



## **Our Mission**

Get Carded is dedicated to saving and improving lives through increased organ and tissue donation education and donor designation.

## **Our Vision**

To have all college students throughout the state of Florida registered as organ and tissue donors.





## Our History

Get Carded originated as a campus event in Spring 1996 at the University of Central Florida. Due to its success, it was launched into a year-round effort. In 1999, the Florida Coalition on Donation adopted Get Carded to help expand it statewide.



## Get Carded Campuses

**University of Central Florida  
Orlando**

**University of South Florida  
Tampa**

**University of Florida  
Gainesville**

**University of North Florida  
Jacksonville**

**Florida State University  
Tallahassee**

**University of West Florida  
Pensacola**





## The Get Carded Model

### Purpose

To unite support for organ and tissue donation and increase donor designations.

### Organization/Structure

Get Carded is a student-driven campaign that emphasizes peer-to-peer education.

### Target Audiences

- Students
- Alumni
- Faculty
- Staff



## The Get Carded Model

### Leadership

- Co-chairs are selected for the year's campaign, and a committee is recruited to assist with the effort. The program is typically "housed" by the campus volunteer division of the Office of Student Activities (i.e., VolunteerUCF).
- Leaders are chosen to head peer-to-peer talks, volunteer recruitment and special events. Identifying key campus communicators and maintaining current meeting information, group size, e-mail addresses, etc. is an important task for the committee.
- Student coordinators work in tandem with their local organ and/or tissue donor program to plan, budget, implement and evaluate activities. A Donate Life Florida professional liaison is the committee's key contact for the campaign.
- The program's success relies heavily upon the strength of co-chairs to champion the issue, carry through with assignments, recruit and supervise volunteers.



## The Get Carded Model

### Message

- The campaign name and logotype is designed to state simply an action: to sign an organ donor card and save a life.
- To be successful, public education must involve communicating two steps: (1) to sign the donor card, and (2) to share your decision to be a donor with your family.
- In recent years, the call to action has become donor designation through the state registry.



## The Get Carded Model

### Implementation

- Peer-to-peer communication forms the cornerstone of the campaign augmented by campus media communications, an ongoing public relations effort, and direct mail appeals.
- Activities are tailored by students to help achieve the best possibility of success. A core group of students oversee the project and invite others to adopt it as their own. For instance, organizers may approach a sorority group to make green ribbons for distribution on campus or to run public service announcements at events.



## The Get Carded Model

### Key Steps

- Identify campus communicators
- Create project ideas (i.e., events) to effectively reach targeted groups
- Keep it visible
- Undertake a campus media campaign
- Train volunteers to serve as peer educators
- Seek involvement from student, faculty and alumni organizations
- Focus on life—donation is an opportunity to donate LIFE
- Track Results – Each campus submits monthly tracking reports



## The Get Carded Model

### Measurement

- The evaluation of both output and outcome objectives include: attendance at events, number of Organ & Tissue Donor Cards/Registry Forms signed at events, number of Organ & Tissue Donor Cards distributed, follow-up with student leaders and media coverage.
- Tracking sheets are used to help evaluate activities and are submitted to professional liaisons at the end of each month.



## The Get Carded Model

### Examples of Campaign Materials

Brochures

Lapel Pins

Donor Cards

T-shirts

Fact Sheets

Stickers

Highlighters

Magnets

Lifesavers

Key chains

Stadium Cups

Frisbees

Notepads

Koozies

Postcards

Pens





# Best Practices

Statewide and Ongoing

Student-Driven – Passion in the message

Student Leadership/Committee

Peer-to-Peer Education

Campus Partnerships

Assigned Professional Liaison from Local Donor Program

Media and Presentation Training provided to Students



# Partnerships

## Examples:

**University President**

**University Alumni**

**University Athletics**

**Greeks (Fraternities and Sororities)**

**Student Health Associations**

**Student Nurse Associations**

**Professors/Teachers**



# Contacts

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