

The Dr. Julie Henderson PRSSA Chapter of  
University of Wisconsin Oshkosh Presents:

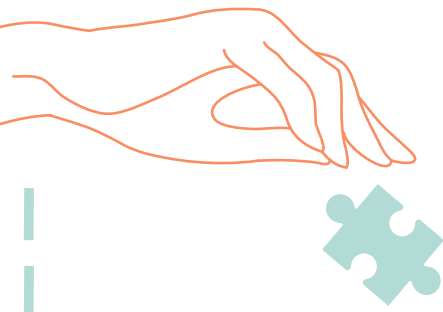
# A PIECE FOR PEACE



NODAC National Organ Donor Awareness Competition

**INCREASE NATIONAL ORGAN DONATION**

PRSSA Public Relations Student Society of America



# Summary

More than 100,000 individuals are waiting to receive a life-saving organ donation. While they wait, most college students do not realize that becoming a national organ donor can help save up to eight lives. The University of Wisconsin Oshkosh's 'A Piece for Peace' campaign is designed to educate students to take action and become donors.

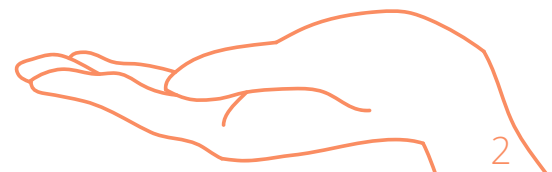
The Dr. Julie Henderson PRSSA Chapter of University of Wisconsin Oshkosh has been participating in the National Organ Donor Awareness Competition (NODAC) for many years. We are thrilled to be joining the competition again this year to address the issue of national organ donation with our 'A Piece for Peace' campaign.

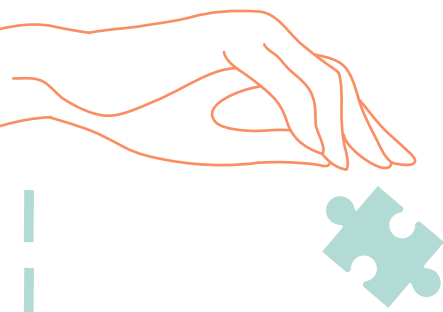
Our slogan and theme represents national organ donors who can contribute a "piece" of them to give "peace" to people who need lifesaving organs. We felt that this slogan worked well because it captures how a small gesture can significantly impact the lives of others.

Preparation for this competition started in the fall of 2021 by conducting primary and secondary research to better understand the issue and our key public's level of awareness, attitude towards becoming an organ donor and willingness to take action to positively impact the issue on a national level. Our findings revealed a lower understanding of what it means to be a national organ donor compared to a donor at the state level. Another important insight was our key public did not know the number of people one person can save by being a national organ donor. This information is helpful in changing attitudes and demonstrating the impact of taking action. The findings from our research shaped our key messages to raise awareness, impact attitudes and encourage others to share our message regarding the importance of becoming a national organ donor. Leveraging these insights, our chapter members brainstormed possible solutions by carefully considering our key publics, objectives, strategy, tactics, and NODAC requirements.

Throughout the duration of our campaign, we were able to share the important message of organ donation with 1,415 people. We increased positive attitudes toward this importance of becoming a donor through social media and our event. We had many meaningful conversations focusing on the facts, myths and insights of national organ donation.

Overall, 62 individuals pledged to become national organ donors, saving 496 lives.





# Research

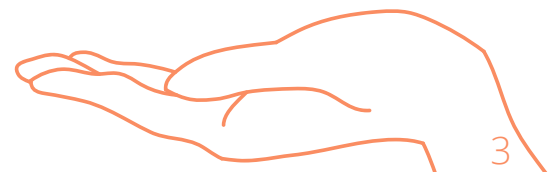
Our chapter conducted both primary and secondary research to understand how we could meaningfully impact the issue of organ donation and change hearts and minds around this important issue. The goal of our primary research was to understand our key publics' awareness of organ and tissue donation. We also wanted to assess the current attitudes towards becoming an organ donor and willingness to register as a donor. We distributed an online survey and received 205 responses. Our chapter also gathered research from secondary sources to help inform the strategic direction of our campaign.



## Primary Research

The primary research consisted of an online survey distributed to University of Wisconsin Oshkosh students and the surrounding community. Most survey respondents (82.9%) said they were registered organ donors and some of the reasons they chose to be a donor were personal obligation (22.34%), desire to make a difference (24.57%) and interest in the cause (19.93%). Our primary research demonstrated lower levels of understanding with respect to national organ donation. Questions in our research such as, "How many people do you think on average die per day waiting for an organ transplant?" and "How many lives do you think one organ donor has the potential to save?" had the lowest percentage of understanding.

We developed key messages targeted at our publics to raise awareness, impact attitudes, and encourage others to share our message regarding the importance of becoming a national organ donor. From our survey, we found that the most prevalent communication channels are Facebook and Instagram. We chose these two platforms to communicate our messages to most effectively reach our key publics.



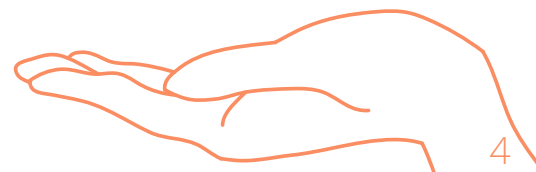


## Secondary Research

We conducted secondary research from various sources including the Donate Life America's website to gather organ donation facts and information. By researching the statistics about organ donations, we gained knowledge and awareness to help support our key messages to increase awareness and change the attitudes of our audience. One key statistic that can be helpful to change attitudes and demonstrate the impact of taking action is the number of people one person can save by being a national organ donor. We integrated the statistics we found in our secondary research into our campaign, website and social media.

## Situational Analysis

According to Donate Life America's website, 95% of Americans would like to be a national organ or tissue donor, but only 54% of people are registered for it. Based on the primary research we conducted, the majority of individuals who filled out our survey have not donated or received an organ. However, the desire to make a difference was the leading motivator to support a cause (24.43%) just in front of having a personal connection (22.48%). This information tells us that our key public is motivated to make a difference even without a personal connection. To accomplish our campaign goal, we focused on increasing awareness and positive attitudes, which result in people taking action and signing up to be a national organ donor. By conducting research we were able to measure our key public levels of awareness, attitudes and willingness to take the action of becoming an organ donor.





## Key Publics

We focused on reaching two key audiences with our campaign.



## Primary Key Public

UWO students: College students who are 18 – 24 years old and use social media daily. To compete in the fast-paced environment, we utilized quick, informal tabling that demonstrated how students can make a difference regarding organ donation.



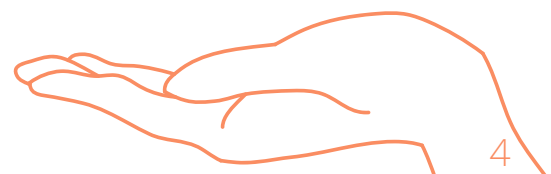
## Secondary Key Public

In addition to our primary key publics, we focused on outreach to family and friends of the UWO community. Sharing our key messages with this audience would increase our impact and offer the opportunity to become an organ donor to more people.



## Campaign Goal

To ensure college students understand how they can meaningfully impact the issue of national organ and tissue donation.





## Key Messages

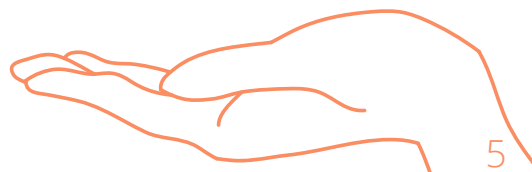
Become an organ donor and save 8 lives.

To become a national donor, you need to sign up on the national registry.

Taking a small action today, can save many lives in the future.

## Objectives

1. To raise awareness amongst 40 individuals regarding the effect of becoming an organ donor by April 30.
2. To increase positive attitudes towards the significance of becoming a national organ and tissue donor by sharing 13 social posts throughout our month-long campaign.
3. To have 30 individuals pledge through our microsite to become national organ and tissue donors by April 30.





# Strategies

1. Create a microsite designed to clearly communicate the benefits of becoming a national organ and tissue donor and facilitate easy access to join the national donor registry.

## Tactic

Create a website with new and exciting content branded with our campaign theme, additional resources and tools to it to make it the most educational and beneficial for our publics.

2. Create a social media campaign on Facebook and Instagram to increase awareness of the importance of national organ donation.

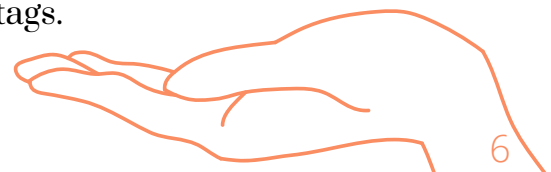
## Tactic

Post facts and stories about national organ donations with branded and appealing graphics on social media platforms where the key publics are most active.

3. Host an engaging, interactive event to encourage action towards learning more about organ donation and becoming a national organ donor.

## Tactic

Conduct an interactive in-person event where the key public will be informed about national organ donation and the registration process, along with having the option of being entered into a giveaway. Activities include filling out a small puzzle piece with their reason for registering and sharing it on social media with the campaign hashtags.





# Implementation



## Event

Our event was a tabling event located in our student union. We felt this location would attract the most traffic on campus since many people go there to study, eat, shop and hang out. At our tabling event, we had a puzzle activity where the people could write their reason for becoming a national organ donor and add it to the main puzzle. We also had cookies to draw people in with our puzzle logo on the top for branding and awareness. The information we provided to our key publics at this event was direct and simple. For this event we helped raise awareness by talking to over 100 people.







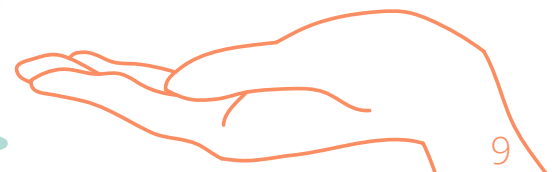
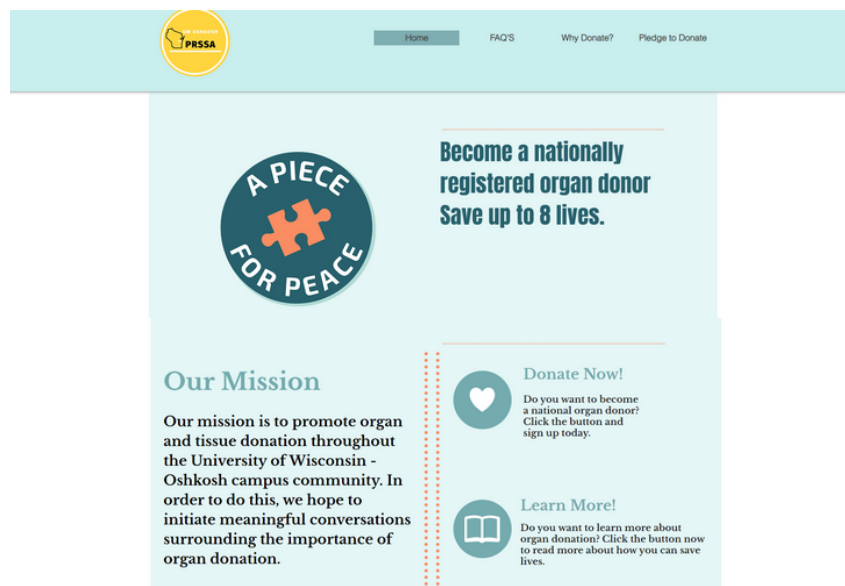
# Implementation

To raise awareness we used social media and an event to promote the awareness of becoming a national organ donor. We used five graphics catered to our awareness phase. These graphics were shared with content that provided more information across our Instagram and Facebook accounts. During the awareness phase, we used simple, impactful facts from Donate Life America. We included information based on our primary research and catered the information to our key publics. The information we provide on social networks and in-person sparked conversations for people to continue learning about national organ donation. One piece of information we targeted this year was pertaining to the difference between being a state organ donor versus a national organ donor. Many people learned the benefit of becoming a national organ donor and the number of lives one donor can impact.



## Website

Our website was a central hub that we would send our key publics to for more information and to register to be a national organ donor. In our website we included our theme colors, fonts and message. At our event we included QR codes that would lead them directly to our site.





# Media Relations

For our media relations approach, we connected with our local school's newspaper. We pitched our event to The Advance Titan through a press release and they picked it up and ran the story in their newspaper. Here is the story that The Advance Titan created.

Students pledge to become national organ donors  
Lexi Wojcik-Kretchmer, Assistant News Editor  
April 27, 2022

The "A Piece for Peace" campaign hosted its annual Reeve Memorial Union tabling event to promote organ donation from 1-3 p.m. on April 26.

Held by the Dr. Julie Henderson Public Relations Student Society of America at UW Oshkosh chapter, the tabling event featured orange sugar cookies to represent the orange dot that is put on your driver's license when you agree to become a state organ donor.

"It is important to not only be a state donor with the orange dot on your license but also a national organ donor," Vice President of Events Anna Murphy-Pociask said. "By being a national organ donor, one is able to help and reach more potential organ transplant [recipients]. Being only a state donor is restrictive to being able to help only in the state you reside in, whereas being a national organ donor opens the opportunity up for the whole U.S."

The event also featured a community puzzle where participants could sign a puzzle piece explaining why they chose to take the pledge and what it means to them.

Some of the reasons written on the puzzle include:

"I will be helping others fulfill their lives when I no longer can."

"Participating in something bigger than myself."

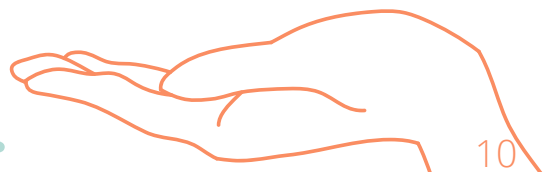
"Organ donation saved my cousin's life!"

"I just had a neighbor that needed an organ donor and seeing her get it was amazing."

"More than 100,000 people are on the waiting list for a lifesaving transplant."

Because many college students are motivated by free things, the event also featured a Hydro Flask giveaway.

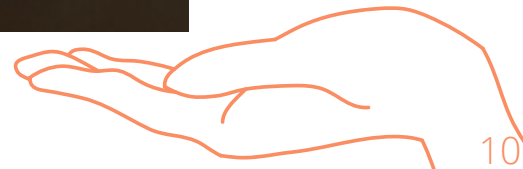
To be entered to win one of the two Hydro Flasks, all the student had to do is use #APieceForPeace on social media.





This year, NODAC is partnering with the Gift of Life Donor Program that has coordinated more than 55,000 organ transplants and more than two million tissue transplants since its inception.

To become a national organ donor and get a chance to win the other Hydro Flask, go to [uwoprssa.wixsite.com/mysite/contact-us](http://uwoprssa.wixsite.com/mysite/contact-us) and fill out the contact form and registry form.



# Social Media

Our social media campaign focused on the three distinct phases of initiating and engaging in meaningful conversations surrounding organ and tissue donation and encouraging our key public to take action by pledging to become a donor. We had 15 students create 10 social media posts each focused on a distinct aspect of the campaign messaging strategy as outlined by our content calendar. Although our campaign only focused on organic social media posts, we were able to reach 454 individuals on Facebook and 861 individuals on Instagram, amplifying our message.

To strategize our social media posts, we used a content calendar. This helped determine what types of posts went on our platforms. In addition, we categorized our weeks by campaign starting, awareness, attitude and action weeks. We used research to determine optimal types to post on each channel as well. Below is our content calendar.

2022

APRIL

MONDAY

CALENDAR YEAR

CALENDAR MONTH

FIRST DAY OF WEEK

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
				01	02	03	Campaign starts, begin awareness week
				Introduction to NODAC, introduce theme Story: Hodge Posts: Moving puzzle piece or paper sheet		Share information about how this is about the national organ donation waiting list not the state list Story: Goetz add orange dot Post: Hodge v1 or v4	
04	05	06	07	08	09	10	Awareness week
People on waiting list Story: Hodge Post Goetz V1 and V2 - could do two, one for state and one for national		How many people die on waiting list - connect to post post Posts: her v3, brandtatter v1, or Carry v2 in dark blue		How many lives one donor has the potential to save Post: carry v4		How many people's lives can be improved Posts: Carry v3 and brandtatter v4	
11	12	13	14	15	16	17	Attitude week
Ask if they are an organ donor, pose a thought provoking question in relation to why or why not		Ask people to share their reason that they are on the organ donation waiting list			Make a list of why people donate, link to gift of life page		
18	19	20	21	22	23	24	Action week
		Share link to sign up to donate with a hard push		introduce the event			
25	26	27	28	29	30	01	Cont. Action week, raise awareness about event, event reminders, event social and wrap-up
Reminder of the event	Host event 1 - 3 Reeve Concourse		Share event results post from April 8 Her v4 and v5	Conclude the month and share a wrap up			

NOTE:

All content will go on both Facebook and Instagram. Changes can be made to the copy depending on the platform. This campaign will not use Twitter. Regular social posting times should be used: 9am, 1pm and 3pm

**NOTE:**  
All content will go on both Facebook and Instagram. Changes can be made to the copy depending on the platform. This campaign will not use Twitter. Popular social posting times should be used: 10am, 1pm and 3pm

# Social Media


## UPCOMING EVENT



📅 Tuesday, April 26

📍 Reeve Union

Stop by to grab a treat and learn more about national organ donation!

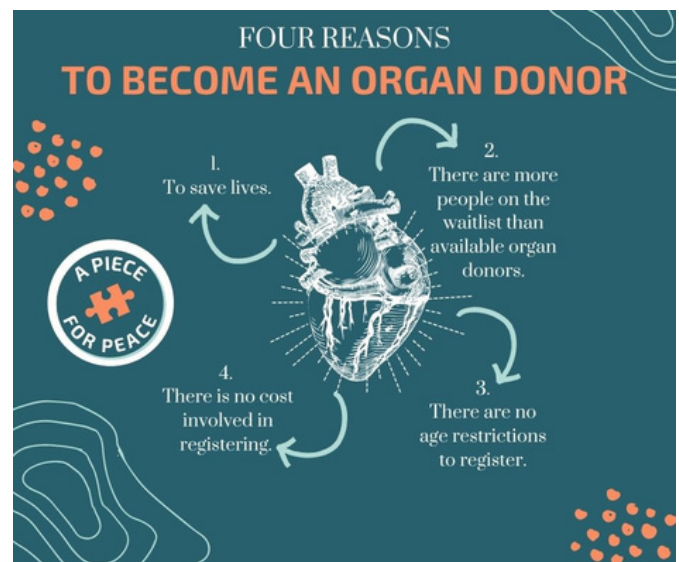


**Event**  
TUESDAY, APRIL 26  
1 - 3 P.M.  
**Reeve Union**

Stop by to grab a treat, learn more about national organ donation and be entered to win a Hydro Flask!

REGISTER TO BE  
A NATIONAL  
ORGAN DONOR

Visit:  
<https://uwoprssa.wixsite.com/mysite/contact-us>





# Social Media



SIGN UP TO  
BE A  
NATIONAL  
DONOR AND  
ENHANCE 50  
LIVES



Are you or someone you know on the  
waitlist for an organ donation?

We encourage you to share your story.

USE OUR HASHTAG  
**#APieceForPeace**



Post to social for a  
chance to win a  
**Hydro Flask!**



What is the  
meaning behind  
**"A Piece for Peace"**?

The UW Oshkosh PRSSA  
campaign theme is  
"A Piece for Peace".  
Meaning, that through  
organ donation, the donor  
is giving a piece of  
themselves, and in return,  
they are giving the  
recipient peace.

# Social Media



On average, 17 people die daily in the U.S. as the need for organs far exceeds the current number of available life-saving gifts.



Register to be a national organ donor today!



## Did you know?

The donor sticker on your drivers license is only to be a state organ donor!

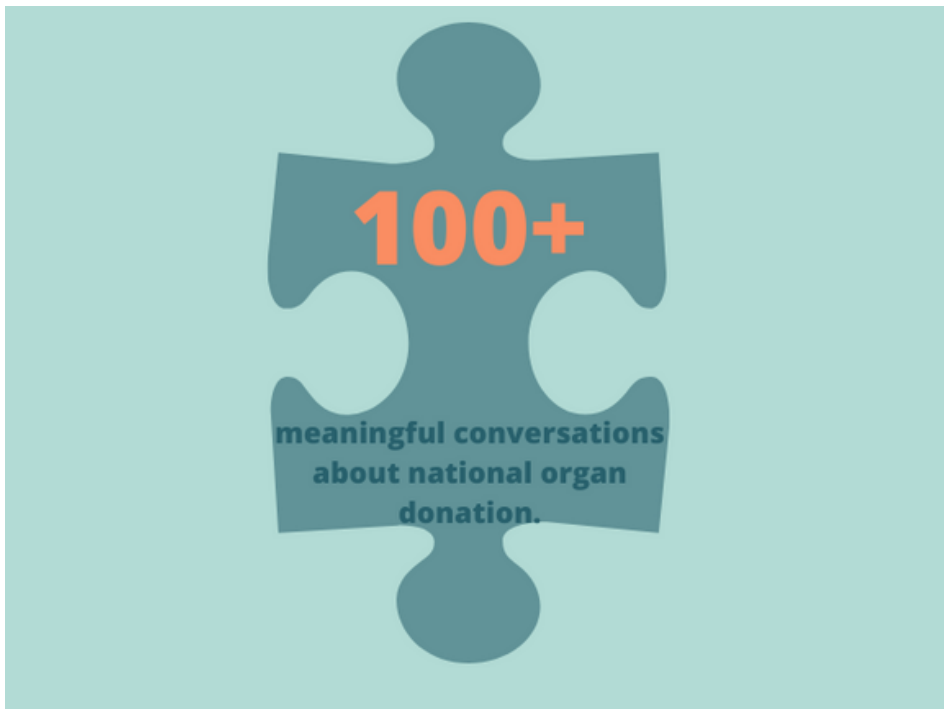
SIGN UP TO  
BECOME A  
NATIONAL  
ORGAN DONOR!

**DONOR**



# Evaluation

- **Awareness Objective Evaluation:** Our awareness objective was to raise awareness amongst 40 of our targeted audience members regarding the effect of becoming a national organ donor. We far exceeded this objective. During our event we talked to nearly 100 students on our campus about the positives of organ donation far exceeding our initial objective. In addition to raising awareness during our event, we also raised awareness amongst our social media audiences.



- **Attitude Objective Evaluation:** Our attitude objective was to share 13 posts on our social media platforms to increase positive attitudes towards becoming a national organ donor. We met this goal by sharing 22 total posts throughout April 2022. Additionally, we shared nine stories on our Instagram and Facebook page that highlighted our tabling event and the importance of organ donation.





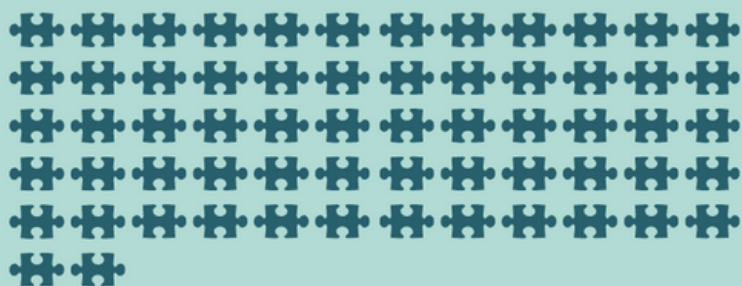
# Evaluation

- **Action Objective Evaluation:** Our action objective was to have 30 individuals pledge to become national organ donors, with most of the pledges occurring on the day of our event. At the end of the month, we far exceeded this objective. We had 62 individuals pledge to become national organ donors.

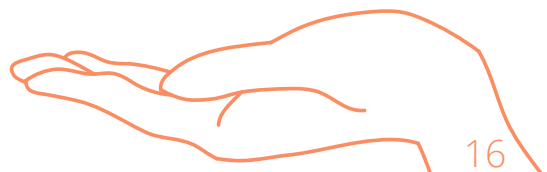


1,300+ people reached  
regarding national organ  
donation through our  
social media.

\*one puzzle piece is equivalent to  
100 people.



62 people chose to become a national organ donor  
thanks to our campaign!









# Conclusion

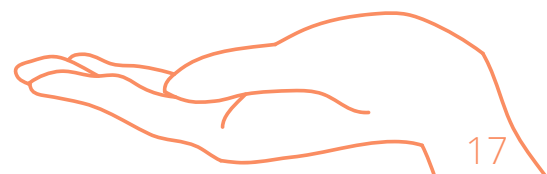


## Key Achievements

-  62 people signed up to become a national organ donor through our day event.
-  Shared our lifesaving message with 1,315 people via social media.
-  Distributed campaign stickers, 48 cookies, and social media content to promote organ donation.
-  Collaborated with the University of Wisconsin Oshkosh's The Advance-Titan newspaper to promote our event.

Through our campaign, we were able to raise awareness about the importance of organ and tissue donation and bring conversations to light about how being a national organ donor can have such a meaningful impact.

Thank you for the opportunity to join in on the life-saving conversations.





# References

Donatelifewisconsin. Donate Life Wisconsin. (2019, July 30). Retrieved May 11, 2022, from <https://donatelifewisconsin.org/>

Organ, Eye, and Tissue Donation Registration. Donate Life America. (2022, May 4). Retrieved May 11, 2022, from <https://www.donatelife.net/>

PRSSA (2022). [Unpublished raw data on students' knowledge and attitudes towards organ donation]. University of Wisconsin Oshkosh.

