

DONATE LIFE PA REGISTRATION CHALLENGE

#1

APRIL

2019

**BE A HERO  
SAVE A LIFE**



**"NOT ALL  
HEROES WEAR  
CAPES, BUT  
ALL HEROES  
SAVE LIVES"**



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## **INTRODUCTION**

As part of the Donate Life College Outreach Program and the National Organ Donor Awareness Competition (NODAC), Drexel University PRSSA developed and executed a campaign called Be a Hero. The campaign's tagline, "Not all heroes wear capes, but all heroes save lives," embodies the theme of the campaign and the accompanying event.

Be a Hero aimed to raise awareness about organ and tissue donation throughout the Drexel University community. To achieve this, we conducted research and developed the campaign, which ultimately led to the execution of a one-day campus event for awareness. Through each of its initiatives, Drexel PRSSA maintained the comparison between organ/tissue donors and superheroes, as both donors and heroes are willing to make sacrifices to save and better lives.

## **PRIMARY RESEARCH**

Drexel PRSSA also performed primary research (see supplemental information for results) to better understand general attitudes towards organ donation on Drexel's campus. Using a survey which was distributed to a convenience sample through social media, respondents were asked a series of questions which aimed to discern whether people were already registered as organ or tissue donors and if they were aware of what the designation entails.

Our audience for this research was anyone from the Drexel community over the age of 18 (n=28), whether it be students, faculty or staff. However, we found that many respondents were college-aged students, so we decided to perform a lot of our promotion through social media. We also found that many of those surveyed were already signed up as organ donors, and those who were not reported a desire to learn more and potentially register. This helped us develop a more educational approach throughout our campaign.

## **SECONDARY RESEARCH**

To understand perceptions of being a registered organ and tissue donor and the level of awareness around it, our team conducted secondary research to capture the most current statistics. Through our research, it became clear that the list of those registered as organ donors in the U.S. increases only slightly each year, making it impossible to keep up with the rapidly growing list of those in need of a transplant. According to the [U.S. Department of Health & Human Services](#), there were over 113,000 people on the transplant waiting list in January 2019, with someone new being added to the list every 10 minutes. In 2018, only 36,528 transplants were performed.

It seems that the shortage organ donors in the U.S. may stem from uncertainty about what it means to be an organ or tissue donor and a lack of knowledge about how to register. Currently, 95% of adults claim to support organ donation; however, only 58% are actually signed up as organ donors. The statistics showed us that education would be a critical component of our campaign.

## ***SUMMARY OF SPECIAL EVENT ACTIVITIES***

On Wednesday, April 24, 2019, from 1-4 pm, Drexel PRSSA hosted "Be a Hero," an event to raise awareness for organ and tissue donation. Drexel PRSSA partnered with Wahoo's Tacos for the event, a Mexican restaurant located in the heart of Drexel's campus. The outdoor seating portion of the restaurant served as the venue, where balloons and superhero-related decor were hung, along with event flyers. Wahoo's provided free chips, salsa and pico de gallo for event attendees.

The event also featured a photobooth, with an Avengers backdrop and props which included capes, masks and other superhero-themed props. Guests were invited to take pictures in the booth and post them on their social media pages with the hashtag #BeAHero. Further, guests were invited to participate in a scavenger hunt which included the use of QR codes incorporated with organ donation statistics. Those who completed the scavenger hunt were given free taco coupons at Wahoo's and were entered in a raffle for Avengers: Endgame tickets.

In an effort to raise money for the The Governor Robert P. Casey Memorial Organ & Tissue Donation Awareness Fund, we also held a bake sale as part of the event. Brownies, cupcakes and superhero-themed cake pops were prepared and sold for \$1 a piece. Although Wahoo's provided free chips and salsa, they also agreed to donate part of any food purchased during the time of the event towards our fundraising efforts. In addition to these two fundraising avenues, a Facebook fundraiser was also held to benefit the Robert P. Casey fund. Overall, Drexel PRSSA successfully raised \$134.37, for which a check was mailed directly to the fund.

## ***PROMOTION OF ORGAN AND TISSUE DONATION AND TRANSPLANTATION***

Our team generated a link to PennDOT's organ donor registration site through Bitly, the URL shortening and link management platform. The link was then included on our Instagram page and on other promotional materials so that we could track the number of people who visited the site as a result of our promotion.

Roughly 40 people came through the event and 30 were already organ donors. In order to track who was already signed up and who registered that day, we created stickers to give to those who were already registered organ donors and those registered with us.

Drexel PRSSA successfully registered five organ donors at the event, with an expected 30 more registering online through our social media and other promotional materials, which was tracked using analytics from Bitly. We also estimate that through our event and promotion leading up to it, we informed roughly 100 people about organ and tissue donation and what it entails.



## **CAMPAIGN EVALUATION**

The “Be a Hero” campaign proved to be successful. We completed a month-long public relations campaign, which included social media and event promotion and execution, and stuck closely to the superhero theme and our mission to raise awareness about organ donation. Although we fell somewhat short of our goal to register 25 new organ donors, we feel that we successfully raised awareness about the cause, reaching and informing over 100 people throughout the campaign.

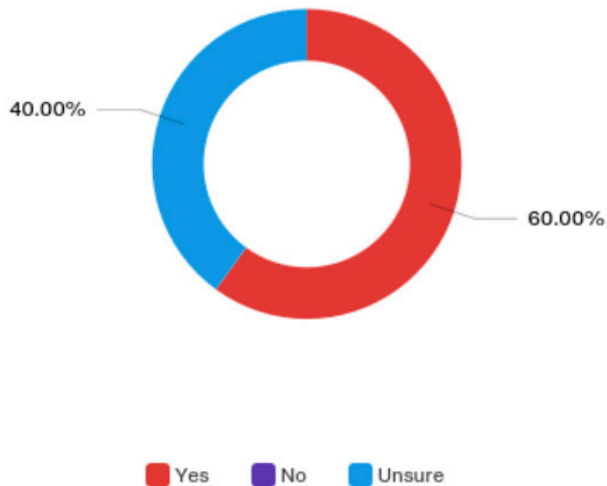
Despite any setbacks, we also feel that our event had a positive outcome. We welcomed close to 50 people throughout the time of the event, with many taking part in the scavenger hunt, visiting the bake sale, taking advantage of the photobooth and stopping to learn more about organ and tissue donation. About an hour into the event, a construction project next to the venue experienced an electrical issue, causing sparks and a small explosion. We were required to stay inside of the restaurant and away from the event for over half an hour while they cleared the area for safety. Nonetheless, our team handled the crisis well and continued with the event once we were cleared to return.

Finally, we achieved our goal of raising at least \$100 for the Robert P. Casey Fund. By incorporating a restaurant and bake sale fundraiser into our event, along with hosting a Facebook fundraiser, we were able to surpass our initial goal and send a check for \$134.37 to the fund.

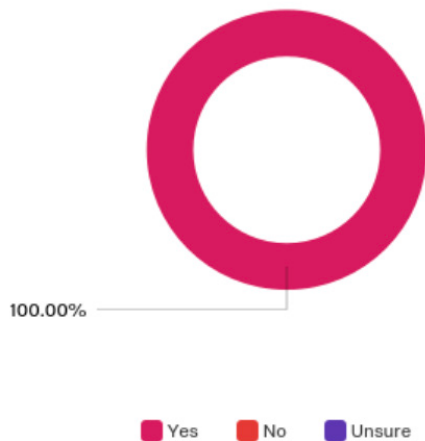
Overall, our team from Drexel PRSSA feels that we planned and executed a strong campaign for raising awareness for organ donation. From a creative theme which draws a connection between organ donors and superheroes, to a fun event with successfully raised awareness of organ and tissue donation, the “Be a Hero” campaign surpassed several goals and exceeded expectations in benefit of this important cause.

# SUPPLEMENTAL MATERIALS

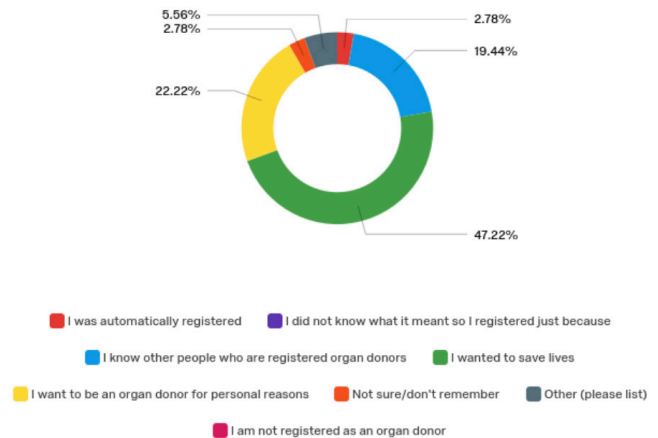
Q10 - WOULD YOU LIKE TO CONSIDER BECOMING AN ORGAN DONOR IN THE FUTURE?



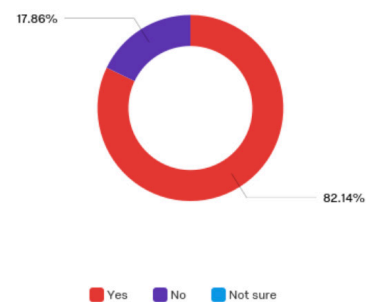
Q11 - DO YOU PLAN TO REMAIN AN ORGAN DONOR?



Q7 - PLEASE SELECT ALL OF THE REASONS WHY YOU REGISTERED AS AN ORGAN DONOR.



Q5 - ARE YOU CURRENTLY REGISTERED AS AN ORGAN DONOR (IF YOU ARE, THIS INFORMATION IS LISTED ON YOUR LICENSE)



Q9 - PLEASE SELECT ALL OF THE REASONS WHY YOU ARE NOT REGISTERED AS AN ORGAN DONOR.

1	I did not know what it meant so I didn't register	33.33%
2	I was afraid that if I were in an accident, they would not try to save me because I'm registered as an organ donor	33.33%
3	Most people I know are not organ donors so I did not feel the need to sign up	0.00%
4	I didn't register for religious reasons	16.67%
5	I do not want to be an organ donor for personal reasons	0.00%
6	Not sure/don't remember	16.67%
7	Other (please list)	0.00%
8	I am registered as an organ donor	0.00%

Things Needed	Amount	Price	Budget allocated
Movie Tickets	5	\$66.70	\$66.70
Baked Goods			\$15.00
Photo Props			\$35.00
Decorations			\$15.00
<b>Total:</b>			<b>\$131.70</b>

ABOVE IS THE BUDGET FOR THE EVENT. THIS ENCOMPASSES THE SCAVENGER HUNT, PHOTO BOOTH AND BAKE SALE.

BELOW IS  
A PUNCH LIST OF  
RESPONSIBILITIES THAT OUR  
TEAM USED LEADING UP TO THE EVENT.

### Donate Life Campaign / Action Items Sheet

Category	Task	Cost	Committee	Assigned to	Due by	Complete	Notes
<b>Research</b>							
	Primary		Campaign Management	Cindy, All	4/7	Yes	
	Secondary		Campaign Management	Cindy	4/7	Yes	
	Budget		Campaign Management	Cindy, Ang, Mabedi	4/7	Yes	
<b>Promotion</b>							
	Social accounts		Social Media	Social Committee	4/5	Yes	
	Campaign logo		Social Media	Jacky	4/5	Yes	
	Posting schedule		Social Media	Social Committee	4/5	Yes	
	Infographics		Social Media, Campaign Management	Sarah	4/7	Yes	
	Event flyer		Any	Ashley, Sarah, Aman	4/7	Amanda-Yes	
	Contact Triangle		Campaign Management (or anyone w/ contact)	Mikaela	4/12	Yes	
	Contact other news publications		Campaign Management (or anyone w/ contact)	Cindy	4/15	Yes	
	Draft media release		Any	Cindy	4/15	Yes	
<b>Day-of</b>							
	Confirm venue		Campaign Management, Event Coordination	Cindy, Sarah	4/5	Yes	Wahoo's, 1-4 pm
	Secure materials for activities		Event Coordination	Ang	4/15	Yes	e.g. movie tickets, scavenger hunt, props, costumes/masks, QR codes
	Secure tablets		Any	Cindy, Jacky, Liz	4/15	Yes	
	Food		Campaign Management, Event Coordination	Cindy, Sarah	4/12	Yes	Wahoo's to set out chips and salsa
	Treats		Event Coordination, Any	Everyone	4/19	Yes	e.g. Superhero cake pops, Thanos' ring pops
	Photo/Instagram booth		Event Coordination, Any	Amanda, Ashley and	4/19	Yes	
	Decorations/costumes/props		Event Coordination, Any	Ang, Cindy	4/19	Yes	



### FIRST HINT:

THIS IS THE PLACE WHERE THE  
DRAGON CARD OFFICE IS LOCATED.

Note: you may scan the QR code  
using Snapchat if you have the app.

THE FIRST  
POST ON  
THE DAY OF  
THE EVENT.  
THIS HELPED  
US KICK  
OFF OUR  
SCAVENGER  
HUNT!

FOR THE BE A HERO CAMPAIGN, WE  
PLANNED OUR SOCIAL MEDIA POSTS  
AND PLATFORMS STRATEGICALLY.  
WE DECIDED THE THEME OF OUR  
CAMPAIGN TO BE SUPERHEROES, AS  
IT ALIGNED WITH THE RELEASE OF  
AVENGERS: ENDGAME.

THE IDEA WAS TO SPREAD AWARENESS  
OF THE IMPORTANCE OF SAVING LIVES  
AND BEING A HERO. HOWEVER, THE  
SPIN WAS THAT ANYONE, AT ANY AGE  
OR GENDER, COULD BECOME A HERO.

FROM THERE, WE DECIDED TO SPREAD  
OUR AWARENESS OF OUR CAMPAIGN  
ON INSTAGRAM AND FACEBOOK, AS  
OUR MAIN TARGET AUDIENCE WAS  
COLLEGE STUDENTS.

Instagram

Search



beahero\_pa Following

13 posts 32 followers 126 following

Be A Hero, Save A Life

Not all heroes wear capes, but all heroes save lives. #BeAHero & learn what it means to be an organ donor today.

A campaign by @drexelpssa  
[bit.ly/2Xgu901](https://bit.ly/2Xgu901)

Followed by star42ashley, wheres\_ang, livin\_out.loud + 10 more



4/24

POSTS TAGGED

AS OF JANUARY 2019,  
THERE ARE MORE THAN  
113,000 CANDIDATES FOR  
TRANSPLANT ON THE U.S.  
NATIONAL WAITING LIST



ANYONE, REGARDLESS OF  
AGE OR MEDICAL  
HISTORY, CAN SIGN UP  
TO BE A DONOR



ONLY 3 IN 1,000 PEOPLE  
DIE IN A WAY THAT  
ALLOWS FOR ORGAN  
DONATION



THERE IS NO COST TO  
DONORS OR THEIR  
FAMILIES FOR ORGAN OR  
TISSUE DONATION



OUR INSTAGRAM PAGE, WHICH  
SERVED AS A WAY TO COMMUNICATE  
IMPORTANT ORGAN AND TISSUE  
DONATION AND TRANSPLANTATION  
FACTS AND START OUR SCAVENGER

YOU FOUND THE LUNGS!



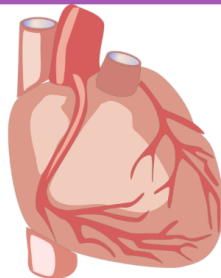
Scan the QR code for your next clue

ONE ORGAN DONOR CAN SAVE UP TO  
THROUGH ORGAN DONATION

For a chance to win tickets to Avengers: Endgame and  
about how you can Become a Hero and Save Lives, visit  
[@BeAHero\\_PA](https://www.instagram.com/BeAHero_PA)

SCAVENGER HUNT  
FLYERS THAT  
WERE POSTED  
AROUND CAMPUS  
HOTSPOTS FOR  
STUDENTS TO  
FIND

YOU FOUND THE HEART!



Scan the QR code for entry details

ONE ORGAN DONOR CAN SAVE UP TO 8 LIVES  
THROUGH ORGAN DONATION

For a chance to win tickets to Avengers: Endgame and learn more  
about how you can Become a Hero and Save Lives, visit our instagram  
[@BeAHero\\_PA](https://www.instagram.com/BeAHero_PA)

Be A Hero Scavenger Hunt

Congrats on finding the  
last organ!

More than 4000 adults and children in  
the U.S. are waiting for a new heart.  
Although 95% of adults support organ  
donation, only 58% are actually signed  
up as donors.

Screenshot this page, follow  
[@BeAHero\\_PA](https://www.instagram.com/BeAHero_PA) & show to a PRSSA  
member to be entered to win tickets to  
see Avengers: Endgame  
[@beahero\\_pa](https://www.instagram.com/beahero_pa)



WE FOCUSED PRIMARILY ON INSTAGRAM (HANDLE: BEAHERO\_PA) AND THAT WAS THE PLATFORM WE USED TO SHARE A MAJORITY OF OUR INFORMATION TO THE AUDIENCE.

ON THE PLATFORM, WE PLANNED THREE POSTS A WEEK AS THIS WOULD CREATE A REGULAR POSTING SCHEDULE WHILE NOT SPAMMING OUR FOLLOWERS. THE IDEA BEHIND THE POST WAS TO SPREAD INFORMATION ABOUT THE IMPORTANCE OF BECOMING AN ORGAN DONOR WHILE ALSO ALLUDING TO SUPERHERO COLORS.

AS A RESULT, ALL OF OUR POSTS CONTAIN THE COLOR SCHEMES OF SPECIFIC HEROES. FOR EXAMPLE, ONE WEEK, WE ALLUDED TO IRON MAN AND OUR COLOR SCHEME WAS RED AND YELLOW. ANOTHER WEEK, WE INCLUDED CAPTAIN AMERICA, SO OUR COLOR SCHEME WAS RED, WHITE AND BLUE.

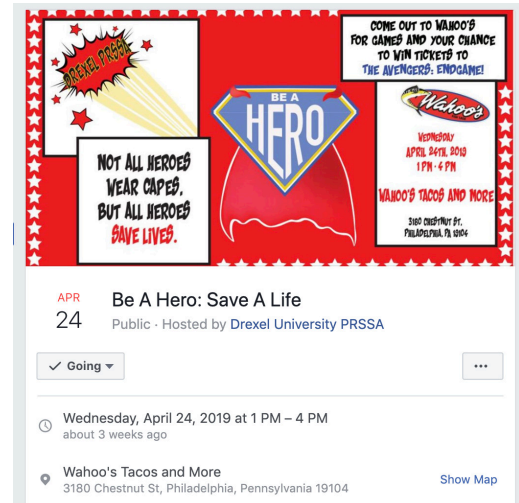
THE POSTING SCHEDULE WAS AS FOLLOWS:

ON MONDAYS, WE POSTED A FACT ABOUT ORGAN DONATION.

ON WEDNESDAYS, WE POSTED THE SUPERHERO OF THE CORRESPONDING THEME.

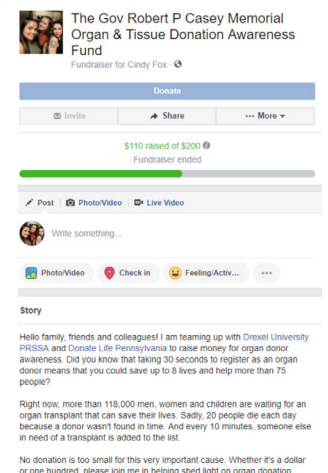
ON FRIDAYS, WE POSTED ANOTHER FACT ABOUT ORGAN DONATION.

OVER THE COURSE OF THE CAMPAIGN, WE CREATED 13 POSTS (IN ADDITION TO OUR ANNOUNCEMENT OF JOINING THE COMPETITION) OVER THE COURSE OF APRIL (AND BEGINNING OF MAY).



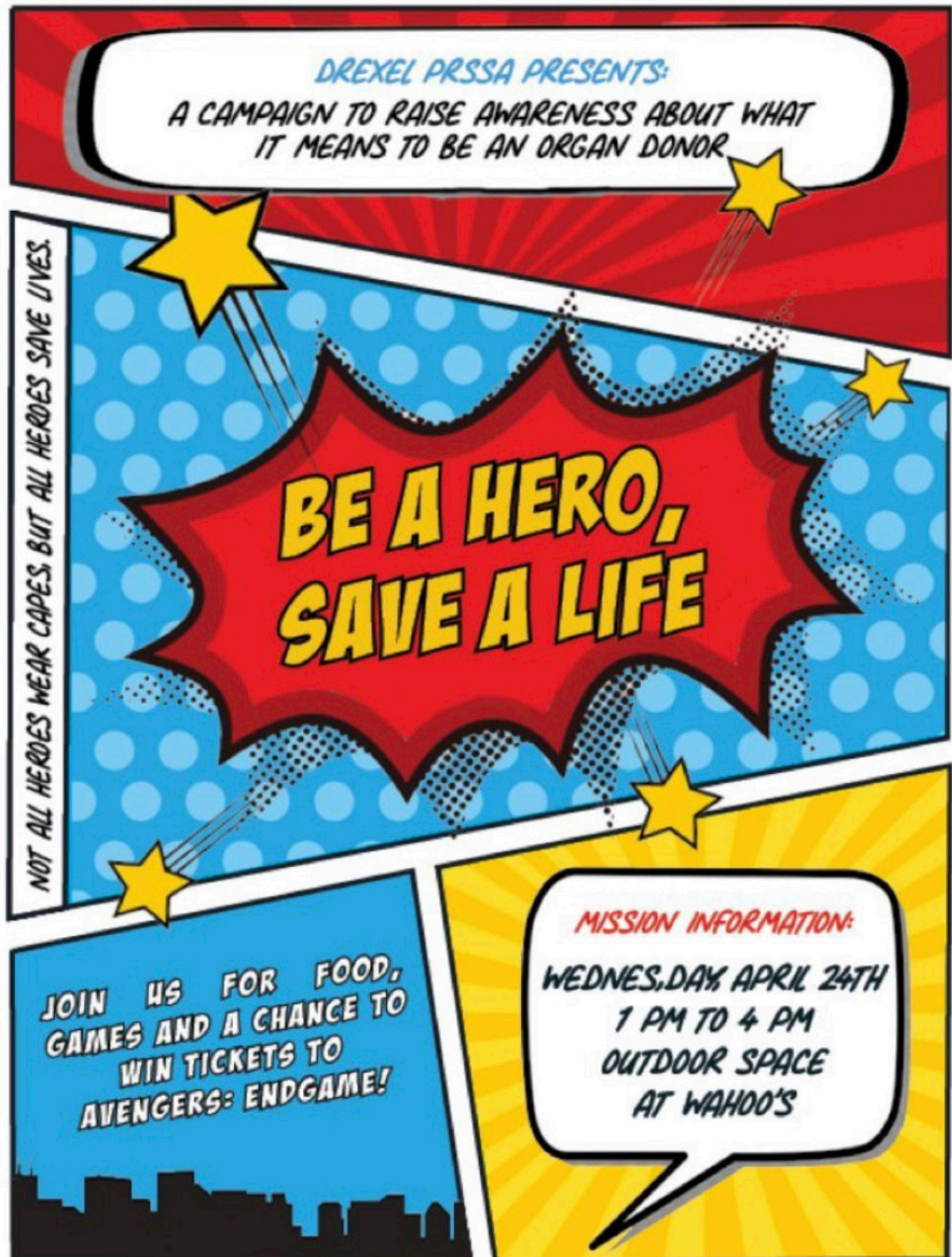
PICTURED ABOVE, SCREENSHOTS FROM THE FACEBOOK PAGE WE CREATED TO PROMOTE THE EVENT.

PICTURED RIGHT, AN ONLINE FUNDRAISER RUN FOR THOSE WHO WERE NOT LOCAL BUT WANTED TO GIVE TO THE CAUSE.



OVER THE SPAN OF 4 WEEKS, WE HAD 13 PHOTOS TOTAL. IN TOTAL, WE RECEIVED 208 LIKES, AVERAGING 16 LIKES PER POST. WE REACHED MORE THAN HALF OF OUR FOLLOWERS, AS OUR FOLLOWING BASE WAS ONLY 30 PEOPLE. IN ADDITION, OUR PROFILE VIEWS WERE HIGH; WE RECEIVED 95 PROFILE VIEWS OVER THE COURSE OF ONE WEEK.

# FLYER #1



## ***FLYER #2***



PRSSA PRESENTS:

Not all heroes wear capes  
**BUT ALL  
HEROES SAVE  
LIVES**

A campaign to raise awareness about  
what it means to be an organ donor

Please join us for free food, games, and a chance to win  
**Avengers: End Game tickets!**

April 24, 2019  
1 PM to 4 PM  
Outdoor Space of Wahoo's

[drexel.prssa@gmail.com](mailto:drexel.prssa@gmail.com)



# ***BAKE SALE FLYER***



**\$1 BAKED  
GOODS**

**Venmo: @ciiindyx3**

**brownies**

**cookies**

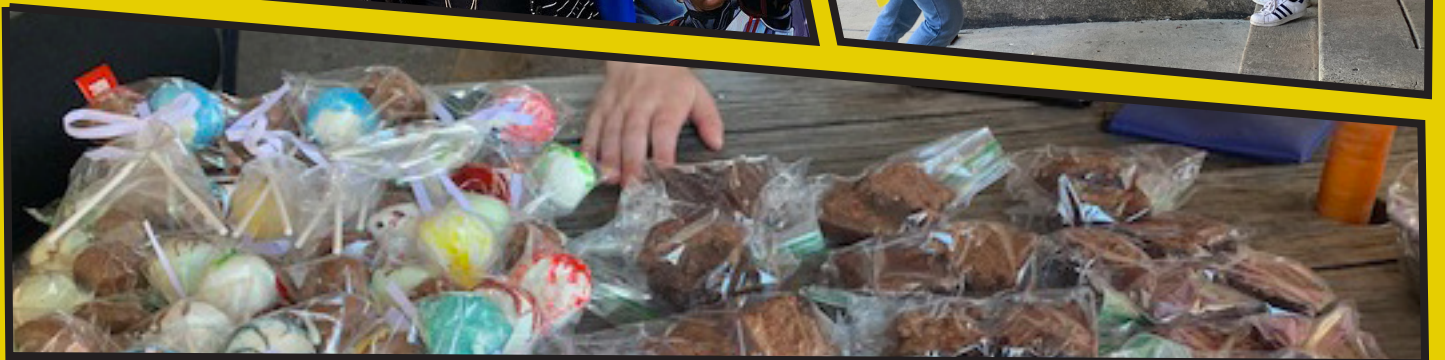
**cake pops**

100% of proceeds benefit the Governor  
Robert P. Casey Memorial Organ and Tissue  
Donation Awareness Trust Fund





PHOTOS  
FROM EVENT  
DAY!





# MEDIA RELEASE

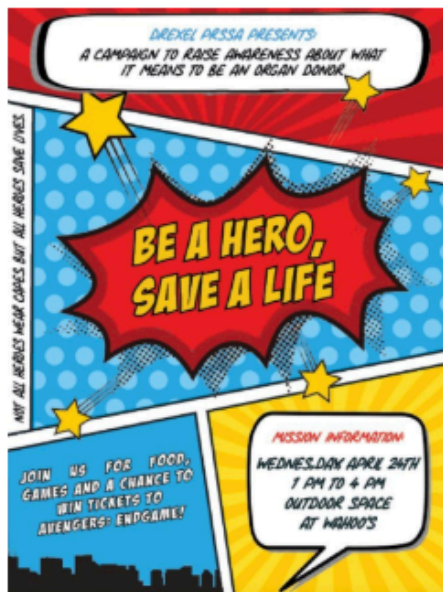


**FOR IMMEDIATE RELEASE**

**CONTACT:** Cindy Fox  
Vice President, Drexel PRSSA  
(570) 369-9934  
cmf353@drexel.edu

## **Superhero event will teach Drexel community how to save lives**

*Drexel PRSSA is organizing a one-day event to promote organ donor awareness featuring superhero treats, activities and prizes*



PHILADELPHIA, April 22, 2019— On Wednesday, April 24, Drexel PRSSA will team up with Donate Life Pennsylvania to host “Be a Hero,” an event to raise awareness about organ donation on Drexel’s University’s campus. The event will run from 1-4 p.m. at Wahoo’s restaurant, located at [3180 Chestnut St, Philadelphia, PA 19104](#).

“Be a Hero” will show members of the Drexel community the importance of becoming an organ donor and how they can register. Event guests will find superhero-themed treats and activities, including a scavenger hunt which, upon completing, participants will be entered to win tickets to the upcoming film “Avengers: End Game,” along with other small prizes. Guests can also enjoy a photobooth with superhero props and backdrop,

hero cake pops and refreshments provided by Wahoo’s.

# ***MEDIA RELEASE (CONTINUED)***

Hosted during National Donate Life Month, the event is part of a larger campaign challenge to inform and educate Drexel students, faculty and staff about what it means to be an organ donor and how they can register. Drexel PRSSA is competing against other PRSSA chapters across the state and country as part of the National Organ Donor Awareness Challenge (NODAC). Drexel PRSSA will be judged on its overall campaign, promotion and event execution. All food purchased from Wahoo's during the time of the event will have a portion of the proceeds donated to The Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund, another factor to be considered by judges.

###

## **About Donate Life PA**

Donate Life Pennsylvania is a collaborative initiative between Gift of Life Donor Program (GOL), the Center for Organ Recovery & Education (CORE), and the Pennsylvania Departments of Health and Transportation. It is funded by residents of Pennsylvania through voluntary contributions included with driver's license renewals, vehicle registrations and state income tax filings. All contributions are used by the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund to educate Pennsylvanians, build awareness about the importance of organ and tissue donation, and increase the number of people who sign up to become donors on their driver's license, learner's permit or state identification card.

## **About Drexel PRSSA**

Drexel University Public Relations Student Society of America (PRSSA) is a pre-professional public relations organization for students who are interested in public relations and communications. Our mission is to provide students the resources and opportunities to succeed not only in the classroom and co-op, but in the professional working environment. Through a variety of professional development workshops and presentations, guest speakers and more, we hope to expand students' knowledge and expertise in the industry.

For more information about Be a Hero:

<https://www.drexelprssa.com/events-1/be-a-hero-donate-life-event>

For more information about organ donation:

<https://www.donatelifepa.org/about-donation/>



# THE TRIANGLE

## *Drexel PRSSA: 'Be a Hero'*

By Kiara Santos Apr. 26, 2019



The Drexel University chapter of Public Relations Student Society of America held a fundraiser April 24 for organ donations at Wahoo's. "We are partnering with Donate Life, an organization for Organ Donate Month. So our theme is 'Be a Hero, save a life.' Actually, one organ can save up to eight lives," Sarah Dillon, Secretary of PRSSA, said. PRSSA held the event to bring awareness to this special benefit to make people see the incredible impact the decision to become an organ donor has.

The venue provided music and a photo booth with superhero decorations where people could wear capes and put on masks, along with a scavenger hunt and a bake sale. Attendees also had the opportunity to donate to the cause by purchasing refreshments through Wahoo's after mentioning "PRSSA" or "organ donation." The scavenger hunt fit along with the superhero theme, which had hidden "infinity stones." If any attendee was able to find all six stones, they would win tickets to see the latest Avenger movie in theaters this Friday.



DREXEL PRSSA AND DONATE LIFE PARTNERED TO HOST 'BE A HERO' AT WAHOO'S ON APRIL 24 AS PART OF NATIONAL DONATE LIFE MONTH. (PHOTOGRAPH BY KIARA SANTOS FOR THE TRIANGLE.)

All proceeds of the "Be a Hero" event went to the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund. The fund, which is a Pennsylvania statewide program, is completely voluntarily and directed towards the Department of Health and the Department of Revenue.

"The actual campaign is run through Donate Life Pennsylvania. So we're competing with other PRSSA chapters [through Pennsylvania] to develop and establish a campaign and host an event that is supposed to raise awareness on our college campus about Organ Donors or donation," PRSSA Vice President Cindy Fox said. "We are also submitting the same materials to the national portion of this campaign, and that's called the National Donor Awareness Competition, or NODAC for short," she said.

"What we kind of figured out was that a lot of people agree with organ donation, and it is a really positive thing, but not a lot of people actually are one" Mikaela Taormina, a member of the PRSSA chapter, said. "My whole part of the process was the social media to get people aware. We posted different facts [about organ donation]."

Included in the posts were facts about how 20 people die each day waiting for a transplant and only three in 1,000 people die in a way that allows for organ donation. On the flip side, someone is added to the ever growing list of people in need of a transplant every 10 minutes.

For awareness purposes, it must be said that transplants generally happen after the donor has died. Although some organs (kidneys, livers and lungs) can be donated while the donor is still alive, the vast majority happen afterwards.

After registering, donors are put into a national computer list to be identified. However, donors are only picked if they meet a certain criterion. Since most donors are deceased for the transplant, there is seldom a chance of experiencing this side of the process.

To find out more about what PRSSA does, the Drexel PRSSA chapter meets every Wednesday at 6 p.m. in the basement of MacAlister Hall.