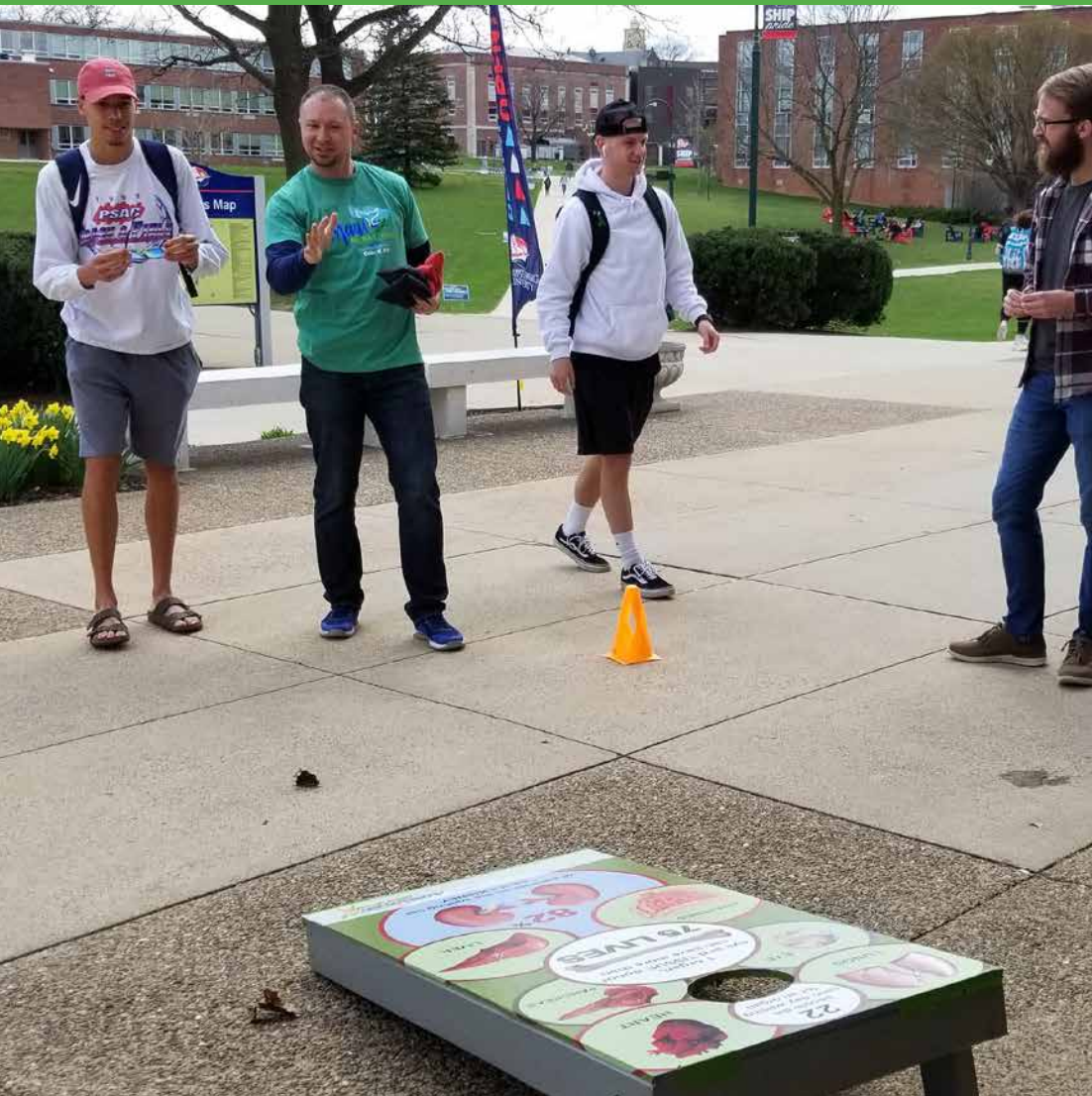


Seeing The Need

PRSSA NATIONAL ORGAN DONOR AWARENESS CAMPAIGN
2019 SHIPPENSBURG UNIVERSITY



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#SeeTheNeed #DonateLife



Presented by
Andrew Haldeman, Carly Erisman, Katy Gentile

General Summary

The primary target audience for our campaign is Shippensburg University (Ship) students. Established in 1871, Ship is located in the south-central portion of Pennsylvania. The school currently has an undergraduate student population of around 6,570.

The awareness event day was held on Wednesday, April 10 from 10 am until 4 pm. The chosen location for our main display, game and registration table was in front of the Ezra Lehman Library. The patio location is positioned directly in front of the campus Starbucks, is centralized on the campus, and sees a significant amount of walk-by traffic.

On April 10, there was also a wellness fair being held in an adjacent building from 10 am until 2 pm, reinforcing health-conscious students to make a difference. Additionally, the Donate Life National Blue and Green Day was on Friday, April 12. We did not choose to have our event on Friday though, in consideration of limited student involvement because of Friday class schedules. The Wednesday time slot was ideal, and the campaign team did wear blue and green to support and bring awareness.

Key Messages

Our main message linked directly the Donate Life organization, and was simply to "Donate Life." A secondary main message was to "See The Need." This tied to our cornhole game focus, where the participants couldn't see the board until after they tossed the bags.

Messaging in promotional literature included, "22 people die every day waiting for an organ donation," "1 organ donor can save 75 lives," and "April is National Organ Donor Awareness Month."

Goals & Objectives

Our main goal is aligned with the goal of the competition itself - but focused on the Shippensburg University campus: **To promote organ and tissue donation awareness at Shippensburg University.**



Our objectives match the competition objectives:

1. Increase awareness and understanding of organ and tissue donation
2. Promote the facts and benefits of organ and tissue donation in addition to clarifying myths that hinder donation
3. Encourage discussion of organ and tissue donation with family and friends

Tactics

1. Social Media Posts on Facebook, Instagram and LinkedIn to provide awareness and drive traffic to our registration table
2. "Great Wall" Poster and flyers posted on campus bulletin boards prior to the event
3. Poster information at the registration / information table
4. Earned media through an article posted in the Ship Newspaper, "The Slate"
5. Balloons with campaign messaging posted in various outdoor areas
6. "Blind Cornhole" game at the registration/information table
7. Green ribbons provided to those who were already organ donors or those who registered at the table

Event Activities Summary

Event Day Activities

1. "Blind Cornhole" Game for anyone to play. Participants attempt to land a bag on the board without seeing the board. The participants use a "Greened Out" pair of sunglasses that keeps them from seeing the board or surroundings - effectively blinding them. The game is an object lesson for how those who are waiting for an organ donation are often "blind" to know when they might receive their needed organ.

Participants are invited to "See the Need." As the sunglasses are removed, they can see where the bags landed. The board overlay shows various organs that can be donated and messaging about organ and tissue donation saving lives.



2. Green ribbons indicating that the individual is an organ donor. When visitors to the desk shared that they were already organ donors, they would receive a green ribbon to wear. This invited conversations with others on campus.
3. The desk was also setup with a laptop to register those who were willing as organ donors.

Research & Evaluation

Prior to the event, a 15-question survey was created, and kindle tablets were borrowed from the campus dining hall for the purpose of intercept interview surveys. However, the kindles were locked out of surveymonkey due to the proprietary survey software. We attempted to use our own devices, however, we were prohibited from intercepts at the specified location on campus.

Evaluation occurred through several avenues.

1. A survey of those who visited the campaign table on event day.
2. Distribution of green ribbons
3. Social media posts and shares
4. Actual registrations on-site

We were able to evaluate awareness via the green ribbons worn on event day. We passed out 36 ribbons, and had two new registrations throughout the day. Roughly 90% of those surveyed were already organ donors. Other conversations did occur, including a student who mentioned what he saw on "1,000 Ways to Die" – leading to his belief that doctors might try to harvest his organs prematurely. He and others who didn't sign up and didn't receive ribbons mentioned they would be willing to do further research at a later time.

We gained traction with several social media posts on Instagram, with supplementary posts on both Facebook and LinkedIn.



Supplemental Information / Appendix

NODAC Competition Rules & Regulations

Competition Goal:

To promote organ and tissue donation awareness on college campuses nationwide.

Competition Objectives:

- Increase awareness and understanding of organ and tissue donation.
- Encourage discussion of organ and tissue donation with family and friends.
- Promote the facts and benefits of organ and tissue donation in addition to clarifying myths that hinder donation.

1. Chapters must conduct a day-long special event between April 1 and April 30, 2019.

Target audiences should include (but are not limited to) students, faculty and staff.

2. The campaign must promote the importance of organ and tissue donation and transplantation.

3. Award packages must be presented in a one-inch, three-ring binder and include:

- A three-page (maximum) summary (typed, double spaced, one-inch margins).
- Conducted research, both primary and secondary.
- Summary of special event activities.
- Evidence of organ and tissue donation and transplantation promotion.
- Campaign evaluation
- Supplemental information: (15 page limit)

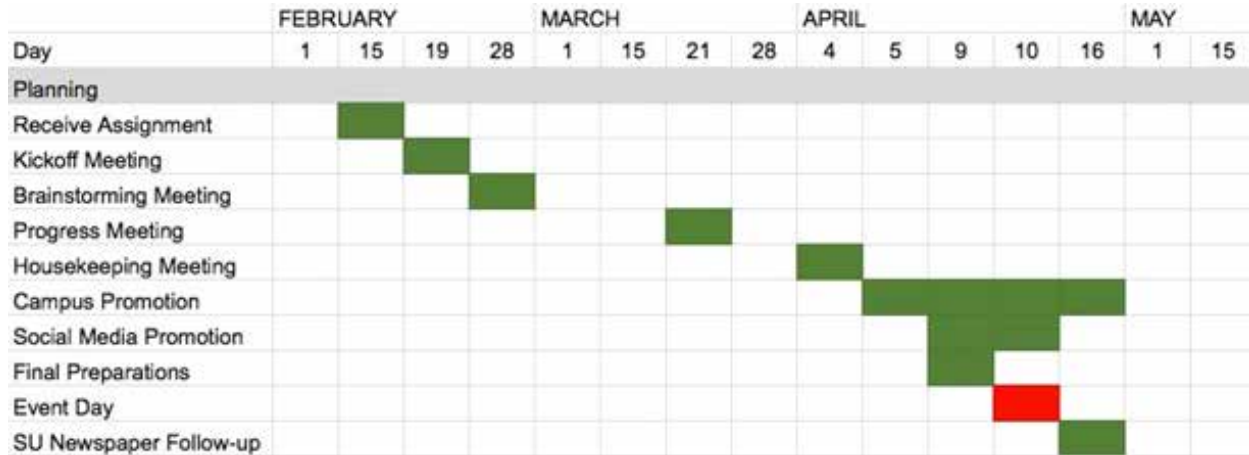
Invitations, News Releases, Advertising (flyers, publicity), Photographs, Media kit, Screenshots from social media promotions, Budget, Any other materials that provide value to your campaign

Please submit your package (18 page maximum) as a single PDF file by May 15, 2019 to novak@rowan.edu. You will receive a confirmation email within 48 hours.



Calendar / Timetable

The duration of our #SeeTheNeed campaign was roughly two months. The assignment was received on February 15, 2019 and the event was held on April 10, 2019.



Budget

The campaign cost only \$65. This equates to a cost-per-new-donor of \$32.50 since we had two new donor registrations on event day.

Helium-filled Balloons, Green Ribbons, Hot Glue, Safety Pins - \$20	\$20
Cornhole Board Organ Donation Overlay - \$25	\$25
Candy, Give-a-way Goodies - \$20	\$20
Campus Space and Table Rental (Through PRSSA account)	\$0
Poster, Flyer and Balloon Messaging Printing (Through PRSSA account)	\$0
Total Cost	\$65



Event Preparation

The event day was April 10, 2019, and preparatory activities were needed in addition to ensure the event was ready on event day.

Pre-Event Preparation

- Hot gluing rolls of green ribbon into the folded green "support ribbons"
- Filling balloons with helium
- Printing flyers, cornhole overlay and materials
- Having flyers and posters hung around campus

Event Day Preparation

- Tying green balloons with messaging around campus
- Setting up cornhole game
- Laptop ready for donor registration

Strategic Partnerships

Attempts to use other on-campus entities such as the school radio station and TV station were discussed but not used. We reached out to the local medical center PR department, however after initial interest, they were not able to provide support.

We did garner earned media attention through an article in the school newspaper, "The Slate." Additionally, we were able to partner with a local sign shop who offered a discount on the cornhole board overlay – as their logo was printed in sponsorship.



Communication / News Release to Shippensburg University newspaper, "The Slate"

Good afternoon Jenna,

I hope you had a good week!

Members from Shippensburg University's PRSSA chapter are taking part in Donate Life Pennsylvania (DLPA)'s Organ Registration Challenge. On Wednesday, April 9, PRSSA will be hosting an event to raise organ donor awareness and to encourage Shippensburg University students to sign up as organ donors.

DLPA has partnered with the [National Organ Donor Awareness Competition \(NODAC\)](#) to challenge PRSSA chapters in Pennsylvania to not only spread organ donor awareness, but also register students, faculty and staff on campus as organ donors through [PennDOT online portal](#). This is the first time Shippensburg University's PRSSA is entering the competition, and we think it is for an amazing cause. Right now, there are more than 118,000 men, women and children waiting for an organ transplant. Every month, 4,000 new transplant candidates are added to the waiting list. It's a matter of chance if these candidates get the transplant they need to survive.

On Wednesday, April 9, Shippensburg University students will have the opportunity to donate life. PRSSA will be taking over the front patio of the library from 11:00 am to 4:00 pm. There will be music, games of chance and guests.

Please support PRSSA by promoting the event and covering the day of the event.

I am looking forward to hearing from you!



8.5x11 Flyer for campus bulletin boards

**22 people die each day
waiting for an organ donation**

1 Organ, Eye & Tissue donor can heal _____ 75 PEOPLE

**Take a new view, Save lives,
Become an organ donor**

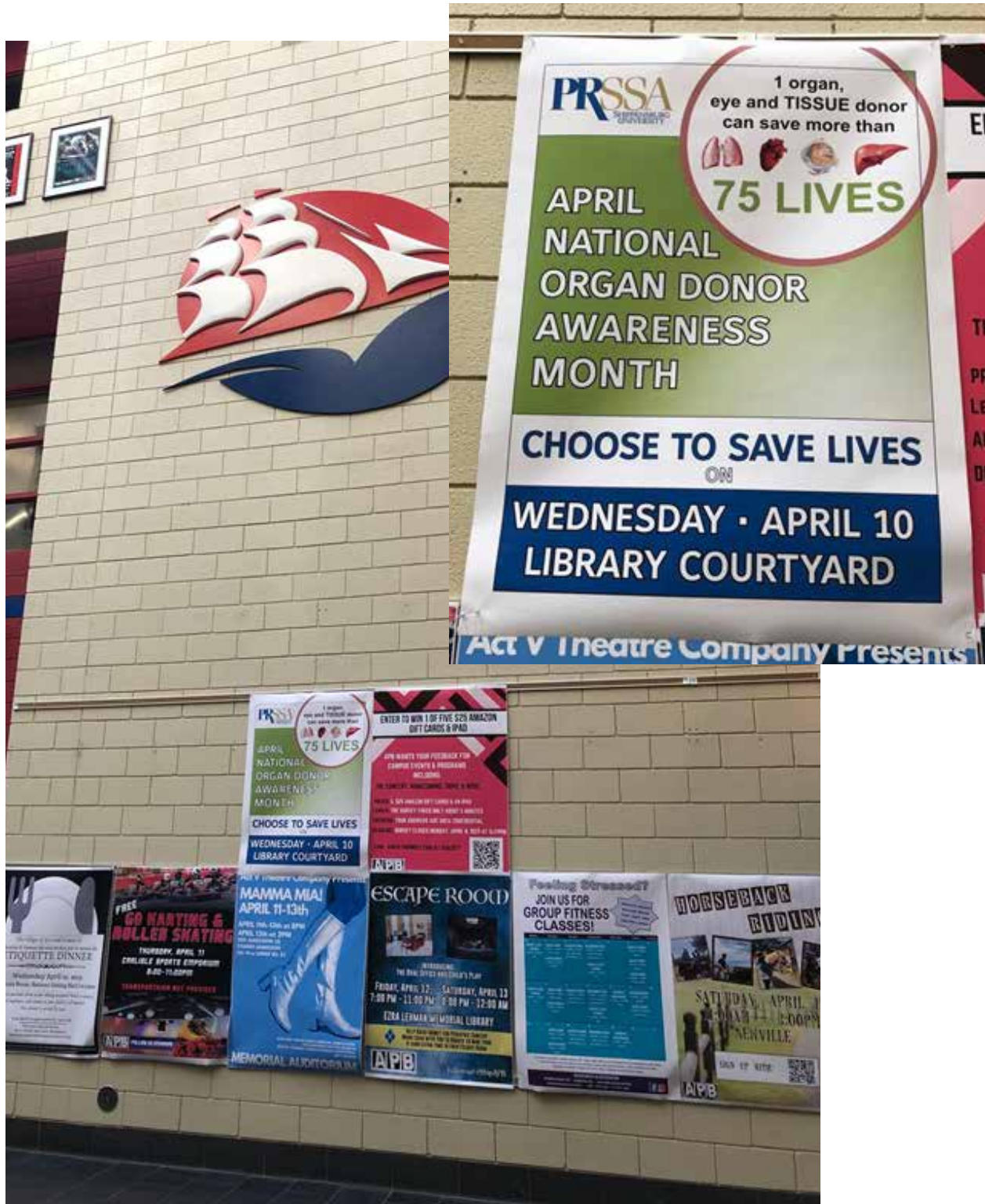
**On April 10, 2019
At Ezra Lehman Library**

**Help those who are “blindsided” by
the organ donation waiting list**

- REGISTER TO DONATE
- “Blindside” cornhole toss
- Ask questions



“Great Wall” Poster



Balloon "Signals" & Corresponding Message Cards

Approximately
117,000
Americans sit on the organ donor wait list.
Save a life today at Ezra Lehman Library.

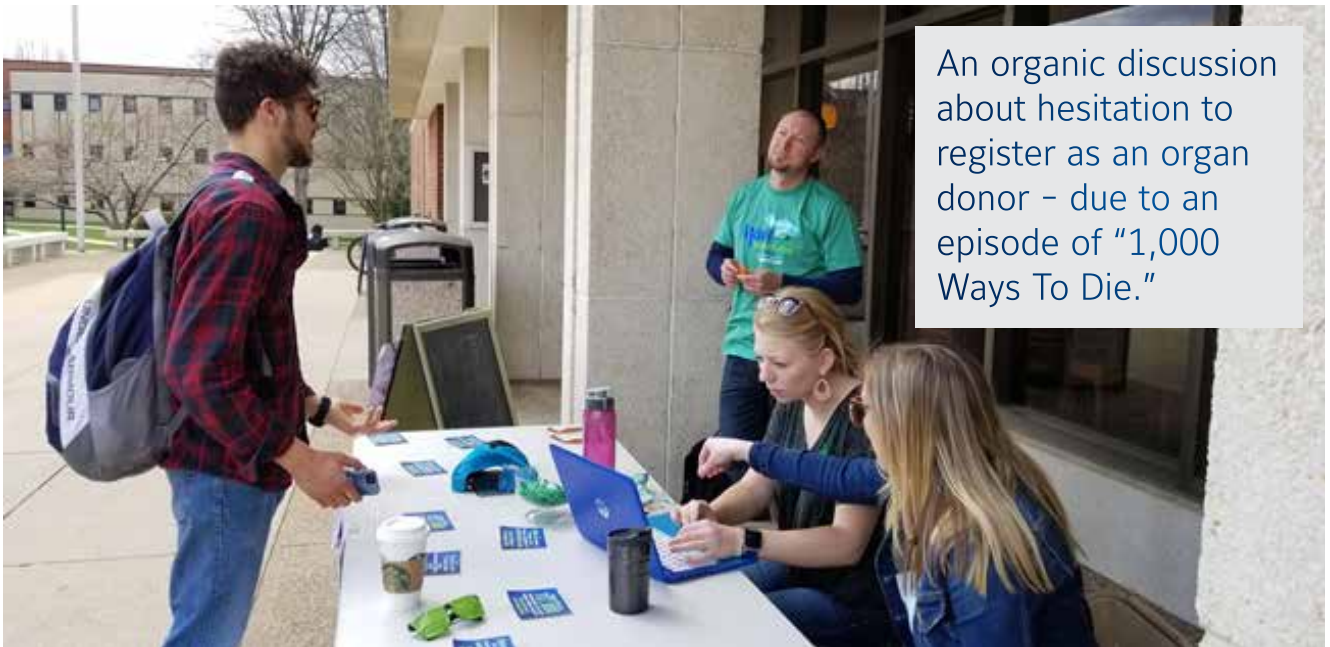
Anyone can donate an organ, eye or tissue, regardless of **medical history or age.**
Save a life today at Ezra Lehman Library.

22 people die every day waiting for an organ donation.
Save a life today at Ezra Lehman Library.

1 organ, eye & tissue donor can save **75** lives
Save a life today at Ezra Lehman Library.



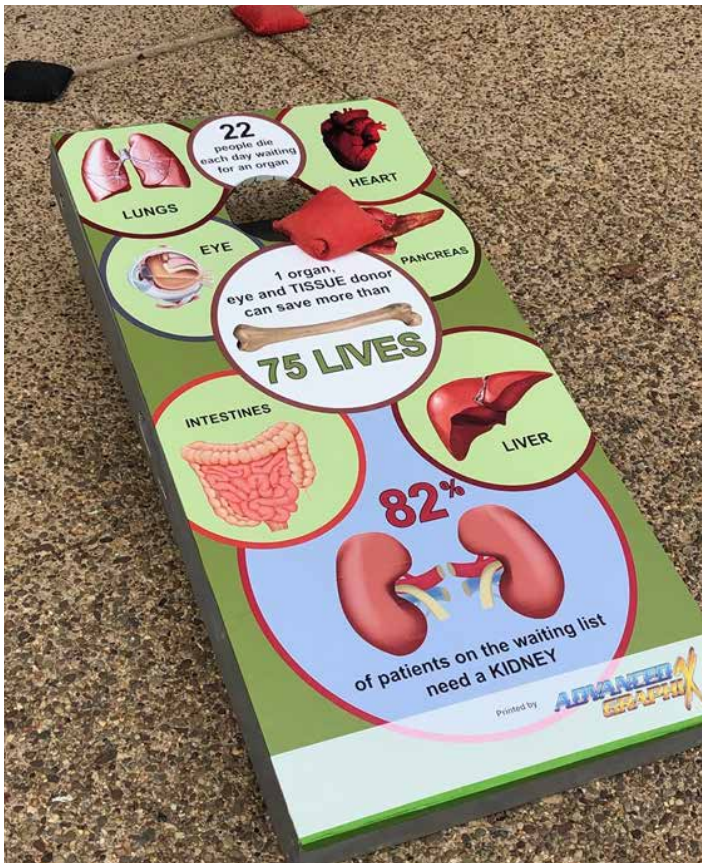
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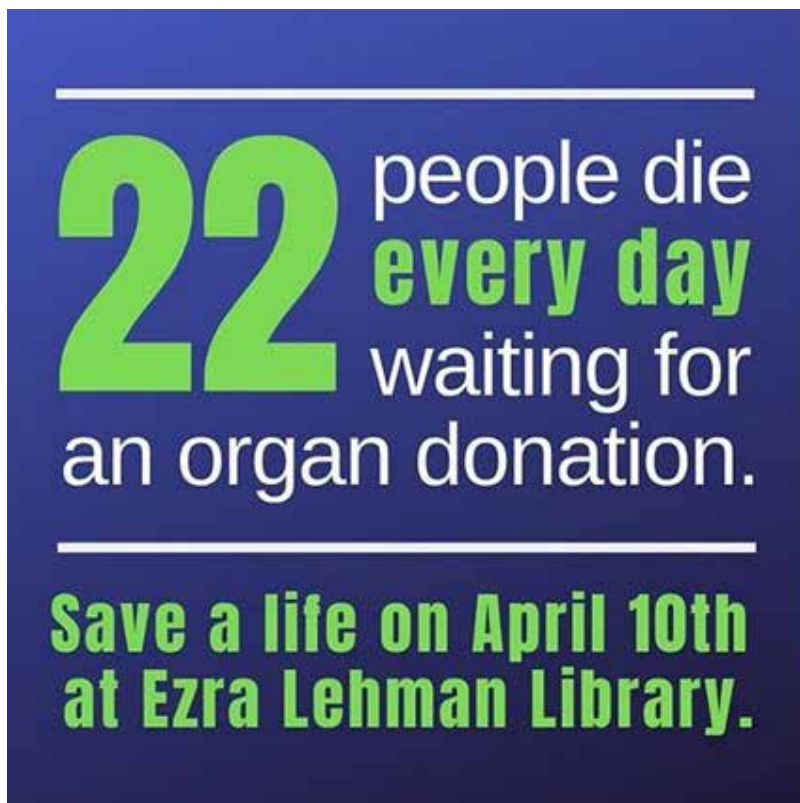
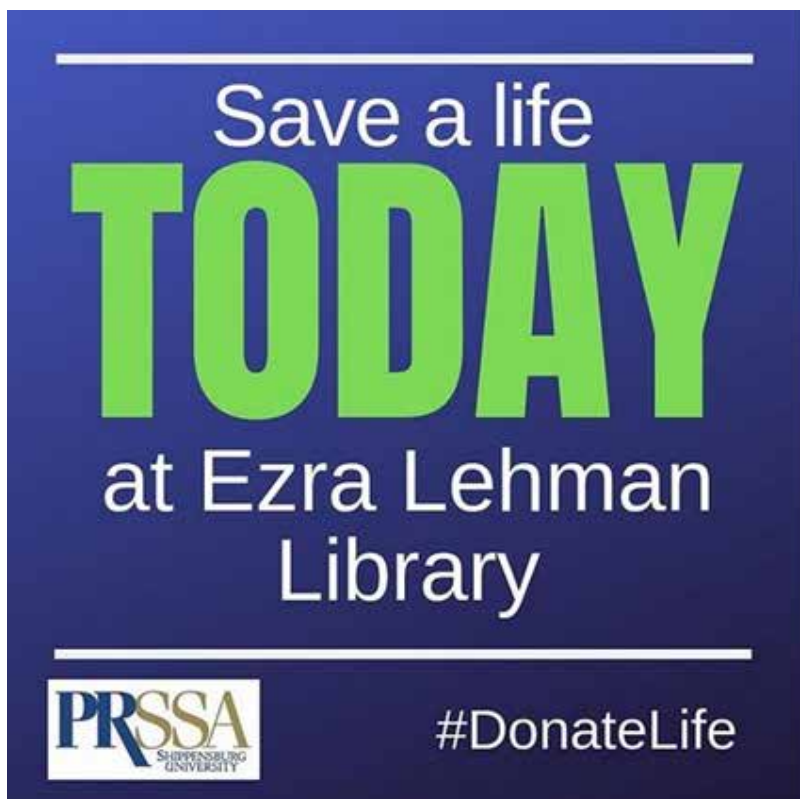
An organic discussion about hesitation to register as an organ donor - due to an episode of "1,000 Ways To Die."



Additional Photos



Social Media Coverage



LinkedIn Post

 **Andrew Haldeman** ⋮
1w

On campus at Shippensburg University, playing cornhole blind. It's National Donate Life month and PRSSA is promoting awareness. Many are blindsided when they see how long the wait time is to receive an organ donation. In fact, 22 people die each day waiting for an organ. But if you choose to donate, 75 lives can be healed. Register at donatelife.net. #donatelife #seetheneed



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18 likes
APRIL 10

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shipprrsa Thank you to everyone who came out today to support those who need organ donations! #DonateLife

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Add a comment... Post



shipprrsa • Follow

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1w

18 likes
APRIL 10

Add a comment... Post



Facebook Post

PRSSA Chapter: Shippensburg University

PRSSA Chapter: Shippensburg University
April 10 at 1:04 PM · 🌐

Now is your chance to save a life! ❤️👉 Stop by the Ezra Lehman Library from 11-4 today and become an organ donor! #DonateLife

**Save a life
TODAY
at Ezra Lehman
Library**

PRSSA #DonateLife

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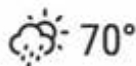


Media Coverage in "The Slate"



SHIPPENSBURG UNIVERSITY

Q SEARCH



Full Forecast

SATURDAY, APRIL 20, 2019

The Slate

THESLATEONLINE.COM

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NEWS OPINION SHIP LIFE ENTERTAINMENT SPORTS MULTIMEDIA SEND A TIP

4/16/2019, 12:00AM

PRSSA holds organ donation registration awareness event

By SHANNON LONG - NEWS EDITOR



SHANNON LONG - NEWS EDITOR

Carly Erisman and Andrew Haldenan encourage Shippensburg community members to sign up to be an organ donor while raising awareness of the cause.

SHARE

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Shippensburg University's Public Relations Student Society of America (PRSSA) chapter took part in Donate Life Pennsylvania's Organ Registration Challenge on Wednesday afternoon.

This was the first year PRSSA participated in the challenge, according to senior Carly Erisman. SU student Andrew Haldenan took charge of the event to make people more aware of the need for organ donors.

"Our goal is to generally increase awareness for organ donation," Haldenan said.

There are many stigmas around being an organ donor, including not being saved in an emergency, but this stigma is not true, he said. Some people believe that because they are not healthy, their organs will not be useful. This is also not true, and it is up to doctors to decide what organs are useful, Erisman said.

The event featured a corn hole game for students to learn more about why organ donation is important. Green ribbons were also given to organ donors.

More than 118,000 people are waiting for an organ transplant, and 4,000 new candidates are added to that list every month, according to Erisman.

Anyone with a valid driver's license or photo ID can register to be an organ donor through PennDOT's online portal.

"Just by registering you have the option to save someone's life," Erisman said.

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By JENNA WISE AND SHANNON LONG

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