

Phonathon Social Media Guide

Be a community ambassador for COTS: Share our message, amplify our reach

General Phonathon messages

POST #1



Never donated to the COTS Phonathon before? Now is your chance: All new gifts to the COTS Phonathon to support shelter, services, housing and prevention will be MATCHED by our generous Challenge Grant from New England Federal Credit Union. Donate now: <http://bit.ly/2B2Sknq> #givingtuesday #cotsvt #cotsphonathon

POST #2



Does your company match? If you don't know, visit cotsonline.org to learn more. You can help your gift double or triple its impact. #cotsvt #giving

Monday, November 27

Program highlighted: **Children & Families**

Please share this image and post below via your social media channels.

POST #1



COTS provides two emergency shelters for families. Open year-round, these programs make sure parents and children have a safe and warm refuge, while connecting with COTS rehousing services. Please donate to the COTS Phonathon to support our shelter and services.

<http://bit.ly/2B2Skng> Thank you to COTS' "Children & Families" Phonathon sponsor: Comcast. #cybermonday #cotsvt #cotsphonathon

POST #2



COTS helped 855 children across its programs – with shelter, services, housing, and homelessness prevention last year. About half of the nonprofit's annual budget comes from community donations. Please make a gift to COTS Phonathon this year to support these efforts. <http://bit.ly/2B2Skng> Thank you to COTS' "Children & Families" Phonathon sponsor: Comcast. #cybermonday #cotsvt #cotsphonathon

Tuesday, November 28

Program highlighted: **Emergency Shelter**

Post #1



COTS' year-round emergency shelter has 36 beds for single adults. We connect guests with services and housing, while providing a safe and warm refuge every evening. Support the COTS Phonathon to provide shelter and services. <http://bit.ly/2B2Skng> #givingtuesday #cotsvt #cotsphonathon

Wednesday, November 29

Program highlighted: **Veterans**

Post #1



COTS' Canal Street Veterans Housing provides two-year transitional housing for formerly homeless veterans and their families. COTS serves veterans across our programs with housing, shelter, services, and homelessness prevention outreach. Support the COTS Phonathon to help veterans struggling with homelessness. <http://bit.ly/2B2Skng> #cotsvt #cotsphonathon

Thursday, November 30

Program highlighted: **Prevention**

Post #1



The COTS homelessness prevention initiative – the Housing Resource Center – is COTS’ largest program, helping thousands of families avert the crisis of homelessness in the past decade. Support the COTS Phonathon to help end homelessness now. Thank you to COTS’ “Homelessness Prevention” Phonathon Sponsor: Burlington Telecom. <http://bit.ly/2B2Sknq> #cotsvt #cotsphonathon

Post #2



COTS works to end homelessness through prevention. Last year alone, COTS kept 284 families, including 285 children, from becoming homeless. Support the COTS Phonathon to help end homelessness now. Thank you to COTS’ “Homelessness Prevention” Phonathon Sponsor: Burlington Telecom. <http://bit.ly/2B2Sknq> #cotsvt #cotsphonathon

Monday, December 4

Program highlighted: **Daytime Services (i.e. the “Daystation”)**

Post #1



The COTS Daystation is open 365 days a year. Last year, 457 people visited the Daystation where lunch is served through the help of volunteers. Donate to the COTS Phonathon to support this vital community resource. Thank you to COTS’ “Daytime Services” Phonathon Sponsor: AT&T <http://bit.ly/2B2Sknq> #cotsvt #cotsphonathon #btv

Post #2



Want to volunteer this holiday season? Consider preparing a meal and serving lunch at the Daystation, COTS’ daytime drop-in center for homeless adults. Thank you to COTS’ “Daytime Services” Phonathon Sponsor: AT&T <http://bit.ly/2zsLpb1> #cotsvt #cotsphonathon #btv

Tuesday, December 5

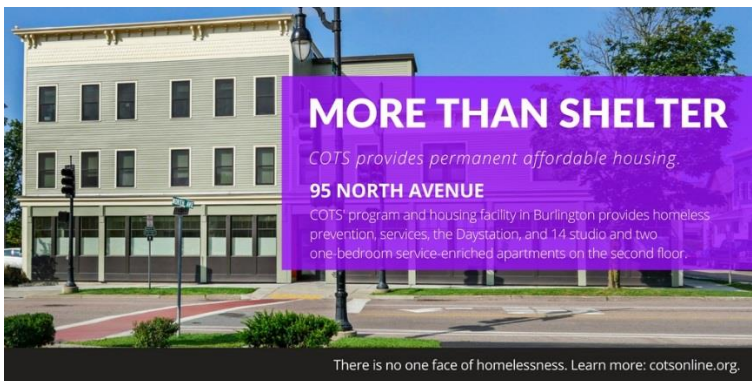
Program highlighted: **Housing**

Post #1



COTS provides a mix of transitional and permanent housing. Canal Street Veterans Housing provides two-year transitional housing for veterans, as well as permanent affordable housing in Winooski. Donate to the COTS Phonathon to help COTS provide much-needed housing in our community. Thank you to COTS' "Housing" Phonathon Sponsor: WOKO-FM <http://bit.ly/2B2Skng> #cotsvt #cotsphonathon

Post #2



COTS provides housing, services, and a daytime refuge at its 95 North Avenue program facility. On the second floor are 14 affordable permanent apartments. Donate to the COTS Phonathon to help COTS provide much-needed housing in our community. Thank you to COTS' "Housing" Phonathon Sponsor: WOKO-FM <http://bit.ly/2B2Skng> #cotsvt #cotsphonathon #btv