

Dilly for a Dot – take the donation message to the people!

This project was tested in April 2012 at a hospital and almost 700 people received Dilly Bars for either signing up on the registry or proving that they were already registered as an organ, tissue and eye donor. It was a great event that raised awareness about donation and helped build relationships throughout the hospital. It could easily be adapted for a community/business event.

Star Power:	★★★ Generates media, registry sign-ups and educates people about donation and the registry
Planning Time Intensive: High	Recommend three month planning—at a minimum. Requires organizational/location approval (CEO, COO, President) and time to obtain all materials- along with time to strategize how best to reach the people. Communicate with staff/attendees so they know to have the driver's license handy day of event
Execution Time: High	Recommend a 12-hour block of time to allow for set up, reaching the people and take down
Potential costs may include: Medium	<ul style="list-style-type: none"> • Dilly bars (or other “treat” to be distributed) • Balloons, signs or other visuals to draw people in • Note: consider approaching a local business to provide treats at a discounted price
Number/type of people needed to execute: Medium	<ul style="list-style-type: none"> • At least two people per cart to travel to units/departments (1 person who is employee of organization to know where to go/have access; one person who is donation expert to answer questions)
Tool kit and other items needed:	<p>Items from OPO website tool kit:</p> <ul style="list-style-type: none"> • Dottie Donor Dot artwork, photos, YesIWillDonate.com artwork, Donor Dot artwork • Donation Fact sheet to reference • Donor stories and photos • Donation and Registry messaging examples • Art for Yes I Will registry cards <p>Items needed for day-of event:</p> <ul style="list-style-type: none"> • Styrofoam coolers, dry ice • Laptops/tablets • YIW cards, donor stickers, balloons • YIW t-shirts or other apparel to help identify donation advocates
OPO involvement may include: Medium	Staff to go to units/departments and help the planning and organization of the event, assistance with media
How to do this idea even BIGGER:	Include media—invite media to attend event to get footage of employees eating their ice cream or bring in a donor family/transplant recipient to participate in the day and share their story, have a flag raising to kick off the day
“Let Life Bloom” Strategy:	Provide donation stickers, pins/bracelets to anyone who registers = 25 points; Email campaign updates to all hospital staff = 15 points; Host donor registry enrollment event in high-traffic hospital area = 65 points; Enter a description of your own activity = 40 points
Other:	Decide the duration and frequency of this strategy in each hospital/location Measure success: Keep track of how many people are already registered donors (either visited DMV since March 2012, or registered online previous to this event) and count how many new donors are registering day-of event. Should match the number of treats you hand out. Select a survey sample and send out a survey monkey email to that sample with a few questions regarding the event

“How to” instructions:

Step 1:	Form a team/committee for event, reserve meeting space
Step 2:	Gain endorsement from hospital leadership
Step 3:	Educate the PR and IT representatives re: importance of donation education/donor registry. Show them the online tool kit and ask them to brainstorm all ways you could use their skills to promote donation/registry. Request their involvement w/ internal and external promotion
Step 4:	Select a theme, decide on “treat/reward” and set date and time
Step 5:	Recruit volunteers
Step 6:	Obtain all materials needed: ice cream (or treat), carts, coolers, etc.
Step 7:	Obtain a “map” of organization and delegate who will go to each unit/department
Step 8:	Create data collection tool (tally sheet or other method) to keep track of how many people have signed up on registry/confirmed already on
Step 9:	Hold event. Take photos and have mechanism in place for photos to be shared (media outlets, facebook, twitter, etc.)
Step 11:	Measure: send follow up survey, review tally sheets
Step 12:	Meet again after the event to review the campaign's strengths and weaknesses and suggestions for next time and report back to UW OPO with successes, improvements and outcomes.

The most effective effort we've witnessed included: Ask your CEO or leadership to send an email out to the entire staff/membership asking them to participate. Include a reminder for everyone to be prepared with their driver's license so they can show-off their donor dot and receive their treat.