

# The National Donation • CAMPUS CHALLENGE •

Register *now* to become an organ and tissue donor at [www.organdonor.gov](http://www.organdonor.gov).



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



# Campus Challenge Fall Update

**Learning Series Call**  
***October 26, 2010***

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# Our Agenda

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- Welcome and Introductions
- OPO/DLA & Campus Partner Presentations
- Interactive Q&A Session—Join and Share
- Group Polling—Participate and Respond
- Call Wrap-up

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## Campus Campaign Presentations

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- ***What's Your Legacy?***  
Golden State Donor Services,  
Donate Life California
- ***Rocky Mountain Showdown - 2010***  
***Recycle Yourself Campus Challenge***  
Donor Alliance,  
Donate Life Colorado

# WHAT'S YOUR LEGACY

Sacramento State Campus Challenge



Autumn B. Brown, Public Education Coordinator  
Frances Preziosi, Student Representative - CSUS  
**Golden State Donor Services**



GSDS | **It's about giving life**  
GOLDEN STATE DONOR SERVICES



# Where do we start?

- GSDS had never done a Campus Challenge
- What is our budget?
- Who should we work with?

# Building the Relationship



- Emailed a past professor of mine and pitched the idea of a Campus Challenge.
- Strategy meeting
  - What are your needs?
  - What are our needs?
- Created timeline
- Presented to the class

# Strategy / Class Breakdown

Focused on capturing the 18- to 24-year-old demographic. Had two main leaders and five group leaders; groups were as follows:

**Writing / Publicity** – responsible for writing and distributing press releases, and news articles

**Creative** – created logo, t-shirt and flyer designs, and business cards

**Social Media** – created and managed blog, Facebook page and Twitter account

**Logistics** – responsible for event set-up, tables, policies, etc. ...

**Research** – created and evaluated surveys, evaluation reports of each event



Leaders met every two weeks to evaluate progress and strategy

# Events



- Three-day Campus Blitz
- Run Rocklin - 5K Run
- Second Saturday Art Walk
- Earth Day - Recycle Yourself
- Multicultural Night

# Cost Analysis

For the campaign, we used mostly items we had in stock at our office!

- T-Shirts for the class: \$300
- Pens, stickers, Donate Life CA bracelets: \$425
- Driver's License sign: \$80
- Campus posters/flyers (printed in-house): \$50
- Brochures (standard DLC materials): \$30
- Sacramento RiverCats Baseball tickets: \$0
- Thank you cards: \$25

**Total spent: \$910**



# Partners



- Sacramento State University public relations senior level class
  - Sacramento RiverCats
  - Local news media

# Results

- 554 registrants, or 1.8% of campus
- Over 1,000 fans on Facebook
- Eight different news articles published featuring our events and/or students
- Two radio interviews
- Two TV appearances on “Good Day Sacramento”
- Pictures with local celebrities posted on Facebook, Twitter

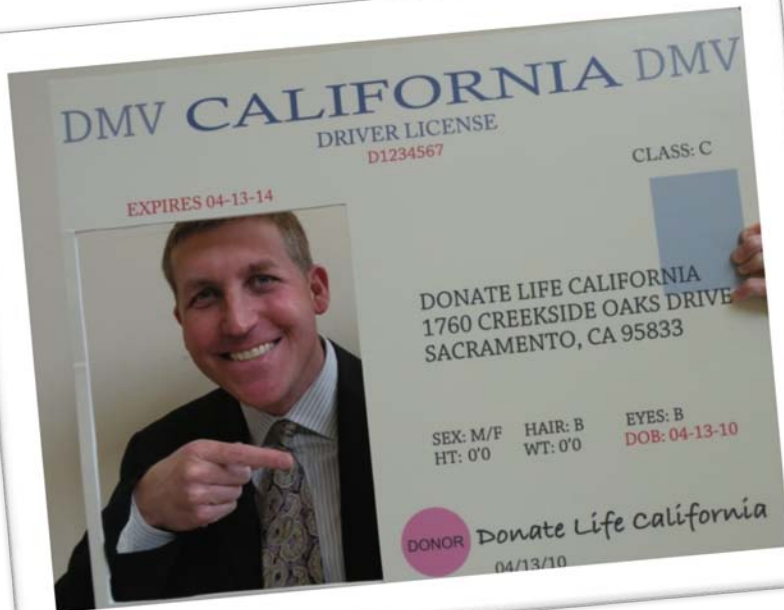


# What worked?

- Three-day campus blitz
- Run Rocklin
- Networking
- Media coverage
- Attending media events to seek more coverage
- T-Shirts and posters
- Designated class – full semester to plan, run and evaluate campaign



# What did not work?



- Second Saturday Art Walk – poor location in back of art studio; audience was not our main demographic
- Earth Day campus booth – too similar to campus blitz; duplication of effort
- Did not reach out to night classes or dorms – missed our key demographic

# Questions?

Autumn B. Brown, Public Education Coordinator  
Golden State Donor Services  
916.678.6008 – [ABrown@dcids.org](mailto:ABrown@dcids.org)



# 2010 Recycle Yourself Campus Challenge

University of Colorado vs. Colorado State University



# Putting it Together


**Nicole Williams** ▶ Community Relations  
Coordinator, Donor Alliance

**Talbot Fucci** ▶ English/Biology student, just  
applied to dental school. Started  
“Students for Organ Donation” on  
CU Campus in 2007  
Mother received a heart  
transplant in 1998, he was  
diagnosed with the same  
condition in 2010 and will likely  
need a transplant in the future.



*Colorado*

# Crunching the Numbers...

- ▶ University of Colorado, Boulder (CU) and Colorado State University (Fort Collins) have a built-in rivalry
  - ▶ Combined they have 54,000 students
  - ▶ CU freshman class: 7,438
  - ▶ CSU freshman class: 5,874
  
  - ▶ **Target Group:** freshman and students from out of state who are already registered in their home state and non-registered students
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# Setting the Stage...



- ▶ Rocky Mountain Showdown
- ▶ At INVESCO Field @ Mile High (where the Broncos play)
- ▶ 65,000 people attend
- ▶ 48% are students, faculty and alumni
- ▶ Game day is only 2 weeks into the school year
- ▶ Sponsorship cost: \$12,500



*Colorado*

# The Sponsorship...



- ▶ Link to *Donate Life Colorado* Registry on the Showdown web site.
- ▶ Donate Life logo on the Marquee during the game as well as in the program
- ▶ Booth in the concourse on game day at INVESCO
- ▶ 60 second on-field promotion during the third quarter break to announce the challenge winner



*Colorado*

# Getting the Word Out....

## Call them all!



Compiled a list of all local newspapers, e-news sources, campus publications, magazines, etc. Each were sent a written blurb and received a follow-up phone call about coverage.

*Challenge:* student media was still out for the summer.

## Be My Friend?



Searched high and low - found every student and alumni group on Facebook, "liked," "friended" or became a "fan" and posted the "2010 Recycle Yourself Challenge" information and the link to the DLCO Registry.

## Catch the Stragglers



Created an ad for our own Registry page [www.DonateLifeColorado.org](http://www.DonateLifeColorado.org) to catch people's eye if they were just clicking through or if they knew about the challenge. We also put very specific instructions on the enrollment page so we didn't have anyone fall through the cracks because they didn't register correctly to count in the challenge.



# Getting the Word Out ...

## Ask and You Shall Receive



KBCO, the voice of Boulder and one of the most popular stations in Colorado agreed to be the sponsor of the Campus Challenge for no cost. We put their logo on all flyers and our t-shirts in exchange for their generous contribution.



More than 500 PSA's ran on multiple stations in Boulder, Denver and Fort Collins.

30 stations posted the challenge on their Facebook & Twitter pages.

20 stations published a 'blurb' about the 2010 Recycle Yourself Campus Challenge on station websites and community calendars.

## Students for Organ Donation Makes an On-Campus Connection for Us



[http://www.coloradodaily.com/ci\\_15967719?source=most\\_viewed#axzz12omuzUPk](http://www.coloradodaily.com/ci_15967719?source=most_viewed#axzz12omuzUPk)

<http://cuindependent.com/2010/09/04/cu-students-donate-the-gift-of-life/>

[http://www.dailycamera.com/cu-news/ci\\_15967719?source=pkg](http://www.dailycamera.com/cu-news/ci_15967719?source=pkg)



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# On Campus ...



“Students for Organ Donation” sponsored us on CU campus.

“RAM Communications” sponsored us on CSU campus.



This allowed us to do:

4 booths at freshman dorms at CU

2 booths and the CSU Plaza Bazaar

2 booths at the CSU Flea Market

## And Print cool T-Shirts!!!!



Colorado

# And the Winner Is ??????



**CU BUFFS!!!!**  
823 Registries



**CSU RAMS**  
593 Registries

**Total: 1,416**



# Breaking it Down ...



## Final Results:

1,172 registered

376 New

766 Updates

Colorado's Largest Registry Drive since its Launch in 2001

## Budget:

Sponsorship: \$12,500

Booth Fees: \$470

Collateral: \$4,368.65

**Total: \$17,338.65**



## IMPACT?

-Talbot Fucci, Students for Organ Donation



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## Interactive Discussion

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- *What questions or comments do you have for our presenters?*
- *What strategies or tips do you recommend to help OPOs/DLAs successfully engage Campus Partners and/or student groups in campus campaigns?*

***(Press \*1 to cue up and join the conversation!)***

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# Group Polling Questions

*When prompted, please press \*1 – “Yes” or \*2 – “No”*

- 1. I plan to implement a strategy or action that I learned on the call today.*
- 2. My organization plans to implement or plans to continue to host a Campus Challenge campaign in 2011.*
- 3. I would like to present about a successful Workplace Partnership and/ or Campus campaign on a 2011 Learning Series call.*
- 4. I would like to learn more about the Workplace Partnership for Life and how participation in the program can support my organization’s organ and tissue donor registry campaign.*

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# Final Remarks

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Special thanks to our speakers for their inspiring and informative presentations!

For more information about today's presentations, please visit [www.akoyaonline.com/wpfl](http://www.akoyaonline.com/wpfl).

Thanks to all who joined and participated today.