

# Creating National Partnerships on a Local Level



Presented by

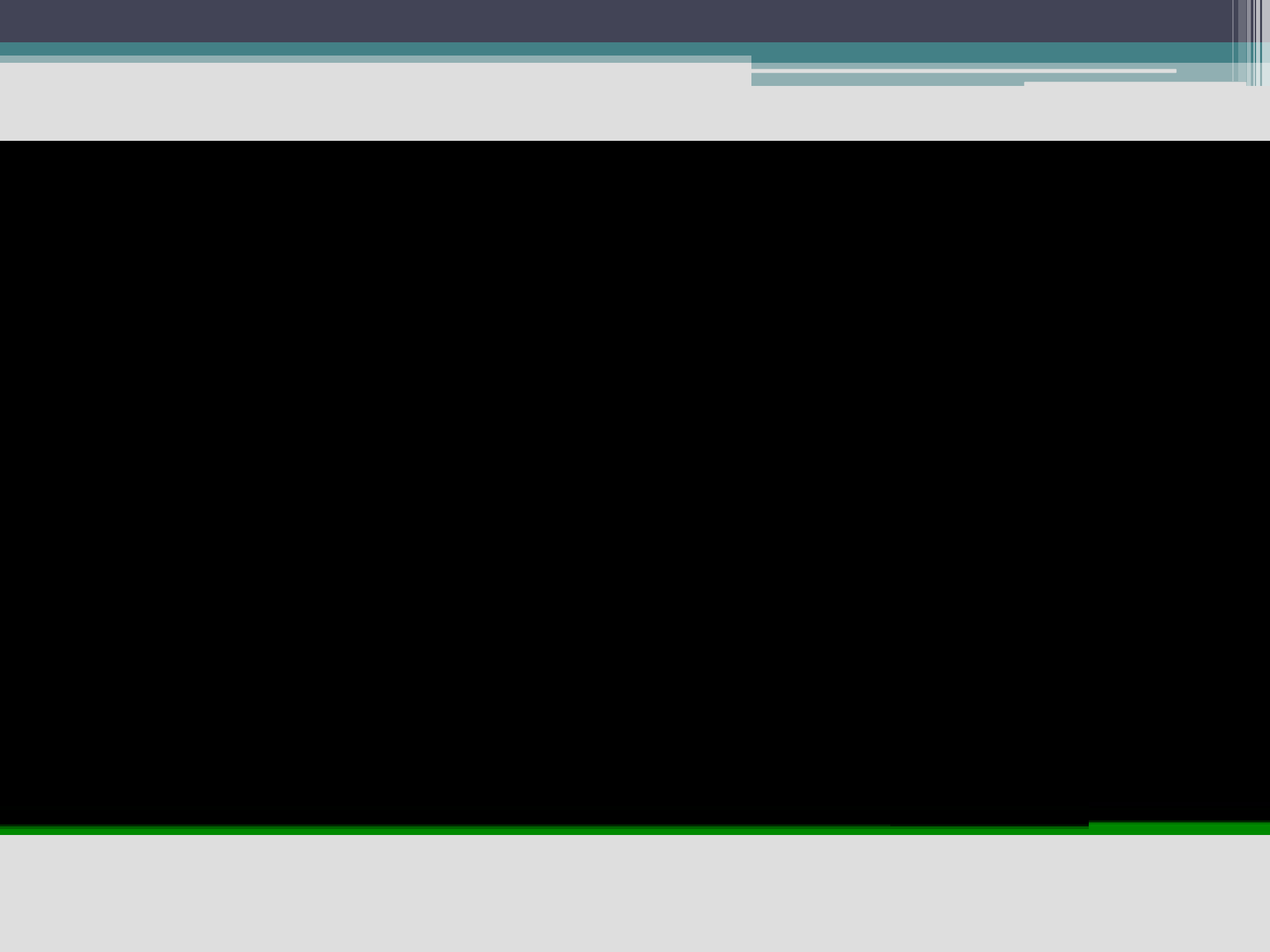
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Be The Match (National Marrow Donor Program)





# National Partnerships

*Kentucky Organ Donor Affiliates created a collaboration with:*

- **Be The Match**
  - Established a relationship with the National Marrow Donor Program through Be The Match to ascertain visibility and increase registrations.
  
- **American Red Cross**
  - Gained access to blood and apheresis donors who support the mission of saving lives.

# Targeted Approach

- **Be Unified**
  - Supported the mission of saving lives through organ, bone marrow, and blood donation.
- **Understood Donation Environment**
  - Understood the complexities of the level of commitment from each potential supporter.
- **Identified Key Supporters**
  - Pursued advocates who seek to make a difference by saving lives.
- **Lead By Engagement**
  - Focused on dispelling common myths and misconceptions through conversations rather than a lecture format.
- **Outlined Success**
  - Created realistic and incremental goals.

# Engagement Initiatives

- **Visual Connectivity**
  - Campus Café – Provided a social environment to discuss the challenges with the topic of donation and educate volunteers.
- **Tangible Information**
  - Social Networking – Created strategic Facebook posts, Tweets, and emails to continue conversational involvement.
- **Accessibility**
  - Donor Registry Drive – Provided an on-site opportunity for supporters.
- **Leadership Roles**
  - Peer to Peer – Implemented a formal leadership role.

# Application Platform

- **Social Connectivity**
  - Cultivated human interest campaigns by branding a person to the cause.
    - Posters
    - Flyers
    - TV and radio interviews
- **Organized Activism**
  - Requested a call to action with no more than one action item from the person in the leadership role.
    - Email
    - Text messages
    - Facebook
    - Twitter
- **Learn, Act, Give**
  - Focused on transitioning language from “donor” to “supporter” and from “us” to “you.”

# Scope of Goal and Results

- Donor Registry Drives

- Goal: *To conduct one collaborative donor registry drive per week over an 18 month time frame. Time frame was November 1, 2011 to May 1, 2013.*
- Results: 59 donor registry drives

- Recruitment Efforts

- Goal: *To register 50% of the targeted audience. The qualified audience is limited by age for bone marrow recruitment and state for organ donor recruitment.*
- Results: 2,259 bone marrow registrants
- Results: 796 organ donor registrants





# Questions and Comments

# References

- American Red Cross Logo

<http://www.redcross.org/support/donating-fundraising/fundraising-licensing/use-american-red-cross-brand>

- Be The Match Logo

<http://bethematch.org/Home.aspx>

- WDRB “U of L Students Give the Gift of Life” Video Clip

<http://www.wdrb.com/category/163829/fox-41-video?autoStart=true&topVideoCatNo=default&clipId=8659802#.UUkFhYgCzBY.gmail>