

## Electronic Messaging Campaign

These are ideas and steps to utilize electronic communication (website, social media, email) within your hospital, club or program in order to promote and build a supportive donation culture in your hospital and your community. A fun acronym to use for this project is **“RIDE”** and is **Ride the Wave!** The name helps us remember to:

1. Register more donors
2. Involve your local media in the campaign
3. Dispel myths that prevent people from registering as donors
4. Educate employees and the public about donation

Star Power:	★ ★ ★ Generates media and registry sign-ups and educates people about donation and the registry
Planning Time: <b>Medium</b>	Relatively brief, Donation Team representatives meet with hospital PR-Marketing Team and potentially Hospital IT team
Execution Time: <b>Varies</b>	Campaign can run for the whole month, one week, one day... depending on resources available from PR/Marketing and IT staff
Potential costs: <b>Low</b>	Staff time only, unless campaign is expanded to include widgets or rewards
Number/type of people needed to execute: <b>Medium</b>	<ul style="list-style-type: none"> <li>• Hospital donation team member(or community project lead)</li> <li>• OPO HD specialist and/or OPO Community Team staff member</li> <li>• Hospital PR/Marketing staff member(or additional committee members who have marketing/PR knowledge)</li> <li>• Hospital IT staff member (or web savvy member)</li> </ul>
Tool kit items needed: <b>High</b>	Hospital or Program/Club website and email Items available on OPO website tool kit: <ul style="list-style-type: none"> <li>• Web link with banner or badge (YIW and Donate Life versions)</li> <li>• Sample Tweets/Facebook posts</li> <li>• Sample messaging for insert for employee pay stubs</li> <li>• Videos for use as desired</li> <li>• Dottie Donor Dot artwork, photos, YesIWillDonate.com artwork, Donor Dot artwork for custom screen savers or other use</li> <li>• Donation Fact sheet to reference</li> <li>• Donor stories and photos</li> </ul>
OPO involvement may include: <b>Low</b>	<ul style="list-style-type: none"> <li>• Assistance as needed in downloading information from OPO website, guidance on messaging, assist with media</li> </ul>
How to do this idea even BIGGER:	Inform local media about campaign so they can re-tweet your tweets, “Like” Facebook posts, consider a story for their social media section or airtime
“Let Life Bloom” Strategy:	If expanded to its full potential – could result in up to 355 points towards a Gold Medal – would qualify in 11 different areas on the score sheet
Other:	Decide the duration and frequency of these strategies in each hospital. Measure success: Select a survey sample and send out a survey monkey email to that sample with a few questions regarding the campaign

### “How to” instructions:

Step 1:	Set up meeting with PR and IT representatives – reserve meeting space
Step 2:	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 electronic media to promote donation/registry. Request their involvement – PR w/ internal and external promotion, IT with coding/posting
Step 3:	Select a theme and build it into your messaging. “Orange You Glad You’re a Donor Day” or “Go Dottie Day” or “Donate Life Day” are a few ideas
Step 4:	Decide the dates and duration and frequency of the strategies you will use. Write a plan, make assignments
Step 5:	Implement
Step 6:	Measure – select survey sample (by department?), and email out survey
Step 7:	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 “take five minutes right now to register as a donor.” Include a clickable link to [YesIWillWisconsin.com](http://YesIWillWisconsin.com) or [DonateLifeAmerica.com](http://DonateLifeAmerica.com) (which is a portal to all states donor registries).