


Rose dedication for Donate Life Float in the Tournament of Roses Parade

Sponsor/dedicate a Five-rose package for the Donate Life Float. This example uses the five roses to represent five groups of people: deceased donors and their families, transplant recipients, people who are waiting for their gift of life, living organ donors and medical professionals caring for donors and recipients. A local representative of each group will be honored at the dedication, with a brief summary of their story. You could decide instead to dedicate roses to the donors at your hospital or from your community and honor their family members at an event.

Star Power:	 Generates media, registry sign-ups and educates people about donation and the registry
Planning Time: High	Requires four-person committee, two in-person meetings or conference calls, plus email correspondence
Execution Time: Medium	Requires time to select/invite honorees, interview them and write tributes, plan day-of activities, ordering refreshments. Plan one to two hours for the event
Potential costs may include: High	<ul style="list-style-type: none"> • \$250 for a 5-rose package (2012 cost) • \$150 for refreshments and decorations • Staff time and office supply materials • \$15 for five live roses to be placed in vials for dedication ceremony
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 • Dignitary to present honorees with rose dedications (hospital administrator, OPO, city, etc.) • Photographer • Staff to submit forms/payment, write/type wording for dedications and print onto stickers to affix to rose vials, staff to write introductions for each representative, staff to make color copies of float artwork and sponsorship certificate for honorees
Tool kit and other items needed:	Items available on OPO website tool kit: <ul style="list-style-type: none"> • Rose Parade float description and artwork (available online at: donatelifefloat.org) • Dedications for the five rose dedication groups • Press release template • Donate life logo (used on cake) • YIW registry cards and donation education flier • Rose vials (You will receive these after your sponsorship is purchased) • Sponsorship certificate (ditto)
OPO involvement may include:	<ul style="list-style-type: none"> • Participation in planning meetings • Rose honoree suggestions/contact information • Assistance with refreshments • Assistance with media
How to do this idea even BIGGER:	<ul style="list-style-type: none"> • Pitch to media to cover the dedication and/or leading up to the Rose Parade on Jan 1 • Send an email to staff/put in newsletters: message encourage registering as a donor to be an easy New Year’s resolution
“Let Life Bloom” Strategy:	Host a media event announcing campaign milestones or featuring a donor family/recipient reunion-55points; Pitch donation or campaign-themed stories to local media-40 points
Other:	Measure success and share outcomes; successes and ideas for improvement with the OPO

“How to” instructions:

Step 1:	Have planning committee review website for Donate Life float dedications/toolkit: http://www.donatelifefloat.org/prod/components/dedication_garden/organizations/ http://www.donatelifefloat.org/prod/components/family_circle/organizations/planning_kit.html
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
Step 4:	Confirm and schedule dignitary to present roses
Step 5:	Select and invite honorees
Step 6:	Write dedications for each of the five honorees
Step 7:	Complete interviews and write brief introduction story for each representative- for day of event
Step 8:	Upon receipt of materials (rose vials, certificate, etc.) from float committee, have dedications printed onto rose vials, make copies of certificate and then return rose vials and dedications as instructed
Step 9:	Order cake/refreshments/décor, make name tags
Step 10:	Hold event, take photos for media. Post certificate/parade float image/dedications/photos on social media and web.

The most effective effort we’ve witnessed included: Pitching the dedication ceremony to the media. Our efforts got a donor family on the local TV morning show for a lengthy segment about the event, but most of it highlighted donation/registry.