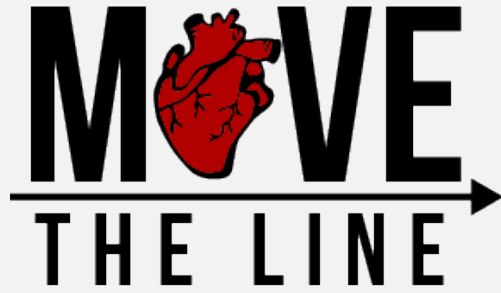




Susquehanna University PRSSA



Concept



- Susquehanna University is a small campus with just over 2,300 students. Our intention was to create a full week of promotional outreach that culminated in an **very visible** on-campus event that provided information and opportunity.
- We chose to create an event that would focus on the need to **move the waiting line for those in need of organ and tissue transplantation**. A vehicle represented the idea of moving, and our plan would allow students to show their commitment by writing their name on the vehicle while attracting lots of attention so that we could encourage others to sign up.
- Further, we wanted our event to be unique to the SU campus and chose to create our own theme, distinct logo and promotional materials.



**SOMEONE IN PA DIES
EVERY 18 HOURS
WAITING FOR A LIFE-
GIVING ORGAN**

BE AN ORGAN AND TISSUE DONOR TODAY!



5 2019

Primary Research

- PRSSA students conducted informal primary research to better understand opinions and attitudes about organ donation on the Susquehanna University campus. Our qualitative research (interviews and focus groups) showed us that:
 - 72% of the campus community had a positive perception of organ donation.
 - Of those who had a positive perception, only 45% were certain that they were already registered as organ donors.
 - 40% expressed concerns that organ donation was dangerous, including the most common misperception that medical personnel would work less diligently to save the life of a person who was an organ donor.
 - 65% were unaware of the critical need for organs and tissue,



Secondary Research

- Students reviewed many organ donation websites for facts and statistics to incorporate in our campaign.
 - organdonor.gov
 - donatelifepa.org
 - donatelife.net
 - "Organ Donation: Most Are Willing to Give So Why is There a Donor Shortage?" – Medical News Today, March 20, 2016
- Students researched other campus events to determine the day and time that would attract the most students and what area of campus would offer the highest traffic pattern
- In order to be sure we would not ruin the vehicle, students also researched the exact type of marker that could be used on vehicles.



Campaign Goal

To promote organ and tissue donation at Susquehanna University and raise awareness about the importance of registering as a donor.

Campaign Objectives

- To create a week-long campaign that will launch on a Monday and culminate with a Thursday event.
- To engage faculty, staff and students about the importance of organ donation on social media platforms.
- To register 50 individuals as organ donors during an on-campus effort in April, 2019.
- To clarify myths and educate the SU campus with creative, consistent materials.



Budget

T-shirts (50)	\$ 425.00
Signage	\$ 324.00
Stickers	\$ 39.00
Social Media Boosts	\$ 50.00
Snapchat Geofilter	\$ 16.00
Printing	<i>In Kind Donation</i>
Event Prizes	<i>In Kind Donation</i>

Total	\$ 854.00





Implementation

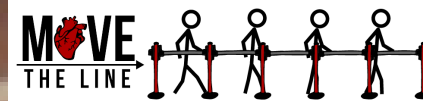
Tactics

- Create stickers to be placed on Starbucks Coffee Cup sleeves throughout the week of the event
- Place yard signs featuring facts about organ donation across campus
- Distribute flyers to classes, meetings and at our event
- Post flyers and posters on campus bulletin boards and in high-traffic bathrooms
- Partner with WQSU for live remotes and coverage throughout the event
- Wear and distribute T-shirts with our logo and organ donation details
- Use a vehicle parked in a visible location as a focal point to get attention – allow students who sign up as a donor or who are currently a donor to sign the vehicle
- Position students with iPads for immediate connection with the registration portal
- Partner with WQSU Radio for online and live media coverage
- Utilize all campus media outlets (university website, The Quill (school newspaper) and radio.
- Create engaging content on social media platforms Snapchat, Facebook, LinkedIn and Instagram



- 116** Signatures on Vehicle
- 46** Volunteers
- 50** T- Shirts
- 500** Starbucks Sleeve Stickers
- 19** Yard Signs
- 350** Hand Outs
- 40** Posters
- 48** Organ Donor Registrations
- 20,088** Social Media Impressions

MOVE THE LINE



1 DONOR
CAN SAVE
8 LIVES

95% OF U.S. ADULTS SUPPORT ORGAN DONATION
BUT ONLY
58% ARE SIGNED UP TO BE ORGAN DONORS

MOVE THE LINE, BE AN ORGAN DONOR. SIGN UP TODAY!

PENNSYLVANIA LICENSES:
WWW.DOT2EPENNDOT.GOV



OTHER STATE LICENSES:
WWW.ORGANDONOR.GOV



APRIL 25, 2019 11AM-2PM **PRSSA** **STOP BY AND SIGN UP! FREE PRIZES!**



Total social media impressions: 20,088



Snapchat

- 3,191 filter views of our original Snapchat geo-filter



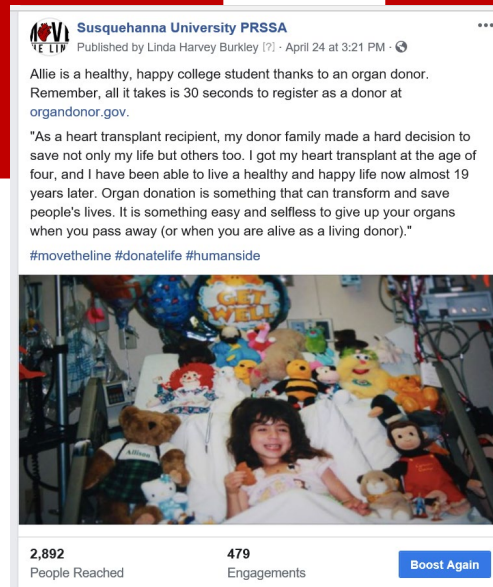
 the face of a registered organ + tissue donor !!

Sample Posts →



Instagram

- 405 likes
- 3,410 impressions



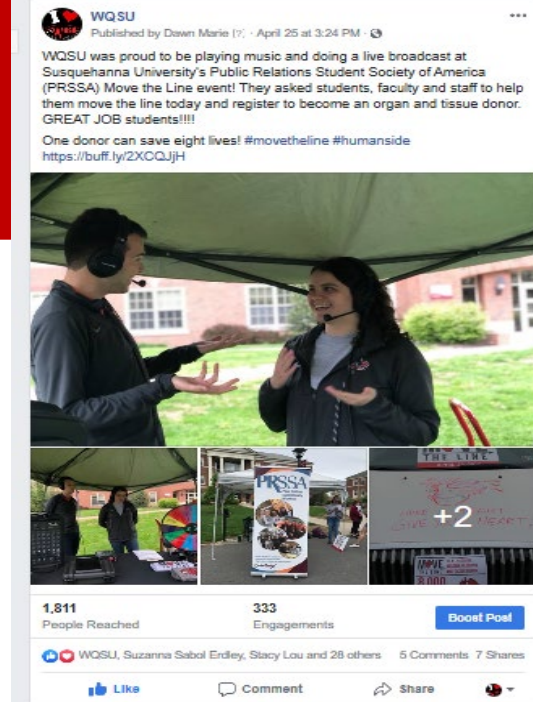
Facebook

- 2,265 engagements
- 12,109 people reached
- 76 shares
- 279 reactions (likes, loves, wows)



LinkedIn

- 137 likes
- 1,378 in-feed views



Media Partnership

- PRSSA partnered with WQSU, our university's radio station. WQSU is most powerful student-run FM station in Pennsylvania and serves the greater Selinsgrove community. We knew that a partnership would help us reach campus as well as adults in the community. (WQSU is second in the market with 18 -54 year-olds and has a 2300 cume).
- WQSU shared our posts on its popular Facebook page and broadcasted live music during the entire event. PRSSA students participated in two live breaks that featured organ donor statistics and important details on how to become a donor.
- We gave away **Move the Line** tee shirts and other free gifts (Coca Cola branded merchandise) donated by the athletic department.

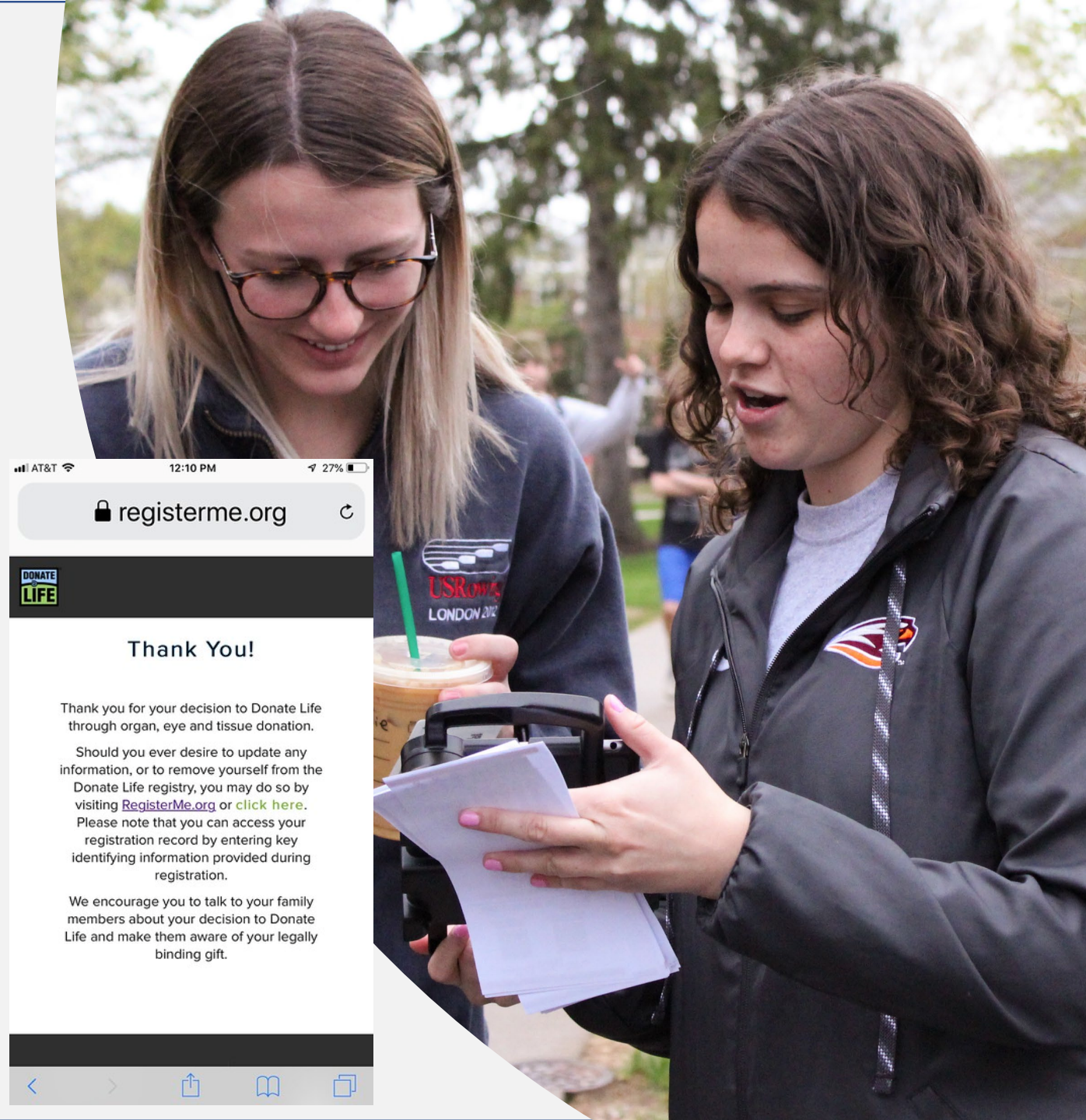


Registrations

- Students used **three iPads** connected to the university's WiFi and circulated throughout the event asking students, staff and faculty if they were interested in becoming organ donors, making sign ups immediate.
- Our posters included QR codes that linked to organdonor.gov to capture students who were not registered drivers in Pennsylvania. Out-of-state students also shared this website with their families to encourage registrations throughout the week.

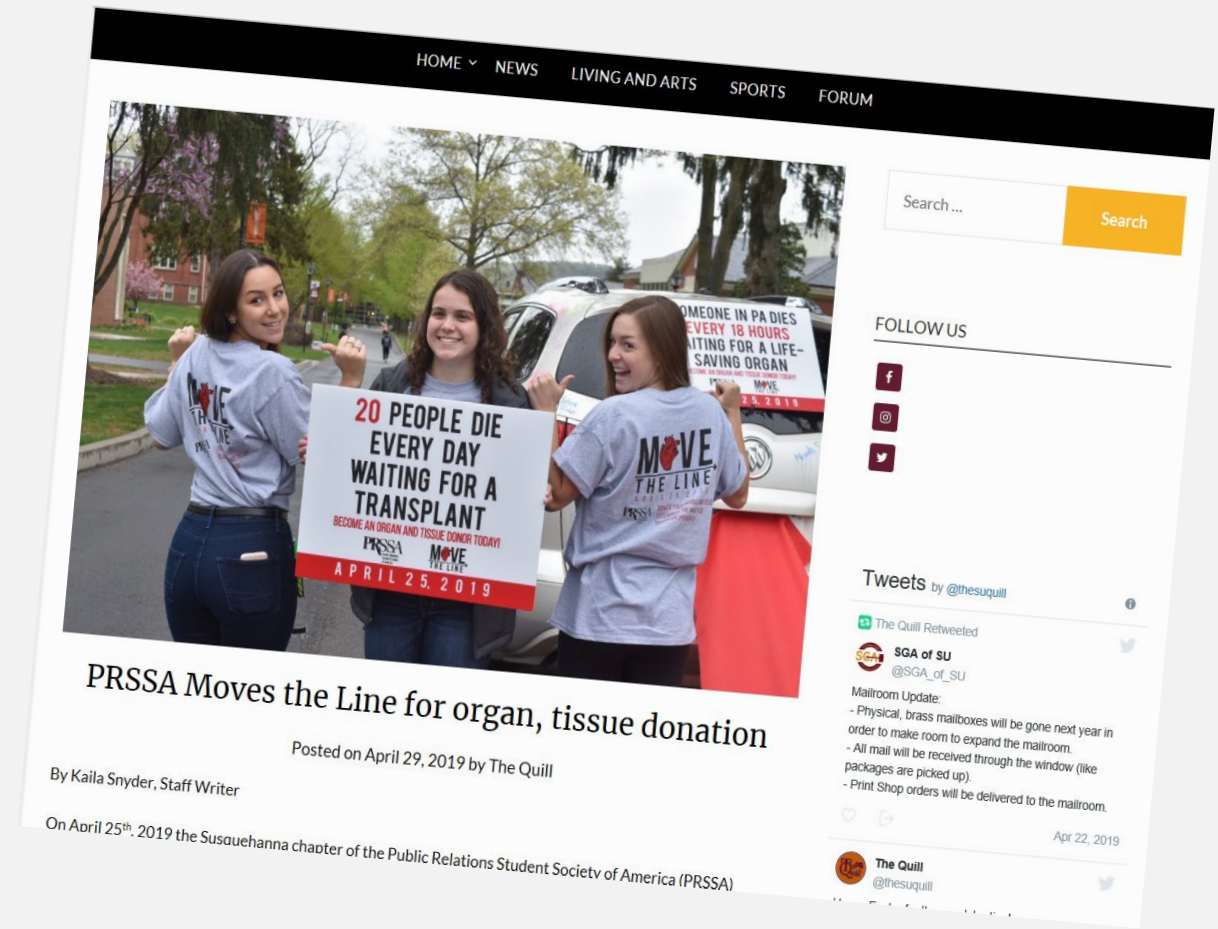
48 Donor Registrations*

*Based on event registrations and manual tracking April 22 – 26)



Evaluation

- Engaged students, alumni and the community on social media.
- Created a successful media partnership with WQSU.
- Reached over 1,200 students through classroom visits, in-person discussions, promotional materials, mySU (university intranet) and April 25 event.
- Received front page coverage in online school newspaper, The Quill.



Campaign Results – Positive

- Positive response from students and faculty.
- Enthusiasm among faculty, university offices, clubs and athletics to share information with members via social media , email and classroom visits.
- Creative logo, consistent colors and materials that received campus-wide attention.
- High social media engagement.
- Media partnership with WQSU, our university radio station.
- Significant team-building exercise for PRSSA members with great opportunity to hone event-planning skills.



Campaign Results – Needs Improvement

- Develop a better tracking system for our chapter's registrations.
- Create more interaction with faculty and staff – perhaps a separate campaign JUST for them.
- Plan in conjunction with another campus event to interact with more students and faculty and share resources.
- Plan better for inclement weather. Rain washed the signatures off the vehicle, but it still had worthwhile impact.
- Plan earlier in the month of April due to crazy schedules at the end of the month.

