



# Building upon Success

*Phase I of ‘Campus Challenge’ reached more than 157,000 potential donors*

**F**rom March through May, college and university students across the country educated their communities about donation—and registered more than 7,400 new donors.

The effort was Phase I of the “Campus Challenge,” this year’s national campaign of the Workplace Partnership for Life (WPFL), sponsored by the federal Health Resources and Services Administration (HRSA). The WPFL’s overall mission is to increase donation by creating donation-friendly workplaces across the country, and—since its launch in 2001—WPFL national campaigns have registered more than 450,000 new donors.

In Phase I, 17 donor organizations\* and four national partners enrolled 85 campus partners,† reaching 157,425 potential donors and registering more than 7,400 donors. Phase II, running August through November—is an opportunity for existing participants to build upon their successes and for all donation organizations to join the effort. The goal is ambitious: 60,000 new registrations on state donor registries.

Social networking, mass e-mails and special events—including a concert and a college radio promotion—were among students’ successful strategies and tactics during Phase I, along with “donor day” drives on 25 campuses. More specifically:


- Public relations students worked with Virginia’s LifeNet Health to put together the **“Have a Heart” poetry slam**, with three featured poets composing a poem about donation and other poets competing for prizes.
- Gift of Life Michigan (GOLM) invited colleges and universities to participate in its **statewide competition**. Awards were presented for the most donor registrations and the most donor registrations as compared to the student population. GOLM also promoted a **“YouTube” contest**—


open to all Michigan students attending schools enrolled in the Campus Challenge—with the winner awarded a \$25 iTunes gift card.

- Collaborating with New York Organ Donor Network and faculty on four campuses, students developed a variety of events, including **tabling, game shows, interactive projects and storyboard presentations**. Some of the presentations on donation were given during a natural-science open house, and students were available to answer questions.
- The Donate Life teams in Pennsylvania, Illinois and Ohio set up **Facebook pages** and sent **action-evoking e-mails** to students, faculty and campus staff. Donate Life Arizona gave out **free Slurpee® drinks** during donor drives to attract potential donors to the registration booth.

An additionally important element of the campaign was the participation of four national partners: the American Association of Community Colleges, the Association of Public and Land-Grant Universities, the National Association of Collegiate Directors of Athletics and NASPA–Student Affairs Administrators in Higher Education.

The *national partners* promoted the Campus Challenge and encouraged their local affiliates to enroll as *campus partners* and join the local campaigns. All four national partner organizations already are enrolled in Phase II of the Campus Challenge.

Have questions about how to join this winning effort? Contact Shelly Morningstar at [shelly@akoyaonline.com](mailto:shelly@akoyaonline.com). 

 For more information, visit [organdonor.gov/campus](http://organdonor.gov/campus). For campaign materials and templates, visit [akoyaonline.com](http://akoyaonline.com).

\*California Transplant Donor Network; Center for Organ Recovery and Education, and Gift of Life Donor Program/Donate Life Pennsylvania; Donor Alliance; Donor Network of Arizona/Donate Life Arizona; Gift of Hope Organ and Tissue Donor Network/Donate Life Illinois; Gift of Life Michigan/Donate Life Michigan; Life Connection of Ohio, LifeBanc of Ohio, Lifeline of Ohio/Donate Life Ohio; LifeChoice Donor Services/Donate Life Connecticut; LifeNet Health; LifeShare Of The Carolinas; Louisiana Organ Procurement Agency/Donate Life Louisiana; New York Organ Donor Network; Organ Donor Center of Hawaii/Donate Life Hawaii; and ThedaCare.

†Arizona State University, Bloomsburg University, Bowling Green State University, Brigham Young University, California State University–Fresno, Carnegie Mellon University, Central State University, Chaminade University, City College of New York, City College of San Francisco, Cleveland State University, College of DuPage, Cuyahoga Community College, DePaul University, Duquesne University, Eastern Illinois University, Fashion Institute of Technology, Hampton University, Hawaii Pacific University, Hostos Community College, Illinois State University, Indiana University of Pennsylvania, Joliet Junior College, Kutztown University, Lakeland Community College, Liberty University, Lourdes College, Marietta College, Michigan State University, Modesto Junior College, Northern Arizona University, Ohio Northern University, Ohio State University, Ohio University, Ohlone College, Otterbein College, Pennsylvania State University, Point Park University, Queens College, Robert Morris University, Samuel Merritt University, San Francisco State University, Shawnee State University, Shippensburg University, St. Xavier University, Stanford University, Temple University, University of Akron, University of Arizona, University of California–San Francisco, University of California–Santa Cruz, University of Dayton, University of Hawaii–Manoa, University of Illinois–Chicago, University of Illinois–Urbana-Champaign, University of Toledo, University of Virginia, Virginia Commonwealth University, Virginia State University and Wright State University.