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**Donate Life Program  
Campaign Ideas**

**An A - Z Guide**



UPSTATE NEW YORK  
TRANSPLANT SERVICES

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# A

**Advertise:** Sponsor an ad in school musical program or other publication.

- JFK designed an ad for the Drama Club's program.
- Depew placed a full page ad in a musical booklet.



**Art:** Create a mural.

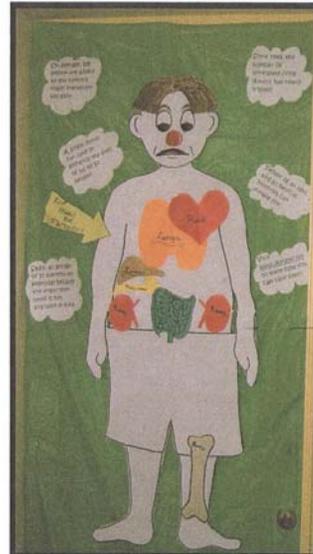
# B

**Be the Best:** Coordinate a class competition.

- St. Joes had a homeroom quiz and the winning class got T-shirts.
- Mt. Mercy students were asked to talk with parents about donation. The class with the highest return rate of survey sheets won Spirit Week points.



Sacred Heart organized a jeopardy game following an assembly. The winning grade won a breakfast.



Canisius held a door decorating contest between home rooms. Winners got a pizza party.

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# C

**Collaborate:** Seek involvement from school groups or classes; ask the art classes to design artwork and ads.

- The Character Education Committee at Depew adopted the Life Lessons group as part of character education and was an agenda item at each meeting.
- St. Joes coordinated a poster contest with freshman Spanish classes. The “Done-Vida” posters were hung throughout the school, and the winning group won T-shirts.
- Starpoint partnered with their baseball club to organize a “Donate Your Heart” flower sale. Each student who purchased a flower also received a candy heart and a fact about donation.



The art classes at Canisius worked with clay to create projects focused on donation.

**Competition:** Organize any kind of contest – rap, dance, sports, art, essay, poetry, video, etc.

- Williamsville South created “Wheel of Organs.” Students spun a wheel which landed on an organ, and then they answered a question about the donation. If they got it right, they added that organ to a life-size snowman. The first team to fill their snowman with all of the organs won.
- St. Joes had a trivia contest. The first 30 winners got T-shirts.



Depew played spin the wheel during lunch periods.

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# D

**Drama:** Create a play, skit or awareness video.

- Williamsville South created unique versions of the television shows “Real World”, “Tue Life” and “Behind the Music.” In *Real World*, one house member needs a kidney transplant and another house member ends up being the donor after he is hit by a car. *True Life* follows three families, each with a unique situation involving donation. In *Behind the Music*, one band member is diagnosed with a rare disease and has only a few days to live. He decides to talk with his family and friends about his wishes for donation. The documentary then shows how others benefited from his organs.



# E

**Engage:** Conduct presentations to fellow students and in the community.

- Canisius spoke in art classes.

Mt Mercy students presented in classes, and coordinated an assembly with guest speakers and a jeopardy game.



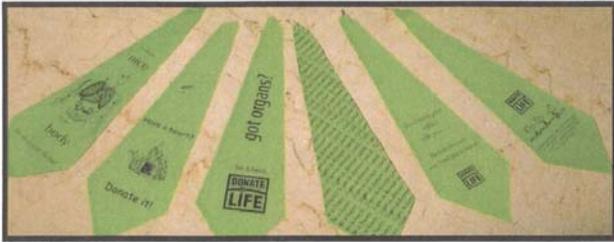
Clarence used visuals to help get their message across to peers.

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# F

**Fact & Fiction:** Display answers to commonly asked questions.

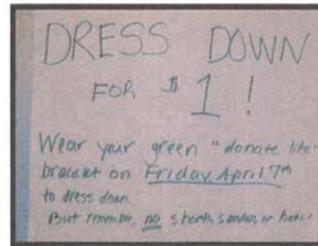
- St. Joes designed placemats for cafeteria trays to debunk misconceptions about donation.



Canisius created paper ties containing factoids that students were allowed to wear on a special dress down day.

**Fundraise:** Have an event or sell merchandise to promote awareness.

St. Joes sold green bracelets. Those who contributed were able to dress down on a Friday. Funds went to UNYTS



# G

**Grab Attention:** Use displays, signs, banners, posters – be creative.

- JFK decorated the display case across from the main office.
- Depew hung posters and advertisements in hallways.
- Sacred Heart hung neon posters in the halls.



Canisius put weekly factoids on the school sign.



Mt. Mercy dressed up in “heart” and “tissue” costumes.

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# H

**Hi-tech:** Create a web page or organize an e-mail campaign.

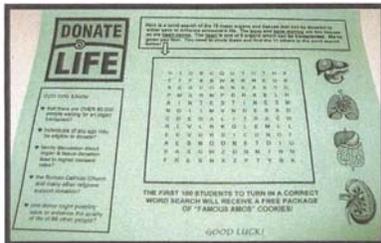
- Canisius posted information on their school website.



# I

**Incentives:** Give prizes when people do something you want them to do.

- Sacred Heart used restaurant gift cards for prizes in a donation trivia contest.



Canisius created tray placements with crossword puzzles and word searches that could be tuned in for prizes.

**Involve:** Organize a fashion, talent or game show.



Clarence held a December Fashion Show.



Clarence created their version of "The Dating Game."

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# J

**Jumpstart:** Kickoff your campaign with an event or activity involving the entire student population.



Canisius had an article printed in the Citadel, the school newspaper.



Starpoint distributed information at a wrestling tournament.

# K

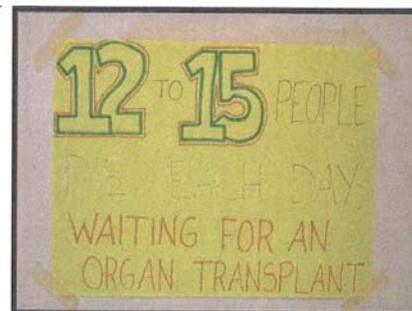
**Kudos:** Show school leaders the positive impact of Life Lessons.

- Depew students presented to school board.



# L

**Listen:** Find out which misconceptions are prominent amongst peers, and incorporate the facts into your campaign.



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# M

**Materials:** Create family discussion wallet cards, coupons, flyers, brochures or posters.

- Mt. Mercy hung posters in bathroom stalls and in cafeteria.
- St. Joes developed fact posters and hung them throughout the school.

**Media:** Appear on local TV cable network or speak on radio talk show.



Canisius coordinated coverage with Channel 2 Daybreak

# N

**Name:** Create an identity for your group and/or campaign.

- Canisius named their group The ORGANizers.
- St. Joes created slogan, "You don't have to give your life to save one."



JFK called their group TAG – Transplant Awareness Group. "TAG! You're It" was their slogan and a handprint was their symbol.

The Starpoint group was identified by their tie-dye T-shirts.



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# O

**Outfit:** Organize a special dress down or “wear green” day.

- Canisius students paid to participate in a “wear green dress down day.” Money raised went to UNYTS.
- Starpoint utilized Spirit Week to close out their campaign in a fun way. As they selected the wardrobe of the day, they spelled out UNYTS.

Monday	<b>Upside Down – Inside Out Day</b>
Tuesday	<b>Neck-tie Day</b>
Wednesday	<b>Your favorite Jersey Day</b>
Thursday	<b>Tie-die Day</b>
Friday	<b>Sweatpants Day</b>



# P

**Partnerships:** Tie into already existing activities and events; make announcements at sporting events; awareness messages on scoreboards.

- JFK helped to sponsor the Valentine’s dance. Anyone who wore their green bracelet got \$1.00 back. They also hung hearts containing donation facts and gave away Donate Life mints.
- Depew set up a table at school musical.



Starpoint used a wrestling tournament and a faculty vs. faculty basketball game as opportunities to create donor awareness. They handed out information and had the athletes fill our surveys. They held a raffle and a coloring contest, using gift cards as prizes. They also launched T-shirts into the crowd at the basketball game.

**Promote:** Use items such as bumper stickers, hats, T-shirts, bracelets, pens, and bookmarks to spread your message.

- UNYS contributed magnets, lanyards, pens and bracelets.
  - Many schools ordered T-shirts.
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# Q

**Questions:** Have students answer questions to test their knowledge about donation.



Mt. Mercy held question contests during lunch. Students won green balloons with prizes inside.

# R

**Registry:** Hold a drive to promote enrollment in the Donor Registry.

Canisius held a donor drive where many people signed up to be donors. The group provided pizza and wings.



# S

**Social Gathering:** Coordinate a game night, movie night or dance.

**Sporting Event:** Hold a bowling tournament or some other sporting event such as midnight basketball.



Williamsville South organized an obstacle course with games such as "organ toss" and "searching for the tissue." Competitors had to answer questions about donation correctly, before moving on to the next event.

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# T

**Testimony:** Reach out to people in your school or community touched by donation to share their stories.

- Depew invited a representative from Upstate New York Transplant Services to speak at the school.



Sacred Heart invited a donor family member and a transplant recipient to speak during an assembly.

**Tribute:** Have a ceremony to dedicate a garden or tree to honor donors and promote donor awareness; organize a candle ceremony.

# U

**Use Resources:** Take advantage of resources that exist; don't reinvent the wheel or spent money unnecessarily.

- Starpoint used donated materials as incentives and prizes though out their campaign. One prize was a football autographed by members of the Buffalo Bills.

# V

**Variety:** Utilize several means for reaching your target audience.

- Canisius mailed a flier with midterm grade reports to all parents explaining Life Lessons and giving facts about donation.

Williamsville South ran a McDonald's restaurant for two nights. Students cleared up common misconceptions about donation, held raffles and gave away



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# W

**Wake `em up:** Provide information during morning announcements.



Mt. Mercy used announcements for “organ of the day” (kidney day, heart day, etc.). Students learned facts about that organ and why someone might need a transplant of that organ.

**Walk:** Participate as a group in a parade or walk-a-thon (wear items promoting donation.)



**Workshop:** Host a donor awareness workshop or health fair.



# X

**X-tra, X-tra:** Write an article for a newsletter or an editorial for a local newspaper.

- Depew sent info through the entire school district via a newsletter.
- Depew used the high school newsletter to reach parents.
- Canisius coordinated an article in the NeXt section of the Buffalo News.



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# Y

**Yummy:** Use food and candy as incentives and awareness vehicles.

- JFK ordered custom candy hearts, bagged them, tied them off with donation facts and gave them to the student body on Valentine's Day.
- Clarence attached printed facts to lollipops.

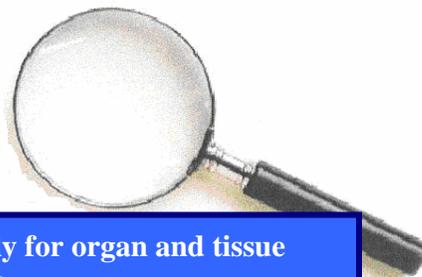
Mt. Mercy wrapped chocolate bars in Donate Life wrappers.



Sacred Heart distributed fortune cookies and ice cream with organ donation facts at lunch time.

# Z

**Zoom:** Identify your key messages and “zoom in” on those points through out your campaign.



**There is no cost to your family for organ and tissue donation.**

**One donor can save or enhance the lives of up to 50 people.**

**Almost 97,000 people in the US are on the organ transplant waiting list.**

**You have the power to Donate Life.**

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