

The National Donation CAMPUS CHALLENGE • 2009

Register *now* to become an organ and
tissue donor at www.organdonor.gov.

• **One** organ donor can save 8 lives.

U.S. Department of Health and Human Services
HRSA
Health Resources and Services Administration
Workplace Partnership for Life

Get Ready! Get Set! Coaching for Success

Learning Series Call
July 23, 2009

Our Agenda

- Campus Challenge Opportunity
- Campaign Overview
- Return on Investment
- Get Started Tips
- Key Strategies and Best Practices
- Interact – Ask Questions and Share Ideas

Campus Challenge Opportunity

Enrollment and participation:

- Heightens donor awareness and promotes increased donor designation
- Complements and maximizes my organization's donor designation efforts
- Builds and enhances new Workplace Partnerships with institutions of higher learning
- Educates Campus Partner communities – students, faculty, staff, and alumni and provides opportunities for donor registration

Campaign Overview

- A campaign of the *Workplace Partnership for Life*, a program of the U.S. Department of Health and Human Services, Health Resources and Services Administration
- National initiative, in partnership with OPOs/DLAs, to engage post-secondary campus communities in donation awareness and donor designation activities

Our Goal

- Register 60,000 new organ donor designations by November 30, 2009
- Phase I – completed May 15
 - 17 OPO/DLA Partners, 78 Campus Partners, 4 National Partners participated
 - Results highlights
- Phase II – launches August 26
 - 20 additional OPOs/DLAs pledged to enroll
 - Targeting an additional 70+ Campus Partners

Return on Investment Summary

Campaign Management

- **Staff:** average 1 Project Lead + 1 OPO/DLA liaison per campus
- **Volunteers:** 1 Student Leader per Campus with several OPO/DLA volunteers per activity
- **Campus Partners:** 5 to 18; average 7
- **Timeline:** average 6 weeks; others run annually – Spring and Fall
- **Budget:** average \$2,000; range \$1,500-20,000 (not inclusive of personnel)
- **Key Allied Partners:** Student Organizations (PRSSA, SOD, AMSA, Greek Community, Residence Life, Athletic and Government groups), Campus Faculty (Communications, Health Sciences, Marketing and Public Health), Campus Administration (Student Affairs, Civic Engagement, Service Learning) and Blood Centers

Return on Investment Summary

Campaign Management *cont.*

- **Campaign Materials:** promotional items, social media fan and group sites, registry brochures, email blasts and viral marketing, banners, posters
- **Campus Partner Recognition:** Media placements, certificates, Trophies

Results/Outcome

- **Measurement Portal:** on-line state registries and registration forms; unique urls, campus event attendees, social media site fans/members
- **Projected Potential Donors Reached:** 328,850*
- **Donors Registered:** 129,123*

**as reported by 9 of the OPOs/DLAs enrolled in Phase I and data obtained from Best Practice Questionnaire in Oct. 2008*

Get Started Tips

Commit – Prepare for Success

- **Enroll in the Challenge**
 - Complete and send the enrollment form by Friday, September 1
- **Identify Campus Partners**
 - Obtain and review lists of all post-secondary institutions in your region: <http://www.uscollegesearch.org/zip.html>
 - Target campuses with large student enrollment, active student groups, and those your organization has partnered with previously
 - Visit National Partner and national student organizations such as PRSSA, SOD, AMSA and others, websites to view local chapters and obtain contact information

Get Started Tips

Campus Partner Recruitment

- Identify, contact, and engage student groups
- Research, contact, and engage campus administrators and faculty
- Initiate contact now
- Be persistent and persuasive
- Communicate that the Campus Challenge links students with civic engagement opportunities
- Mention other Campus Partners involved
- Reference National Partner support and utilize their campaign messages
- Market the campaign on your social media sites

Get Started Tips

Develop Your Plan

- Design a 12-week timeline of actions and strategies to support your campaign goal
- Engage student organizations and groups to help carry out your organization's campaign plan and actions
- Identify and communicate the campaign goal and measurement options
- Utilize and customize the campaign Tool Kits created for OPOs/DLAs and for Campus Partners
- Maximize all events and opportunities both within your organization and with Campus Partners

Get Started Tips

Implement: August 26 – November 30, 2009

- Launch your local Challenge campaign
- Tailor it according to your organization's capabilities and the interests of your Campus Partners
- Utilize social media networking
 - Establish a social networking profile/group to support your local campaign
 - Communicate regularly with your Campus Partners (see Tool Kit Guide to Social Media Marketing)
- Recognize student organizations and groups involved
- Update and share with Campus Partners – including staff and faculty – about campaign activities and results and media/PR coverage

Key Strategies and Best Practices

- Partnerships with student groups and campus administration yield new donation champions
- Social media engages this audience
- Mass email campaigns are cost-effective tools
- Communications to state donor registries complement your DDC team goals
- Athletic, student life, and campus community events promote broad exposure

Key Strategies and Best Practices

- Sponsor a campus competition
- Engage campus and local media
- Utilize campus service learning and civic engagement activities
- Be on-site for all Campus Partner campaign events
- Host donor designation drives
- Provide promotional items and prizes

Interactive Q & A

- *What questions do you have about the Campus Challenge?*
- *What strategies or ideas will you implement in your local Campus Challenge campaign?*
- *How can HRSA, the National Leadership Team and Akoya further support your enrollment and participation in the campaign?*

Resources and Tools

- Campus Challenge website
 - www.organdonor.gov/campus
- Campus Challenge Tool Kits
 - OPO/DLA Tool Kit, includes the Partner Guide and communications tools
 - Campaign Creative Tool Kit, includes visual images and customizable templates
- Campus Challenge ROI Summary, How to Get Started Tip Sheet and, WPFL Overview
- Learning Series Call Archives website
 - www.akoyaonline.com/wpfl

Get Involved!

- Enroll in the Campus Challenge
- Participate as a state DDC team
 - Share resources and maximize campaign opportunities
- Attend the Phase II Launch Learning Series Call
 - August 26 at 2:00 p.m. EDT
- Join the *2009 National Donation Campus Challenge* Facebook and Twitter sites

Coaching Call Wrap-up

Group Polling Questions

*When prompted, please push *1 – “Yes” and *2 – “NO”*

- 1. I will enroll my organization in Phase II of the Campus Challenge.*
- 2. I plan to implement a strategy or idea learned on the call today.*
- 3. I would like to schedule a 1:1 coaching call.*

Final Remarks