ConnectLife

ConnectLife Club

A-Z Campaign Ideas Guide

A

Advertise: Sponsor an ad in school musical program or other publication

- Design an ad for the Drama Club program.
- Place a full page ad in a musical booklet.
- Promote your campaign within your schools newspaper.

Alumni: Create an event to bring your ConnectLife Club Members back together even after they have graduated!

Art: Create a mural

- Design a poster
- Design a tee shirt

B

Be the Best: Coordinate a class competition

- Make a homeroom quiz and the winning class receives ConnectLife pens.
- Students were asked to talk with parents about donation. The class with the highest return rate of survey sheets won ConnectLife key chains.
- Organize a jeopardy game following an assembly or during lunch.
- Hold a door decorating contest between home rooms.

C

Collaborate: Seek involvement from school groups or classes; ask the art classes to design artwork & ads

- Make a homeroom quiz and the winning class receives ConnectLife pens.
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Competition: Organize any kind of contest- rap, dance, sports, art, essay, poetry, video, etc.

- A ConnectLife Club created a "Wheel of Organs." Students spun the wheel which landed on an organ, and then they answered a question about the donation. If they got it right, they added that organ to a life-size snowman. The first team to fill their snowman with all the organs won.
- One ConnectLife Club participates in "Battle of the Bands".

Cards: Create thank you cards for blood donors OR cheer up a patient waiting on the organ donor registry.

D

Donation Drive: Think of those less fortunate than you, can you collect clothing, food, Christmas gifts for anyone in need?

Drama: Create a play, skit, or awareness video.

- A ConnectLife Club created unique versions of the television shows "Real World", "True Life", and "Behind the Music." In Real World, one house member needs a kidney transplant and another house member ends up being the donor after he is hit by a car. True Life follows three families, each with a unique situation involving donation. In Behind the Music, one band member is diagnosed with a rare disease and only has a few days to live. He decides to talk with his family and friends about his wishes for donation. The documentary then shows how others benefited from his organs.

E

Engage: Conduct presentations to fellow students and in the community

- Speak in homerooms.
- Set up an awareness table at a sports event

Escape Room: Reconfigure classrooms to be escape rooms. Create clues about Organ, eye, tissue and blood donation to be able to escape!
Ask for a template we can provide!

F

Fact & Fiction: Display answers to commonly asked questions.

- One ConnectLife Club designed placemats for cafeteria trays to educate on myths and misconceptions regarding organ, eye, tissue, and blood donation.

Fundraising: Sell ConnectLife circles and post them in the school for awareness. Donate the money raised to further Donate Life Education. (Make sure you ask our team about the fundraising guidelines)

G

Grab Attention: Use displays, signs, banners and poster - be creative

- Decorate the display case across from the main office.
- Hang posters and advertisements in hallways.
- Encourage students to wear ConnectLife colors one day.
- Put weekly factoids on the school bulletin board.

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H

Hi-tech: Create a Facebook page or organize an email campaign.
- Post information on your school website

Honor: Those in your school community that have lost a loved one that has been able to give the gift of life and those that have been given that amazing gift. Host an event to gather everyone together.

I

Incentives: Give prizes when people do something you want them to do.
- Use restaurant/coffee gift cards for prizes in a donation trivia contest.

Involve: Organize a fashion, talent, or game show. Host an awareness walk.

J

Jumpstart: Kickoff your campaign with an event or activity involving the entire student population. Morning announcements, student assembly, or pep rallies.

K

Kudos: Show school leaders the positive impact of the ConnectLife Club:
- Present to your school board
- Present to your PTA

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L

Listen: Find out which misconceptions are prominent amongst peers, and incorporate the facts into your campaign.

M

Materials: Create family discussion wallet cards, coupons, flyers, brochures, or posters.

- Hang posters in bathroom stalls and in the cafeteria

Media: Create an article for your school newspaper, or write a blog for ConnectLife.

N

Name: Create an identity for your group and/or campaign

- Canisius named their group the ORGANizers.
- St. Joes created the slogan "You don't have to give your life to save one."
- Cheektowaga Central named their club Warriors for Life
- JFK called their group TAG- Transplant Awareness Group. "TAG! You're It" was their slogan and a handprint was their symbol.

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O

Outfit: Organize a special dress down or "wear blue" day.

- Select a wardrobe of the day that spelled out "Life"

Monday	**L**ove your animal day
Tuesday	**I**f Disco was back day
Wednesday	**F**unny socks ay
Thursday	**E**veryone wears blue day
Friday	During morning announcements, give out prizes for those who participated all week and remind the school why it is important to learn about organ, eye tissue and blood donations.

P

Partnerships: Tie into already existing activities and events; make announcements at sporting events; awareness messages on scoreboards

- Sponsor a dance
- Set up a table at a school musical or play
- Set up a table at a health fair

Promote: Use items such as bumper stickers, t-shirts, bracelets, pens, and pencils to spread your message.

- ConnectLife provides you with incentives
- ConnectLife provides you with tee shirts

Post: Put up post-it notes/flyers on lockers, doors, walls to share facts about Organ, Eye, Tissue and Blood Donation or notes of positivity and encouragement to fellow students, staff, and teachers.

Q

Questions: Have students answer questions to test their knowledge about organ, eye, tissue, and blood donation.

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R

Raffle: Use your stipend to raffle off a big prize to all of those that donate blood and or participate in your campaign week activities. Ex: Echo dot, hoverboard, tablet etc.

Rally: Create a relay or other activity as part of the schools Pep Rally!

Registry: Hold a drive to promote enrollment in the Organ Donor Registry.

S

Social Gathering: Coordinate a game night, movie night or dance.

Sporting Event: Hold a sporting event such as midnight basketball or kickball

T

Talk it Up: Reach out to people in your school or community touched by donation to share their stories. Or contact ConnectLife directly to set up a Talk it up Speaker for you.

Teacher Appreciation: Hand out nice thank you notes, little gifts or just greet and cheer teachers and school staff on as they walk in the building!

Tribute: Have a ceremony to dedicate a garden or tree to honor donors and promote donor awareness; organize a candle ceremony.

Theme: Create a fun atmosphere for your campaign week or blood drive. Some examples are spring fling, 70's, Hawaiian, fall, Christmas, St Patrick's Day, school spirit….etc.

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U

Use Resources: Take advantage of resources that exist; don't reinvent the wheel or spend money unnecessarily.

V

Variety: Utilize several means for reaching your target audience.

- Mail flyers with to all parents giving facts about donation

Video: Create a video to educate your school community!

W

Wake 'em up: Provide information during morning announcements.

Wellness Fair: Organize and take the lead as a group to put together a school wide wellness fair. Ask other clubs or businesses to come out to share advice on how to be healthy. Make sure you feature organ, eye tissue and blood donation!

X

X-tra, X-tra: Write an article for a newsletter or an editorial for a local newspaper.

Y

Yummy: Use food and candy as incentives and awareness vehicles

Z

Zoom: Identify your key message and "zoom in" on those points throughout your campaign.

Need more ideas? Contact your ConnectLife Representative today!

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