



Transplant Games of America

Not your Father's Transplant Games



Mission Unchanged:

- Increase Awareness about Organ and Tissue Donation
- Engage the Transplant Community to Highlight the Benefits of Organ Donation
- Increase the Organ Donor Registry Numbers Across the Country

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2014 Changes-The Numbers

- 2500-3000 Participants
- 4-6 New Non-Physical Competitive Events
- 4-6 Additional Seminar Program/Events
- 2 New Social Events
- Expanded Health, Fitness, and Vendor Expo

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Major Strategy Shift

- **Produce an Attendance Model that is Defined by Mission Objectives**
- **Define Demographic Targets to Broaden Participation**
- **Establish Partnerships to Integrate National and Regional Objectives**

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***“Produce an Attendance Model
that is Defined by Mission Objectives”***

- **Create an Event to Match the Needs of the of the Overall Transplant Community**
- **Increase Focus on All Aspects of the Transplant Process (Pre- and Post)**
- **Develop Appropriate Targets and Recognition Programs to Enhance Growth**

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*“Identify Demographic Targets to
Broaden Participation”*

- Corneal and Tissue Recipients
- Non-Competitive Transplant Recipients
- Increased Living Donor Participation
- Minority Community Focus
- Medical Community
- General Public

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*“Establish Partnerships to Integrate
National and Regional Objectives”*

- Consistent Media and PR Messaging
- Use Past Successes to Create a National Model for Team Development
- Define Financial Guidelines for Team Management
- Reduce Overlapping Strategies

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Key to Success-Teamwork

- **Transplant Games of America**
- **Donate Life America**
- **Organ Procurement Organizations**
- **Transplant Medical Community At Large**

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An Invitation to Everyone

- Join with Us to Harness this New Transplant Community Event
- Share your Ideas and your Energy
- Lead your Team to Houston in July 2014

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Questions & Comments

**Transplant Games of America
Houston, Texas
July 11-15, 2014**