



GIFT of LIFE
DONOR PROGRAM
THE REGION'S ORGAN & TISSUE TRANSPLANT NETWORK



A Donate Life Organization

“How to Bring Your Gospel Concert
Back to Life and Go Beyond
Preaching to the Choir!”

Vanessa Duvert
Multicultural Outreach Coordinator



The Challenge

Pennsylvania Donor Designation
Rate: **45.40%**

Philadelphia County Donor
Designation Rate: **30.10%**

44.30% of Philadelphia County
residents are African American



GOL 16th Annual Gospel Concert Strategy

- Reviewed survey results from 2011 concert
- Surveys revealed the following:
 - Program was too long
 - Program was delayed 45 minutes
 - Catering was chaotic
 - Parking was challenging
- Developed goals for 2012:
 - Increase attendance to 700
 - Register 20 new organ donors
 - Garner 10 media hits
 - Develop more community support

Gift of Life Donor Program's
Multicultural Affairs Coalition
presents the 16th Annual
National Minority Donor Awareness Day
GOSPEL
CONCERT

Hosted by Praise 103.9 Host **Dezzie**
Sunday, August 5, 2012 5-7pm
Bright Hope Baptist Church
1601 N. 12th Street, Philadelphia, PA 19122

FEATURING
BET "Sunday Best" Finalist
Elder Goldwire McClendon
AND
Enon Tabernacle Baptist Church
Male Chorus
Sharon Baptist Church Choir

Free Admission
Free parking. Seating is limited.

GIFT of LIFE
DONOR PROGRAM
1st Floor, 930 N. 12th Street, Philadelphia, PA 19122
930-DONORS-1 • www.gol1.org

Concert Strategy Cont.

- Relocated to a historic venue in North Philly – Bright Hope Baptist
- Adjusted program to feature a headline artist and two major local choirs
- Identified partners with personal connections
 - Praise 103.9 FM talent “Dezzie”
 - Main artist: BET Sunday Best, Elder Goldwire McClendon
 - Spoken Word artist Noel Scales
- Partnered with media team to develop two-month comprehensive plan
 - You Tube video promotion with the headliner
 - “Did you Know” Twitter Thursdays
 - Blog posts
 - Press releases and personal invitations

Community “Buy-In”

- Scheduled GOL tour with every artist
- Sent organ recipients to choir practices to share their story
- Identified target churches and assigned MAC volunteer members to solicit church leadership support
- Featured two promotional ads in Philly “Metro”
- Leveraged relationships to garner supports of AA media outlets including: **105.3WDAS**, Praise 103.9, WURD AM, Philadelphia Tribune, etc.



Patty Jackson Radio interview with Elder Goldwire and heart recipient, LaVerne Clarck

The Program

- Maintained key components of past programs
- Continued tradition of “band competition”
- New features:
 - Spoken word artist
 - Trivia questions between acts
 - Each performer shared their personal connection
 - Mobile donor registration on site

program	
Welcome	Dezzie, Praise 103.9 Host
Prayer and Introduction of MAC members	Deacon Steven Sabb Multicultural Affairs Coalition
Opening Remarks and Lighting of Candles	Dezzie Vanessa Duvert, Multicultural Outreach Coordinator Gift of Life Donor Program
Receiving the Gift of Life	Alan Jones, Tissue Recipient
Choir	Sharon Baptist Church
Giving the Gift of Life	Gail Murrell, Donor Family Representative
Choir	Enon Tabernacle Baptist Church Male Chorus
Receiving the Gift of Life	Ramona Howard, Multiple Organ Recipient
Spoken Word	Noel Scales
Waiting on the Gift of Life	Lizbeth Gonzalez
Soloist	Elder Goldwire McClendon
Closing Remarks	Dezzie LaVerne Clark

Noel Scales: “30 Seconds.”



Spoken Word Artist: **Noel Scales**

Results

2011

- Approximately 400 in attendance
- 3 donor registration
- Budget of \$35,000
- 2 media outlet coverage
- No social media promotion

2012

- Over 900 in attendance
- 29 donor registration
- 1 living donor volunteer
- Budget of \$25,000
- Over 10 media outlet coverage
- Social media promotions included: Twitter, Facebook and YouTube

Ongoing Opportunities

- Over 25% increase in National Donor Sabbath participation in 2012
- Ongoing partnership with Praise 103.9 personality – Dezzie
- Developed several new congregation contacts
- Recruited 3 new volunteers
- Re-energized stagnant volunteer group


Gift of Life Donor Program's Multicultural Affairs Coalition
presents the 17th Annual **National Minority Donor Awareness Week**

GOSPEL PROGRAM

An educational program highlighting organ and tissue donation in the community
Hosted by Praise 103.9 Host **Dezzie**
Featuring Gospel Artist **Jason Nelson**
Enon Tabernacle Baptist Church Male Chorus
Compassion Praise Dancers

FREE ADMISSION
Free parking
Seating is limited

Sunday, August 4, 2013 5-7pm
Church of the Christian Compassion 6121 Cedar Avenue, Philadelphia

 **GIFT of LIFE**
DONOR PROGRAM
THE REGION'S ORGAN & TISSUE TRANSPLANT NETWORK
800-DONORS-1 • www.donors.org

Thank You!



Vanessa Duvert

Multicultural Outreach Coordinator

Gift of Life Donor Program

Vduvert@donors1.org

215-557-8090