunteers needed to help this miracle unfold. COTA is a national charity based in Bloomington, Indiana, dedicated to organizing communities in raising funds for transplant-needy patients. 100% of all funds raised are used for transplant-related expenses. Find out more about COTA at www.cota.org.

Call **Public Relations Coordinator Name** at **Telephone** to get involved. For more information, go to **Campaign Web Address**.

10 Tips for Successful Public Speaking

According to the *Book of Lists*, the fear of speaking in public is the top fear of all fears. It is reported that more than 41% of people have some fear or anxiety dealing with speaking in front of groups. Mark Twain said it best, “There are two types of speakers: those that are nervous and those that are liars.”

Feeling some nervousness before giving a presentation is natural and even beneficial. But too much nervousness can be detrimental. Here are some proven tips for how to control your butterflies and give better public presentations:

1. **Know your material.**

Know the patient’s diagnosis, transplant journey details and have the Children’s Organ Transplant Association facts memorized, or close at hand, during any public speaking opportunity.

2. **Practice. Practice. Practice.**

Write any public presentation and then make sure the patient and/or the family is comfortable with the information to be shared. Practice your presentation by yourself and for others to work out the kinks and to get more familiar with it.

3. **Know the audience.**

Ask who will be in audience when accepting an invitation to speak (ages, interests, etc.). Then greet audience members as they arrive at the presentation. It is easier to speak to a group of friends than to strangers.

4. **Know the room.**

Arrive at the presentation site early to set up your materials. Make sure the microphone, and any other audio or visual aids, are all working properly and that you know how to operate them.

5. **Relax.**

The goal is to turn your nervous energy into enthusiasm for upcoming campaign events and express the passion you feel for the patient and this campaign.

6. **Visualize yourself giving your presentation.**

Imagine yourself speaking, your voice loud, clear and confident. Your conviction for the patient should be clearly evident.

7. **Realize the audience wants you to succeed.**

No one in the audience is looking for your mistakes – or cheering if you make one. They want to hear your message, so focus on that, not on you.

8. **Do not apologize for any nervousness.**

Most of the time, a speaker’s nervousness does not show at all so if you do not say anything about it. Nobody will notice – and nobody will care.

9. **Concentrate on the message.**

Think about the patient and the family at all times. This will keep the message at the forefront of the presentation. Express your emotion...this is a powerful tool!

10. **Gain experience.**

Most beginning speakers find their anxieties decrease after each presentation they give. As you begin, you can help your nerves by practicing in advance and having notes to glance at during the presentation to keep you on track. Every presentation after the first one will get easier!

Sample Presentation Outline

1. Introduce yourself
2. What is organ donation?
 - a. Transplanting an organ or tissue from one person to another
 - b. After brain death for organs or after cardiac death for tissue
 - c. Some organs can come from living donors: kidney or lobe of liver or lung
3. What can be transplanted?
 - a. Organs are heart, liver, lungs, kidneys, pancreas, small bowel
 - b. Tissues include bone marrow, stem cells, cord blood, corneas, skin, joints, veins and ligaments
4. How does someone receive a transplant?
 - a. Placed on waiting list by transplant center
 - b. National list maintained by UNOS (organs) or NMDP (marrow)
 - c. Organs matched by blood and tissue type and size
 - d. Recipient must be in good enough health and close to transplant center
5. Who can donate?
 - a. Usually no age requirements - health of organs are the major concern
6. Why would anyone donate?
 - a. To help others
 - b. To make a death into a positive outcome
7. Why do some people refuse to donate?
 - a. Wrong information
 - i. Cost – There is no cost to the donor
 - ii. Funeral Arrangements – Donation does not alter customary burials
 - iii. Religious Beliefs – Most major religions don't discourage donation
 - iv. Appearance of Body – Body is respected, open casket funeral possible
 - v. Fear that Care Prior to Death Would be Compromised – Organ donation is explored only after brain death
8. How to become a donor
 - a. Sign a donor card or your license
 - b. Register in your state's donor registry
 - c. Tell your family - they may make the final decision, so they must know your wishes
9. How to become involved with the Children's Organ Transplant Association
 - a. Volunteer to help a person raise funds for an organ transplant
 - b. Describe your patient
 - i. Health situation
 - ii. Financial situation
 - c. Why COTA is involved
 - i. Trustee of funds
 - ii. Oversight of fund use
 - d. Describe your campaign and how to get involved
 - i. Donations
 - ii. Earmark funds from a previously scheduled activity for the campaign
 - iii. Volunteer time to assist with campaign activities
10. Questions and Answers
11. Thanks for opportunity

Your Campaign Website

Website industry analysts report more than 400 million people are online today. And, the *Chronicle of Philanthropy* reports that online gifts to not-for-profit organizations increased by 37% during 2006.

COTA President Rick Lofgren shared in the Children's Organ Transplant Association's 2008 Annual Report that, "During the past year, COTA's website became one of our newest and fastest growing methods of raising funds with online donations of more than \$700,000 being contributed electronically by more than 4,500 donors."

Your COTA website is integral to your campaign's fundraising effort. Even though each COTA campaign has a Webmaster assigned to this task, it is extremely important for the Public Relations Coordinator to be involved with making the website a top-notch communications vehicle.

Maintaining a campaign website is as important as creating and launching it. New content must be added regularly. Writing for a website must be clear and concise. Use short sentences and small words. Web browsers do not want to read a lot of text. Please remember to proofread all online information very carefully before the campaign Webmaster posts it.

The Public Relations Coordinator needs to work closely with the Webmaster to share ideas on how to personalize the campaign website home page.

The Public Relations Coordinator needs to work with the patient and the family to make sure that the Blog feature of the website has regular, first-person updates about the patient, the transplant, their journey, the community's support, etc. Keeping the Blog updated with the patient's (or the family's) words will drive visitors to the website and ensure repeat visits.

According to *Cause Communications*, blogs are proliferating because they are among the least expensive, fastest and easiest ways to share information. Blogs allow for instant updates and for instant feedback – making them invaluable for building relationships with key audiences. Post your blog's existence on your home page. To be most effective, a blog must be updated regularly ... at least two to three times per week, if not daily.

In addition, the Public Relations Coordinator needs to make sure new and high-quality photographs are available in the website Photo Album. The Public Relations Coordinator should also regularly check to ensure that activity and event information is updated. Finally, check the Guestbook to see who is visiting the website and writing to the family.

Viral Marketing

Nielsen NetRatings reports that nearly 75%, or 204,300,000, Americans have access to the Internet from their home.

Using the Internet for Email Campaigns

Viral marketing refers to the process of getting individuals to pass on an electronic message. You can use viral marketing to share information about your campaign to a group of people, and then ask they each share this information with their friends, family and colleagues.

The viral marketing message needs to be approved (as do all written campaign materials) by the Children's Organ Transplant Association. Check in the Campaign Resources of COTA's website materials about Online Fundraising. Here, you can find strategies for viral and email marketing.

Do not underestimate the power of a well-crafted email as an effective fundraising tool.

Here are some online viral and email marketing tips:

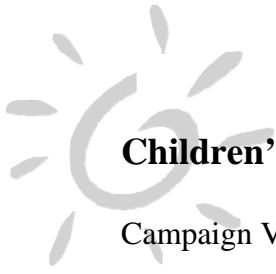
- **Personalize the email.**
Without personalization, an email looks like junk mail and may be discarded. People like to be addressed by their name in the email, if possible.
- **Write an engaging subject line.**
Include the name of the COTA patient along with an action phrase such as: You Can Make a Life-Saving Difference for Name or Help Make a Miracle for Name.
- **Make the reason for the email clear.**
By the end of the first sentence of the email, the recipient should know why he or she is being asked to help.
- **Check your spelling and grammar.**
Viral emails will be forwarded, printed and replied to. Take care when drafting and reviewing an electronic message.
- **Pick fonts and colors carefully.**
Messages with overly large fonts or those that use multiple colors and/or backgrounds are not easy to read or to print – keep it simple!
- **Be aware of 'spam' themes.**
Avoid using words that are the same as words used in spam that promotes mortgage rates, prescriptions, etc. Do not use these words in your subject line or in the text of the email.
- **Make sure that COTA approves all viral and email marketing messages.**

Public Relations Coordinator Tips

The Public Relations Coordinator serves as the primary spokesperson for the community fundraising campaign. Here are some helpful hints for speaking to the media and to the community on behalf of the patient, the family and the campaign team:

- **Be prepared.**
Always know the facts about the patient and the campaign before you talk to the media or to community representatives. Make notes before an interview or public presentation to make sure you cover the most important points and stay on topic.
- **Be consistent.**
Always use the same number for the campaign goal.
- **Be positive in all comments to the media and to the community.**
Make no public comments you do not want broadcast, printed or repeated. Nothing is off the record.
- **Be sure to keep your message brief and concise.**
Use facts to answer questions. Never lie, guess or speculate on behalf of the patient or family. If you do not know an answer, please say so. Tell the reporter or community member that you will get back to him or her with the answer as soon as you research the answer to their question. Make sure you do so.
- **Be aware of the power of word-of-mouth communication.**
In this era of electronic and instant communications channels, it is easy to forget the most basic (and likely still the most successful) way to build support for a patient's fundraising efforts.

According to the Harvard School of Business, "Among the many and varied channels through which a person today may receive information, it is hard to imagine any that carry the credibility and, as a result, the importance of interpersonal communication, or word-of-mouth. There is little debate as to whether word-of-mouth matters. In fact, there is good reason to believe it has more potential impact than any other communication channel."



Children's Organ Transplant Association Website Resources

Campaign Volunteer Web Resources

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Campaign Volunteer Web Resources

The Children's Organ Transplant Association offers a wide variety of resources to assist with raising funds for transplant-related expenses. To access the Campaign Resources area of the COTA website, use the following user name and password:

Your Campaign Password _____

Your Campaign's User Name _____

Be sure to check the area frequently as COTA adds and updates resources on a regular basis. COTA welcomes campaign feedback and suggestions... please let COTA know if there is a resource that would help future campaigns.

Materials on the COTA website may be printed and copied.



Ongoing Support for Your COTA Patient

| | |
|--|---------|
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| Procedure for Getting Your Account Information | Page 69 |
| E-Newsletters and Other Communications | Page 69 |
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| Miracle Makers | Page 72 |

Commitment to Your Patient

The Children's Organ Transplant Association is committed to helping families throughout their transplant journey; before, during and after. In fact, a COTA patient never 'ages out' of the COTA family after the Patient Agreement is signed.

COTA encourages campaigns to consider holding an annual fundraising event. No matter what the event may be, this is an opportunity to remind caring people of the on-going transplant-related financial needs and offer on-going emotional support. A successful activity held during the campaign may be a place to start when planning a yearly activity.

Keep in mind that the community may wonder why funds are still needed. Think of this question as an opportunity to share a miracle story and to offer an option of helping maintain that miracle by providing the financial cushion for on-going needs like medications, check-ups, therapy and return trips to the transplant center.

COTA will provide a semi-annual patient statements to the family to keep them informed of the account balance and reimbursements. It is our goal to keep families feeling like they are part of the COTA family.

The campaign volunteers may change in the months following the transplant or in the years following the initial community fundraising campaign. COTA understands that time pressures and other commitments may keep a key volunteer from making a commitment beyond the initial fundraising. Please contact COTA if there is someone who needs training and more information regarding policies, resources or services.

Procedure for Getting Your Account Balance

Each COTA patient has a Donation Page that will be available as long as the family is working with COTA. On the Donation Page is a thermometer that shows the amount raised in honor of the patient. The community fundraising campaign volunteers should use this tool to report the amount raised.

The Community Coordinator (or one person designated by the Community Coordinator) should email their account update request to BalanceInfo@cota.org. The reply will be emailed within one business day.

The account update will include the following:

1. All checks and credit card gifts sent to and processed by COTA (processing usually takes at least two business days after receipt).
2. All online donations processed by COTA.
3. Gifts made into the local bank account that have been transferred to COTA. You will receive the date on which the last transfer took place. Any funds deposited into the local bank account after the last transfer date will not be included in the account balance.

Account updates should be requested no more than twice each month, unless the campaign needs a balance prior to a large event (to announce the amount raised to that point).

Enewsletters and Other Communications

Place these resources in this manual:

- **Monthly Campaign Volunteer Enewsletter**
Emailed to you each month with tips and ideas for your campaign.
- **Resources and Materials printed from the COTA website**
Look in the Campaign Resources section of the COTA website (www.cota.org) for templates, ideas and samples. New information is added frequently. Note: this is a password protected area – every Public Relations Coordinator receives a password for campaign use.

Ideas for an Annual Activity

Many of the resources needed to help implement these ideas can be found as templates in the Campaign Resources area of the Children's Organ Transplant Association website www.cota.org.

- ***Balloon Launch***
Enlist the support of your park district or school field area and hold a community balloon launch. You may consider selling balloons with note cards attached that purchasers can write their messages of hope, encouragement and celebration on. Additionally, is a great educational opportunity; launch green and white balloons and remind attendees that it represents organ donation.
- ***Dinner and Auction***
Duplicate a popular menu offering or venue you used during the campaign and host another similar event. As a twist, solicit auction items that have 'celebration themes' – from party supplies to spa get-a-ways. Follow through this theme with festive décor and New Year's Eve type noisemakers.
- ***Athletic Event***
Get your community physically involved in a golf tournament, bike ride, fun or competitive run/walk, or bowling event. If it is applicable, pick a type of activity the patient, now post-transplant, is able to participate in – one that they could not join in before! In the case of a very young patient this may be a Wagon Pull around the community park or for a teen patient, a soccer tournament. Generate revenue by charging individual or team entry fees or by making the event an A-Thon so all participants collect pledges prior to the event.
- ***Re-Birthday Party***
Serve cake and ice cream while your COTA patient blows out one more candle on the cake! Issue party invitations that request in lieu of pretty wrapped packages you will have a 'gift box' to drop their financial donations – what they would have spent on a birthday gift.
- ***A Non-Event Event***
In this case, DO NOT throw a party, instead, send invitations sharing your patient's miracle story and asking for donations in the amount of what the invitee would have spent on dinner, auction bidding, drinks, a gift for the honoree, and perhaps childcare for the evening out! You may also wish to offer donation amount suggestions such as; \$100 as at least that many hugs were given in the last year, \$50 in honor of the 50 days spent at home versus the hospital this past year, \$25 representing the meal the family did not have to eat in the hospital cafeteria, etc.

COTA National Event

COTA Saturday and Million Miracles

Launched in 2006, by a COTA Community Coordinator and aunt to a COTA patient, COTA Saturday was a way to stay involved, celebrate a miracle, and to ensure there is always a ‘financial cushion’ for her niece as she continues her transplant journey.

Consider participation as your annual event. Proceeds from your efforts may be designated in honor of your COTA patient.

Here’s how it works:

Each year COTA Saturday is held the third Saturday of September. On that date, COTA and a legion of volunteers celebrate life, help save kids’ lives and remind the public that people die every day because an organ was not available for transplant.

Organize an activity in your community like a car wash or bake sale. Orchestrate a donor awareness activity like distributing donor cards at your church. Combine a fundraising and an awareness raising event with funds going to help kids get their second chance at life.

As part of COTA Saturday, you can participate in the Million Miracles campaign. This activity is one way for you to raise funds that will help COTA families. Simply collecting coins can save a life. COTA challenges you to collect one million pennies – and help make one million miracles happen. Remember:

Visit www.MillionMiracles.org to learn more. It is easy to register and easy to participate.

You have already helped save one child’s life, so you know firsthand...

ONE person can make a difference.
MILLIONS of pennies can save lives.
MIRACLES happen with your help.



Miracle Makers

Miracle Makers are a group of people committed to helping the Children's Organ Transplant Association and COTA patients. COTA would like to identify and contact campaign volunteers who are interested in continuing their work with COTA.

Miracle Makers help COTA and COTA campaigns through the following means:

1. Providing resources, advice and support to new community fundraising campaigns in their area.
2. Making presentations about the donation process and COTA to public groups and transplant patient support groups.
3. Planning and implementing fundraising and awareness activities.

Miracle Makers receive materials and communications to support their activities, and are encouraged to seek out opportunities to talk about COTA programs and the donation process.

Please submit names and contact information for key campaign volunteers to COTA following the conclusion of the community fundraising campaign.

Go to www.MiracleMakers.org to learn more about the program and how you can continue to help give hope to children.

Public Relations Coordinator Manual



Thank You for Giving Hope and Making Miracles!