Orange Your 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. |

Number/type of people needed to execute: **Medium**
- 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:
  - YIW registry cards and donation education flier
  - Orange You Proud flier to email or print/post

OPO involvement may include:
- Participation in planning meetings
- Assistance with media

How to do this idea even BIGGER:
- 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 laptop 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.