

Orange You Proud to be a Registered Donor Day

Hold an "Orange Day" at your hospital or in your community, where you encourage people to wear orange to promote the Wisconsin Donor Registry. This example includes one associated activity which is a two-hour promotion in the hospital cafeteria with Dottie Donor Dot and four volunteers to hand out orange bead necklaces and registry cards.

Star Power:	★ ★ ★ Generates media, registry sign-ups and educates people about donation and the registry
Planning Time: Medium	Requires four-person committee, two in-person meetings or conference calls, plus email correspondence
Execution Time: Low	Requires time to obtain permission, plan any associated activities, print and post/send out fliers.
Potential costs may include: Low	<ul style="list-style-type: none"> • Cost of printing fliers • Cost of any associated activities
Number/type of people needed to execute: Medium	<ul style="list-style-type: none"> • Hospital/employer PR/Marketing staff • Hospital Donation Liaison/committee members • OPO staff • Dottie Donor Dot volunteers • Photographer
Tool kit and other items needed:	Items available on OPO website tool kit: <ul style="list-style-type: none"> • YIW registry cards and donation education flier • Orange You Proud flier to email or print/post
OPO involvement may include:	<ul style="list-style-type: none"> • Participation in planning meetings • Assistance with media
How to do this idea even BIGGER:	<ul style="list-style-type: none"> • Pitch to media to cover the activity and/or to interview a volunteer (donor family member or recipient) • Send an email to staff/put in newsletters: message encourage registering as a donor to be an easy way to join the "orange day" activity. • Have lap top computers at the associated activity location to register people on site.
"Let Life Bloom" Strategy:	Pitch donation or campaign-themed stories to local media-40 points; Tie the Hospital Campaign to "themed" holiday messages-25 points; Host a donor registry enrollment event in high-traffic hospital area-65 points.
Other:	Measure success and share outcomes; successes and ideas for improvement with the OPO

"How to" instructions:

Step 1:	Have planning committee meeting, determine date and if you will include an associated activity (i.e. our cafeteria team idea.)
Step 2:	Educate the PR team re: importance of donation education/donor registry. Show them the online tool kit and ask them to brainstorm all ways you could use these tools to promote donation/registry. Request their involvement w/ internal and external promotion
Step 3:	Get approval, set date and location, reserve location for associated activity
Step 4:	Reserve Dottie Donor Dot
Step 5:	Arrange for volunteers/staffing for associated activity
Step 6:	Purchase orange beads
Step 7:	Promote event at least two weeks prior and again a few days before so people remember to wear orange
Step 8:	Invite media, arrange interviews as needed
Step 9:	Hold event
Step 10:	Take photos, post on Dottie's Facebook page and your hospitals/organizations web site

The most effective effort we've witnessed included: Having the CEO promote the day via email to all employees, with a link to a web story that included a photo of her wearing orange, standing with Dottie. Our efforts at UWHC resulted in 400 registrations in one day.