

# IT'S ON!

**CAMPUS CHALLENGE**

## DONATE LIFE PENNSYLVANIA'S IT'S ON! CAMPUS CHALLENGE

**Presented by:**

Giant Ideas, Gift of Life Donor Program, CORE

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# Program Overview

Donate Life Pennsylvania, Gift of Life Donor Program, CORE, Department of Health and Department of Transportation worked together to launch the first Pennsylvania statewide campus challenge for organ and tissue donation.

- National Donate Life Month served as the angle for the campus challenge
- April 2009 lays the groundwork for replication in the fall, 2009
- Funded through the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund



# Program Goal

- Using other states as a guideline for campaign success, the It's On! Campus Challenge will register 3,000 new organ and tissue donors, through the online webportal registry.
- All traffic will route through [www.donatelife-pa.org](http://www.donatelife-pa.org) for tracking and measurement.



# Reaching out to the schools

- Starting in early February, the Donate Life Pennsylvania team reached out to nearly 20 different colleges and universities throughout Pennsylvania and secured participation from thirteen schools across the state.



# Reaching out to the schools (continued)

- Outreach consisted of contacting various student groups and university departments by way of emails, Facebook messages and phone calls.
- Several rounds of follow up calls and messages took place before we started to hear back from students and faculty.



# Sample Activities

Once the schools and the students were on board, each university provided a list of activities and initiatives for their campus. Donate Life PA encouraged each university to embrace the challenge and customize the activities to their campus interests.

## **Sample School Activities:**

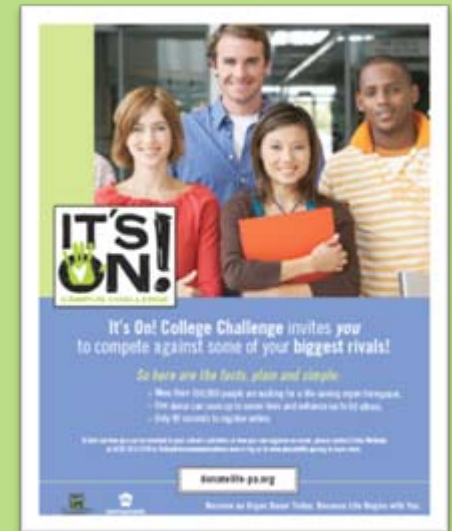
- Public Relations students at Indiana University of Pennsylvania planned a flash mob on campus and submitted story ideas to their local college newspaper.
- As recently as this past weekend they had tables set up at a couple of popular university events on campus including the Academic Expo and the local Rotary 5k Run.
- The volunteer services student group at Robert Morris University sets up tables at lunch time at the campus Student Union. While there, the volunteer students engaged fellow students in a quick dialogue about organ donation and the campus challenge, ending with an online donor designation.



# Sample Events

Donate Life Pennsylvania supported the challenge through participation in various on campus events.

- Blue White Weekend at Penn State
- Greek Week at Bloomsburg University
- Movie Night at Millersville University
- Greek Sing at Indiana University of Pennsylvania
- BBQ at Kutztown University
- Earth Day at Temple University



# Sample PR Initiatives

In addition to participating in the activities and events, students have spread the word about the competition through public relations, ad placements, Facebook, newspaper articles and e-mail distributions.

Overall, the participating schools have embraced the challenge and have become more active ambassadors for organ and tissue donation.



# Learning & Observations

Here is what we've learned:

- Engaging the schools (and keeping them engaged) can be a lengthy process. Faculty and students work on short timelines based on school semesters, and it's best to provide ample planning time before the competition takes place.
- Planning for the fall semester campus challenge will begin in May or June



# Learning & Observations (continued)

- Many students are already donors, and this is a response we've seen while on campus at the school events, or the responses we've received from volunteer students at various schools.
- Some students have expressed that their parents don't want them to be designated donors, there is still some fear with a younger audience, associated with the myths about organ donation.
- Students have asked about a grand prize such as a cash contribution to their school or their particular program.



# Learning & Observations (continued)

- Not all students have a state issued drivers license, however they still want to sign up.
- We need to engage faculty early on. This may prove to be more important for a stronger student following per semester. As the student body continues to change, faculty and staff remain a constant advocate.



# Changes and Recommendations

- Engage schools earlier on in the semester, possibly even before the semester begins.
- Simplify the registration process in the It's On! Campus Challenge website.
- Provide a cash prize to winning schools.



# Donate Life PA Joins Facebook!

- Become a fan of It's On! Campus Challenge on Facebook
- View the *Life Begins with You* statewide campaign



Donate Life Pennsylvania, Gift of Life Donor Program, CORE, Department of Health and Department of Transportation thank you for the opportunity to share our campus challenge experiences.

