

The National Donation CAMPUS CHALLENGE • 2009

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OPO/DLA Partners Guide

Welcome to the *2009 National Donation Campus Challenge*, a campaign of the Workplace Partnership for Life, a program of the U.S. Department of Health and Human Services, Health Resources and Services Administration. The goal of this campaign is to register 60,000 new organ donor designations by November 30, 2009. Phase I of the campaign begins March 1, 2009, and runs through April 30, 2009.

The OPO/DLA Partner Guide — along with all the creative and written materials in the OPO/DLA Partners Tool Kit and the Campaign Creative Tool Kit — will lead you and your team through the three phases of the campaign and help you implement actions to inspire and motivate your Campus Partners and all members of their campus communities. You are encouraged to tailor your activities and strategies according to your organization's specific strengths and key relationships, keeping in mind these important dates:

Campaign Dates

Phase I: March 1 to April 30, 2009

Phase II: August 1 to November 30, 2009

Enrollment Form Due: March 9, 2009

Make the Commitment

Enroll in the Challenge

- Complete and send the enrollment form by Monday, March 9, 2009.
- Establish a DSA goal (number of targeted new donor designations for your region).
- Obtain and review lists of all universities, colleges, and post-secondary institutions in your region.

Identify Opportunities

- Select a minimum of five Campus Partners.
- Focus on campuses with the largest numbers of students or campuses your organization has partnered with previously.
- Maximize National Partner participation. Collaborate with local members/chapters to help identify and leverage existing opportunities with your Campus Partners.
- Enroll all Campus Partners in the *2009 National Donation Campus Challenge*.

Develop Your Plan

- Design an 8-week timeline of actions and strategies to support your campaign goal.
- Engage student organizations and groups to help carry out your organization's campaign plan and actions.
- Utilize the campaign tool kits created for OPOs/DLAs and for Campus Partners. Select and customize the resources and templates available to your organization and Campus Partners (see *Campus Tip Sheet*).
- Maximize all events and opportunities both within your organization and with Campus Partners that fall within the measurement period (i.e., National Eye Donor Month, National Donate Life Month, Campus Partner sporting/special events).

Implement: March 1, 2009 – April 30, 2009

- Launch your local Challenge campaign. Tailor it according to your organization's capabilities and the interests of your Campus Partners.
- Utilize social media networking. Establish a social networking profile/group to support your local campaign and communicate regularly with your Campus Partners (see *Guide to Social Media Marketing*).
- Host a conference call or meeting among all Campus Partners and student leaders to share individual campus Challenge campaign strategies and plans, and to promote intercampus competition ideas and events.
- Be sure to choose high-return, measurable actions.
- Share successes online at www.organdonor.gov.

Measure

- Determine measurement options based on your organization's or State's registry capabilities.
- Review donor designation numbers post-implementation to identify local best practices; re-evaluate your action plan to implement most successful tactics.
- Track all actions implemented and report results.
- Send enrollment and results reports to: associate@akoyaonline.com. Enrollment forms are due Monday, March 9, 2009. Interim Reports are due Friday, April 17, and the Final Results Report is due Friday, May 15, 2009. Be sure to include Campus Partner organization names and contacts, activity details, number of potential donors, and number of donors registered.