



COLLEGE CAMPUS CHALLENGE IDEAS



www.donatelifetoday.com

- More than 90% of Americans believe in organ, eye, & tissue donation; however, the problem is only about 50% register their wish to be a donor.
 - Typical reasons why college students haven't registered –
 - They've never been asked
 - They didn't know how to register
 - They believed in the common myths
 - Find out *below* how you can help encourage others on your campus to register their wish online as an organ, eye, & tissue donor.
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Registry Drive – Tabling on Campus

- Find an ideal location and time on campus with a high student traffic area for your drive
- Identify what your goal is – how many students do you want to register as a result of your tabling?
- Determine what you'll want on your table –
 - Be sure to have a few laptops with wi-fi access at your table with the www.donatelifetoday.com webpage up for easy access to registering
 - Display common myths and truths on your table - be creative on how you'll educate others – i.e. UW will have a prize wheel attracting others to their table that will have common myths on it – if someone dispels the myth correctly, they will win either a thumb drive or t-shirt with the Donate Life logo/website on it.
 - To understand the common myths on donation, please go to www.donatelifetoday.com and select the Understanding Donation/Learn the Facts menu.
 - Other Donate Life items available through Living Legacy Foundation for your table – plastic Donate Life table banner, posters, bracelets, heart-shaped carabineer key chains and mood pens
- Determine who will station your table and when. Try to have someone with a direct connection to donation at your table to help answer questions (i.e. transplant recipient, donor family member, living kidney donor).
- How will you stay focused on your registry goal? I.e. UW will have a giant fake I.D. on the table. Once someone registers, students will take a Polaroid picture of the new registrant and put it on the fake I.D. so others can see who and how many people are registering.
- Market and advertise your registry drive prior to its date -
 - Poster the residence halls and high traffic campus areas
 - E-mail resident advisors, student groups (Greek, pre-med, marketing, athletics), faculty etc...
 - Add info in newsletter article to encourage others to stop by

Registry Drive - Blossoms of Hope

- In November, host a registry drive on campus and have all registered donors plant a daffodil bulb in celebration of registering, a transplant recipient and/or donor
- The bulbs will bloom in April, which is National Donate Life Month – host a follow-up registry drive again in April at the same site to show how many bulbs are now blooming

Registry Drive - Electronic Campaign

- Encourage friends to register online at www.donatelifetoday.com by sending out bulletins, comments, messages, e-postcards and e-mails on how to register/why to register (i.e. include a personal story/connection to donation and transplantation in your message)
 - FaceBook/MySpace
 - E-mails to friends, faculty, student body, student groups, residence halls etc...
 - To send an e-postcard, go to www.donatelifetoday.com and select the “How You Can Help” menu

Campus Newsletter/Newspaper Articles

- Work with campus papers and group newsletters to disperse education on organ, eye, & tissue donation
- Encourage your campus to register online at www.donatelifetoday.com throughout your article
- Ask other students to come forward with their personal stories on donation (i.e. transplant recipient, donor family member, living kidney donor). Highlight his/her personal story in a follow-up article.
- You can access sample articles at www.donatelifetoday.com under the “How You Can Help” menu

It is important to remember – please do not coerce anyone into registering – i.e. don't say “I'll give you a Donate Life Bracelet if you register today.” Instead, verbally thank those who register.