

# The National Donation • CAMPUS CHALLENGE •

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



## CAMPUS TIP SHEET

### Top 8 facts for publicizing organ donation to a campus audience:

1. You can save 8 people's lives by signing up to be an organ donor.
2. You can improve 50 lives or more by being an organ/tissue donor.
3. More than 105,000 Americans are waiting for a life-saving organ transplant *at this very moment*.
4. Today, 18 people will die because not enough organs are available for transplant.
5. Hundreds of thousands of people across the United States could benefit from organ and tissue donations.
6. Virtually all religious denominations approve of organ and tissue donation.
7. Most religions consider organ and tissue donation as representing the highest humanitarian ideals and the ultimate selfless act.
8. Don't believe this common MYTH: Doctors are less likely to save you if you are an organ donor!

### And keep in mind...present this information in creative, visual ways, such as:

- Stickers/buttons
- Images
- Videos
- Real-life stories

### Promote competitions to engage campus audiences.

#### Some tips:

- Make sure there are prizes and giveaways (see below).
- Make a big, public announcement at the beginning of the campaign.
- Capitalize on campus rivalries.
- Partner with well-attended school events.
- Get everyone to wear your shirt or color to games or events.
- Have a design/logo competition among students.
- Hold competitions between dorms.

## Giveaways that students love:

(Try to get local sponsors to donate, especially businesses that rely on college students.)

- Food! Always have food.
- T-shirts (or any other type of clothing)
- Gift certificates
- Pens
- Hats or beanies
- Frisbees
- Draw-string bags
- iTunes gift cards

## Most attention-grabbing words and phrases for campus marketing:

- "Important"
- "Grades"
- "Prizes"
- "Can save lives"
- "Money"
- "Free"
- "Can affect your future"
- "Pizza"
- "Food"
- "Death"...or other shocking words

## Best strategies to attract a campus audience:

- Have a specific "brand" to use consistently (think of McDonald's "golden arches" or the red ribbon for AIDS awareness).
- Write/call the local media outlets (TV/newspaper/radio) to get media coverage.
- Ask professors and club moderators to help spread the word.
- Advertise using social networking sites such as Facebook.
- Market during high-traffic times in areas where students are likely to be, such as dining halls and student centers.
- Make sure exhibits are interactive—include games, quizzes, and prizes.
- Create very visual and creative materials so people are enticed to stop and check out your cause.
- Show a video while tabling, either projected onto a screen or on a laptop/TV.
  - Find a video on YouTube (search "Organ Donation"), or create your own.
- Have street teams passing out materials (try to be everywhere at once).
- Host a themed event to generate excitement.
- Use lots of visual signage and banners.
- Offer coupons/gift certificates to local venues.
- Use music to attract people.
- Offer lots of food—free if possible.

# Organ Donation Quiz

## Are the following statements true or false?

1. Each day, on average, 78 people receive an organ transplant.  True  False
2. Each day, on average, 18 people die waiting for a transplant.  True  False
3. Organ donation costs the donor family nothing.  True  False
4. Donated organs are removed surgically in a routine operation, and the donor may still have an open-casket funeral.  True  False
5. Donors can be any age.  True  False
6. The medical team treating the potential donor is completely separate from the medical team that performs the transplant.  True  False
7. An organ recovery team is not notified until all life-saving efforts have failed and the donor is declared brain dead.  True  False
8. Organ transplant success rates are as high as 95 percent.  True  False
9. Most of the world's religions support organ donation.  True  False
10. One donor may help more than 50 people in need.  True  False

(All 10 answers are "True")