

Donate Life Illinois Campus Challenge

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I am a registered organ/tissue donor. Are you?

Donate Life Illinois Campus Challenge

Who's involved

- Students for Organ Donation
- PRSSA
- Greek community
- Any willing student group and/or student

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- Maintain contact with existing students/student groups throughout the year (especially for spring outreach for National Donate Life Month)
- Approach groups late summer/early fall on the Campus Challenge details
- Cold message student organizations at targeted campuses
- Leave open enrollment throughout the Challenge



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Two Campus Challenges – 2007 & 2008

First year - 2007 – build relationships

- Statewide campus tour with mascot Morgan D'Organ
- Morgan visit motivated students to organize registration drive
- Utilized online resources to stay connected with students on regular basis
- Gave trophy to winning schools

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Two Campus Challenges – 2007 & 2008

Second year – 2008 – harnessed virtual power

- Used individualized Facebook Groups
- Template messaging distributed via e-mail
- Series of student testimonial videos released
- Mini-challenges

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What works –

- Keep the program simple
- Make it easy for the students to participate
- Treat each school on an individual basis
- Make at least one campus visit to participate in registration drive
- Be flexible



Illinois

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Student Perspective:

Deborah Manst

- Founded Students For Organ Donation at University of Illinois
- Founded Students For Organ Donation at Loyola Stritch School of Medicine