

Final Submission - Campaign Report 1853 Communications - Arcadia University

Introduction (Summary of Challenge):

[1853 Communications](#) is the student-run PR firm at Arcadia University. Nine dedicated students designed the campaign **Food for Thought: U-Knight to Save Lives** to spread organ donation awareness on campus. Throughout the campaign, the firm held various events that connected us with the Arcadia and Glenside community, while promoting our goals of increasing organ donor registration. We conducted ample research, constructed a public relations plan to meet the requirements of the challenge, learned from a Donate Life speaker, and established a process to evaluate our goals.

College Challenge Overview & Objectives:

Our goal was to bring the Arcadia and Glenside communities together in support of spreading awareness of the importance of organ donation. We succeeded in bringing people together through 16 different events. At each event, everyone who visited learned of the benefits of organ donation for the community. Our objective of outreach to the community went even further than we imagined. We were able to get the President of Arcadia, local restaurants such as Humpty's Dumplings and Trevi, and the entire Art Department of Arcadia to get involved in the campaign. In addition, we secured media coverage and ran a comprehensive social media campaign.

Execution:

The challenge was executed with great success through the hard work of the firm as well as the support of the community. Through our events, we provided information about organ donation by discussing the myths and statistics, we were able to register 4 new donors, and we involved local media. With help and involvement from Arcadia's President and faculty, we exceeded our goals.

Evaluation/Results & Scorecard:

For images/proof, click link for each activity

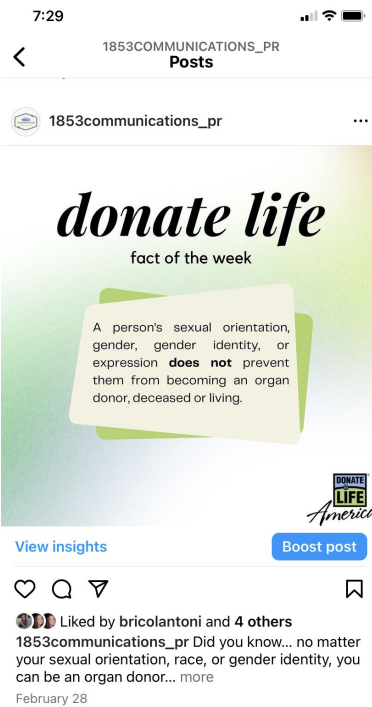
- **[February 14 - Donor Day Kick-Off](#) -50pts:** In order to celebrate both the kick-off of the Gift of Life challenge & Valentine's Day, our firm decided to deliver Hershey Kisses around campus with Donate Life literature. We decorated Kisses with small stickers with our messages on them (U-Knight, Donate, Save Lives) & bagged them alongside an informational business card that we designed. We then distributed 85 bags across campus to raise awareness of our campaign.
- **[Donor Drives](#) -120pts:** In the duration of the campaign, we held 6 themed Donor Drives. Over 254 students stopped by the Drives, with 54 taking literature. Each Drive was held in our Commons area, where we passed out free food related to the theme.
- **[Special Events](#) -50pts:** 1853 Communications threw our special event, [Food for Thought: U-Knight to Save Lives](#) on April 9th, 2024. At this event, we had free food (soft pretzels, cupcakes, candies), rock painting, friendship bracelet making, the Tiny Art Machine (see Creative Items), lawn games, card writing, & a raffle. 50+ people attended and registered for the event. Our raffle prizes were two gift cards (valued at \$25 and \$50) to local restaurants & Donate Life swag. Our Instagram story covering the event reached 35 unique accounts. Our second special event was a speaker event, with Kelly Schmidt attending from Gift of Life and presenting to our students.
- **[Social Media Posts](#) -50pts:** Throughout our Donate Life campaign, we gained 31 followers. We made 78 social media posts in total, including both regular Instagram posts and Instagram stories. Throughout the campaign, we reached a total of 520

accounts through regular posts and 74 people through stories. Our regular Instagram posts totaled 414 likes.

- **New Donor Registration -20pts:** We helped register 4 new donors.
- **Creative Items -400pts:**
 - Pictures with the President
 - Five of us met with the President of Arcadia University where we spoke about our initiatives for the challenge. He showed his support by wearing one of our Donate Life shirts and taking a picture with us. This gathering was featured in [Glenside Local](#).
 - Rock Painting
 - We hosted an event where participants painted rocks using Donate Life colors and slogans.
 - Rock Hiding
 - We hid the rocks around campus and hosted a contest where people would receive a Donate Life tote bag in exchange for finding a rock.
 - Media Coverage
 - Our Food for Thought: U-Knight to Save Lives event was also featured in [Glenside Local](#) and a piece about our campaign was featured in the Because Arcadia [Blog](#).
 - Dress Your Pets
 - People with pets were encouraged to share pictures of their pets wearing Donate Life merchandise and the pictures were posted on our Instagram.
 - Making bracelets
 - We had a bracelet-making event where participants could design bracelets that said "Donate Life."
 - Baking blue and green treats
 - We baked treats with the Donate Life colors to give out to students.
 - The Tiny Art Machine
 - Art students at Arcadia created 175 pieces of organ-themed art to give out to students via their Tiny Art Machine; around 90 pieces were distributed.
- **April 12 - Blue & Green Day -50pts:**
 - For Blue and Green Day, we focused on raising awareness on a campus-wide basis. For this day, we reached out to 7 departments on campus as well as 2 sports teams to wear blue and green on April 12, 2024. After an initial email was sent to these 9, we received a response from 5: the Office of the President, the Arcadia School of Global Business, the Media & Communication Dept., the lacrosse team, and the baseball team. They took pictures on Friday and sent them to us to show support. These photos were posted to our Instagram account.
- **Attendance at Meeting Prior to Start of the Challenge -50pts:** Advisor Chris Mullin and Co-Director Jo Creollo attended the kick-off Zoom meeting on February 7th, 2024.

Evidence: Each activity above has a link with photos included. Evidence of the social posts are included below.

Social posts:



7:32



1853COMMUNICATIONS_PR
Posts



1853communications_pr
Arcadia University



7:32



[View insights](#)

[Boost post](#)



👍👍👍 Liked by jo_wesner and 23 others

1853communications_pr Thank you to our amazing 1853 Communications team who pulled off such a successful event yesterday on the Haber Green!

#donors #donors1 #donatelifelife #donatelifeamerica

[View all 4 comments](#)

[gabbymassaro](#) [bestiezzzz](#)

[abbyfilon](#) @gabbymassaro we miss u

6 days ago



1853COMMUNICATIONS_PR
Posts



1853communications_pr
Arcadia University



Thank you
Humpty's
Dumplings
and TreVi for
gift cards!



[View insights](#)

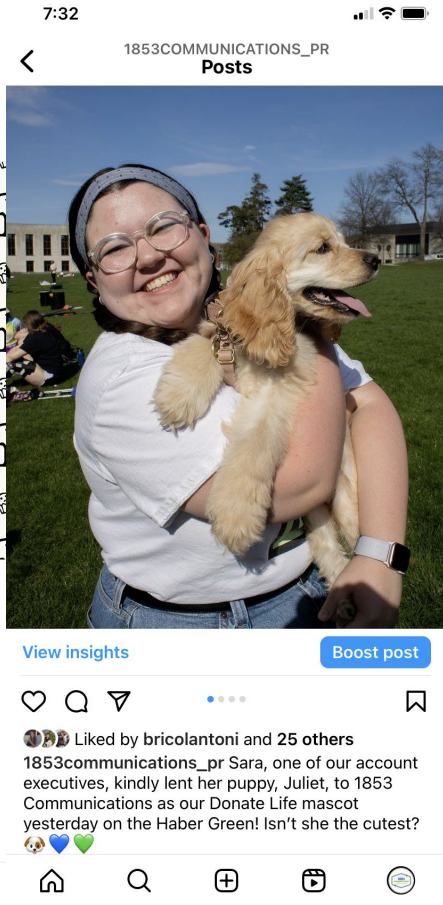
[Boost post](#)



👍👍👍 Liked by jo_wesner and 7 others

1853communications_pr Tomorrow, as part of our big event, we will be raffling off prizes which include gift cards donated to us by the amazing local businesses, Humpty's Dumplings and TreVi! Thank you to both of these businesses for donating to a great cause!





7:30

1853COMMUNICATIONS_PR
Posts

1853communications_pr



View insights

Boost post



Liked by jo_wesner and 8 others

1853communications_pr Organ Donation is a lot more impactful than many realize. If everyone registered, 17,000 more lives could be saved... more

View 1 comment
March 21



7:31

1853COMMUNICATIONS_PR
Posts



View insights

Boost post



Liked by auctlm and 4 others

1853communications_pr Contest Alert!

Members of our staff were busy today hiding rocks around campus to promote awareness of the importance of organ donation. If you find this rock on campus, DM us a picture! The first person to send it will receive a prize! Happy Hunting! #donors1



7:33



1853COMMUNICATIONS_PR
Posts



1853communications_pr
Arcadia University



[View insights](#)

[Boost post](#)



Liked by bricolantoni and 12 others

1853communications_pr Check out the Arcadia Men's Lacrosse team sporting Donate Life bracelets for Blue and Green Day! Thank you guys for participating!

#donors #donors1 #donatelife #donatelifeamerica #blueandgreenday

4 days ago



1853communications_pr
Arcadia University



7:32



1853COMMUNICATIONS_PR

Posts



1853communications_pr

Arcadia University



donate life

fact of the day

In 2023, over 46,000 organ transplants were conducted as a direct result of Donate Life America's efforts!



[View insights](#)

[Boost post](#)



Liked by abbyfilon and 2 others

1853communications_pr Isn't that just incredible?

Register to be part of this amazing movement at registerme.org!

[#donatelife](#) [#donors](#) [#donors1](#) [#donatelifeamerica](#)

April 8



9:02



1853COMMUNICATIONS_PR
Posts



[View insights](#)

[Boost post](#)



 Liked by [jo_wesner](#) and 6 others

1853communications_pr Thank you to Kelly Schmidt, our speaker from the Gift of Life Donor program! Kelly shared her story and went... more

15 hours ago



7:31



1853COMMUNICATIONS_PR
Posts

March 26



1853communications_pr
Arcadia University



View insights

Boost post



Liked by bricolantoni and 5 others

1853communications_pr On Tuesday, March 19, three of our team members at 1853 Communications painted some rocks for Donate Life awareness. These rocks will be placed around campus this upcoming week!

#donatelifelife #donors1 #donatelifeamerica #donatelifechallenge #arcadiauniversity

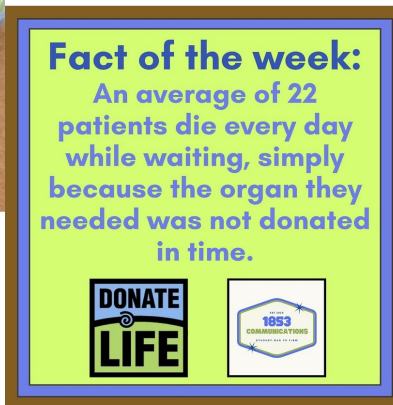
March 25



7:31



1853COMMUNICATIONS_PR
Posts



View insights

Boost post



Liked by ssarastein and 3 others

1853communications_pr Organ donation is crucial in saving lives. Sadly, an average of 22 patients die every day while waiting, simply because the organ they needed was not donated in time.

If you're interested in learning more about organ donation, please visit donatelifelife.net.

March 26



7:31

1853COMMUNICATIONS_PR
Posts



View insights

Boost post



Liked by ssarastein and 9 others
1853communications_pr Eat more chocolate and save lives!
Happy International Nougat Day from 1853 Communications! (And our mascot) 🍫 ✨

#InternationalNougatDay #donatelife



7:31

1853COMMUNICATIONS_PR
Posts

1853communications_pr

**Food for Thought:
Lets U-Knight to
Save Lives**

Tuesday, April 9, 4:00 to 5:00 p.m
Haber Green (rain location Commons upstairs)

- Help raise awareness for organ donation!
- This fun event also includes snacks, a raffle, craft projects, lawn games, and a puppy!

View insights

Boost post



Liked by jo_wesner and 5 others
1853communications_pr Come visit us on April 9th from 4-5 p.m on Haber Green for our Donate Life event!
April 5





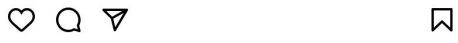
View insights Boost post



Liked by zai_hill and 4 others
1853communications_pr April is Donate Life Month! At 1853 Communications we have been working hard on our campaign to raise awareness for the importance of organ and tissue donation and we have big things planned this month! Stay tuned for more info on our big event next week on Haber Green!
April 1



View insights Boost post



Liked by jo_wesner and 8 others
1853communications_pr Stop by Murphy 117 for a sweet treat and to learn more information!
April 3



7:33



1853COMMUNICATIONS_PR
Posts



[View insights](#)

[Boost post](#)



Liked by bricolantoni and 24 others

1853communications_pr Thank you to the amazing faculty and staff at Arcadia for supporting our cause! To President Nair, the Department of Media and Communication, the School of Global Business, thank you for participating in Blue and Green Day!



7:32

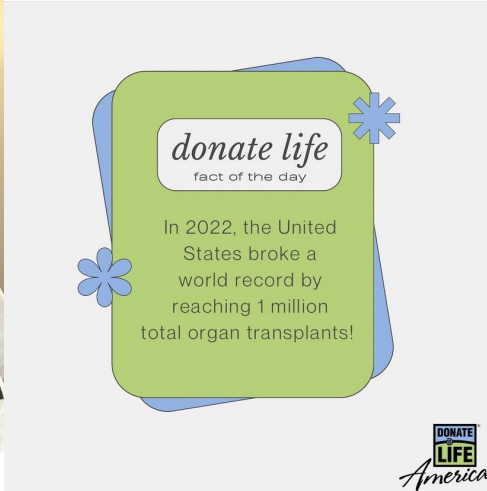


1853COMMUNICATIONS_PR
Posts

food, crafts, lawn games, a puppy, and the... more
1 week ago



1853communications_pr
Arcadia University



[View insights](#)

[Boost post](#)

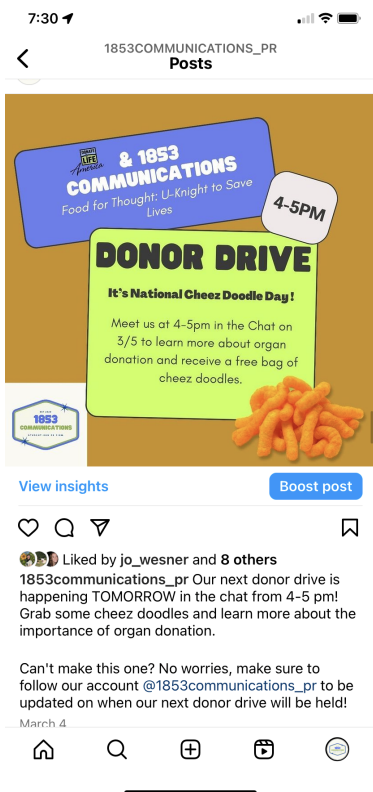


Liked by bricolantoni and 4 others

1853communications_pr This was all thanks to Donate Life America and its campaigns, supporters, employees, volunteers, donors, and patients!

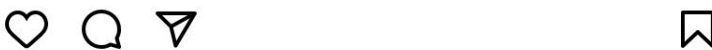
1 week ago





View insights

Boost post



Liked by jo_wesner and 13 others

1853communications_pr O. M. G.

It's National Donor Day!

To celebrate, 1853 Communications is passing out kisses 🍫 all around campus to raise awareness! Inside each bag is a card with info about organ donation and three Hershey Kisses to enjoy.

#donors1 #donorday #valentines

February 14

