

Student Projects

Do you want to make a difference in your community?

You can by educating and registering your peers and community as organ, eye, and tissue donors.

Organize a Donor Drive

The basic and necessary element for a campaign is tables where individuals can get information about donation, and register online either with a laptop or on their smartphone, or with a paper form.

Basic tabling supplies can be provided by Donate Life Northwest.

1. Develop a plan and set the event date(s)
 - Place tables in high-traffic areas
 - Determine location, dates, and times
2. Recruit volunteers
 - Make announcements during your classes
 - Invite student groups and clubs
 - Get teacher involvement; see if any will offer extra credit for participation
 - Educate your volunteers
 - Make a schedule based on volunteer availability
3. Advertise for the Donor Drive
 - Hang posters, make announcements in classes, and put an ad in your school paper
4. Donor Drive
 - Set up several donor registration tables with printed material on organ, eye, and tissue donation (ex: brochures, posters, giveaways). Request materials from Donate Life Northwest at least a week before the event.
 - Bring registration forms or set up a computer so people can register.
 - Blow up balloons and place them at the booths to draw attention to the donor drive.

Displays and Events

One way to catch the attention of those on campus, raise awareness, and attract media attention is to set up a large, colorful display in a key area of campus or plan an event that students and community members can attend. Sample student project ideas can be found on the next page.

Donate Life America Campaigns

Donate Life America organizes several campaigns per year designed to raise awareness around particularly important aspects of donation. You can join in and plan an event during these campaigns.

Visit www.donatelife.net/celebrations/ for the most up-to-date list.

- National Donor Day, February 14th
- National Donate Life Month, April
- National Blue & Green Day, mid-April (TBA each year)
- National Multiethnic Donor Awareness Month, August
- DMV Appreciation Month, September
- National Donor Sabbath, 3rd weekend of November

Sample Student Projects

Speaker Assembly

Many students have set up all-schools assemblies at local high schools where students and teachers can hear from Donate Life Northwest speakers. Our speakers are recipients, donor family members, living donors, and professionals in the field and each one has a unique connection to donation.

Athlete-Professor Basketball Game

This competition combined awareness with a fun school-wide event. The entire school was invited to view a modified basketball game between the college's well-known athletes and professors. Each time someone made a basket, the player had to answer a question about donation before the points would count.

Blood Drive Information Booths

In conjunction with a school blood drive, students additionally provided displays, informational brochures, and giveaways to highlight organ and tissue donation.

Fortune Cookie Facts

As a part of a Donor Awareness Week, these students stuffed fortune cookies with different facts about donation. The fortune cookies were handed out to students in high traffic areas for students to read.

Garden of Life

Students have planted gardens at schools, hospitals, and businesses in memory of donors. These gardens can serve as memorial for donors, hope for transplant candidates, and a celebration of life for recipients. It can be a living reminder of the power of donation.

Fundraiser/ Awareness-raiser

Two students got together to plan a Donate Life Northwest benefit. The students organized a multi-band concert at a local restaurant, had speakers talk about donation, and shared donation awareness information while raising money for a great cause. Fundraisers could also be run-a-thon/walk-a-thons, pancake breakfasts, coin drives, or other fundraisers.

Campus Visit from a Local DJ

At this school, the students contacted the DJs at a local radio station and invited them to come down to the school and broadcast from the campus. The DJs shared facts and asked trivia questions about donation. Students would drop their answers in a box at a booth located in a high traffic area and winners were picked the next morning. The radio station also donated prizes for the contest winners.

Week-Long Donation Statistics

During this school's Donor Awareness Week, the students wanted to highlight the number of people waiting for organs in the United States and the number of people dying each day for lack of a donor. Each day, the students put up 110 green balloons (to represent the number of people added to the waiting list that day) and 18 red balloons (to represent the number of people who pass away waiting each day). Over the week, the students kept adding more and more balloons to the display. This project has also been done with students wearing different colored t-shirts to represent those people touched by donation.

You can visit www.unos.org to look up current statistics.



Clubs and Greek Life

Students have used clubs and Greek Life to expand their scope of promoting organ, eye, and tissue donation. Videos, guest speakers, information booths, and donation activities can be used in tandem with planned events by school clubs/organization and the Greek system.

Peer Education

Individually or as a group, students can learn about donation through a presentation from Donate Life Northwest. After becoming educated about donation, those students then go on to educate the rest of the school. Students simply request a few minutes in each of their classes to talk about donation and distribute registration forms to everyone in their class.

Partner with the Athletic Department

Students have partnered with the athletic department at their school to reach people at sporting events. You could arrange for a speaker to come during half-time and share their story or even show a video on organ, eye, and tissue donation. You could also have a booth at sporting events and distribute information on donation or have information about donation included in athletic programs.

School Media

Work with the school newspaper to print an article on organ donation in the paper or run a public service announcement. Arrange with the school's student run television channel, morning announcements, or radio station to air public service announcements about organ, eye, and tissue donation.

Poster Contests

Host a poster contest through the school's art department. Students can create posters about organ, eye, and tissue donation. The winner can win a prize and their posters can be posted around school to raise awareness about organ, eye, and tissue donation.



Develop Strategies for Success

Develop strategies for success

- Make sure the purpose for the special event is important enough to merit the time and expense needed to properly stage, publicize, and evaluate the event.
- Carefully match the type of event that is selected to the purpose that it serves. Do you want to reach out to new users or thank your supporters?
- Ensure that the staff fully supports the special event. Select a working committee with broad representation.
- Target groups that have a special stake in the event such as families and friends of donors, transplant recipients, funders, business leaders, parents.
- Allow adequate time for planning and preparing based on the event.
- Develop ways to evaluate the event's success. Measurable event objectives may include attendance or the amount of money raised.
- Talk to others who have successfully staged similar events.

Make a Checklist

A checklist provides a step-by-step guide to organizing and executing a special event.

Create a Budget

The budget should be specific, and include revenue opportunities (sponsorship, ticket sales, donations, concession sales) as well as expenses (printing, venue, permits, insurance, speakers, food, supplies, security).

Consider Logistics

There are many details to be checked when planning an event. Major areas to consider and plan for include: size of space or building used, utility support needed, setup (tables and chairs, tents, portable toilets, parking, signage), coordination, cleanup, emergency plans, transportation, and public services.

Plan Publicity

Promoting a special event takes creative thinking balanced with practicality. The primary objective is to publicize the event, but secondary objectives should be considered.

- Are you trying to inform, educate, or entertain?
- Increase awareness or attendance of the event?
- Build a base support from a specific audience?
- Facilitate good community relations?

Brainstorm all the available media including marquees, school newspapers, Facebook, school announcements, and radio and tv stations. Make a detailed list with names of whom to contact and when.

Evaluate the Event

Take time to evaluate right after the event while the details are fresh. You may want to consider having a questionnaire for participants to fill out. Some general evaluative criteria include:

- Did the event fulfill its goals and objectives? Why or why not?
- Identify what worked and what needs fine-tuning. Which vendors should be used again?
- What items were missing on the checklist?
- Was the event well attended?
- Was informal and formal feedback about the event positive?
- Given all that went into preparing, was it worth doing?

Finally, it is important to remember to celebrate your successes and to thank all those who contributed!