

FALL 2017

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DONOR DUEL

STRATEGIC
COMMUNICATIONS
PLAN BOOK

Presented to Donor Network West
and Nevada Donor Network

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GOALS

- To increase the population of individuals registered as organ donors by at least 5 percent.
- To reach the millennial audience and encourage them that registering is positive
- To destigmatize the fear and myths of being an organ donor.

BACKGROUND

Around 95% of Americans are in favor of being a donor but only 54% are registered. Approximately 900,000 are registered organ donors in Nevada.

We conducted a survey and shared it on Facebook and Reddit. Out of 119 responses, 42 percent of individuals are from the ages of 18 to 22. From the 22 to 26 age range there were 14.3 percent that responded. Most people responded that they are organ donors because they want to help others when they are deceased.

RIVALRY

Every year, the UNLV and UNR has a football game for the Fremont Cannon around Thanksgiving time. However, there are more sports where UNLV and UNR compete. Therefore, we recommend using basketball, volleyball and football in order to gain as much exposure.

Moreover, competition between the fraternities and sororities on campus will help gain exposure for our campaign. In UNLV and UNR, the Greek Life tables on campus and hold events multiple times a year.

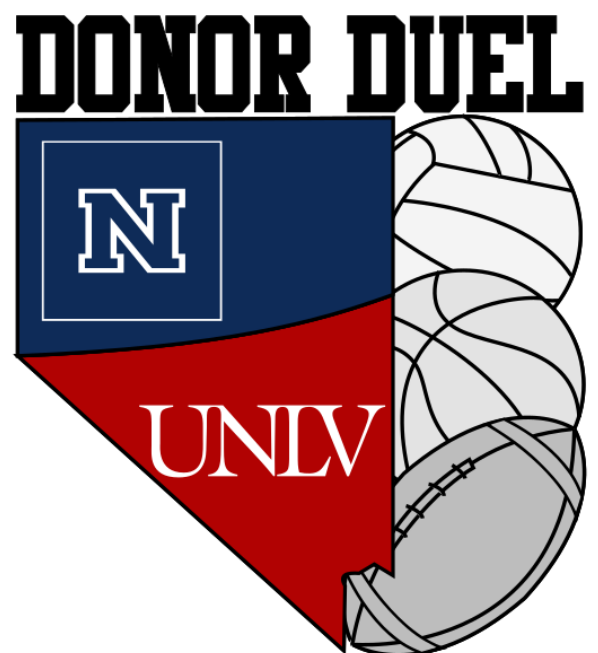
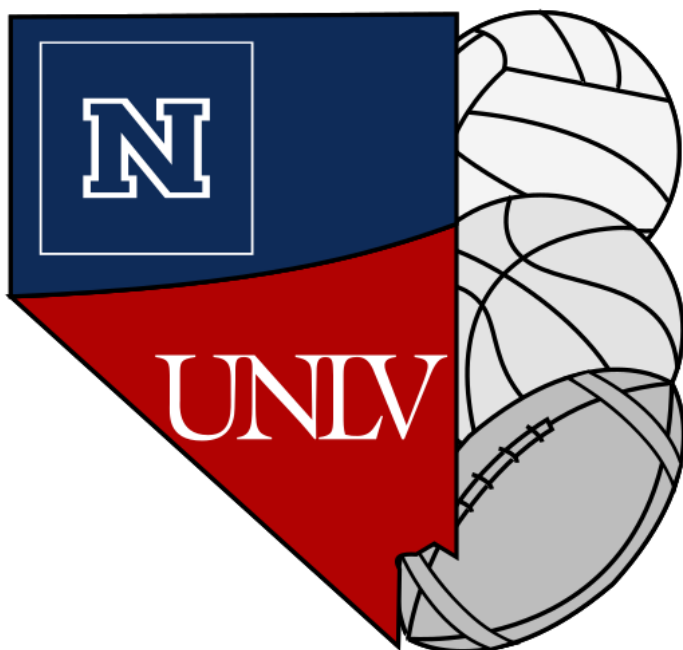
There are other campaigns that have based their involvement on the competition between UNLV and UNR. For example, the Nevada Flu Vaccine Challenge spans from 2017 to 2018.

SITUATION ANALYSIS

Donor Network West and Nevada Donor Network want to increase organ donation of 18-25-year-olds. We gathered information about myths that these young adults believe. Most believe organ donation is positive however they don't know they can register on their phones or online instead at the DMV. A strength is already having an established brand while a struggle ahead will be encouraging students to get more involved with the already occurring rivalry. Marketing on social media and tabling at games will help with the rivalry for people to represent their different communities.

CAMPAIGN NAME

We came up with a variety of slogans and campaign names. We came to the conclusion that Donor Duel would be the best representation of the registration rivalry. We also came up with a new logo for the campaign with the new slogan.



CREATIVE WORK

Here are examples of tweets that could help students be reminded of the rivalry and about activities on Valentine's Day



Donor Duel Nevada

@donorduelnv



Who's ready for the rivalry? The UNR versus UNLV basketball game is this Wednesday. Wear your Donor Duel buttons in support of your school! #DonorDuel



Donor Duel Nevada

@donorduelnv



UNR students, remember to stop by the Joe on Valentine's Day to sign up and be an organ donor! We'll have crafts and fun prizes 😊❤️ #GiveHeartGetHeart

STRATEGIES AND TACTICS

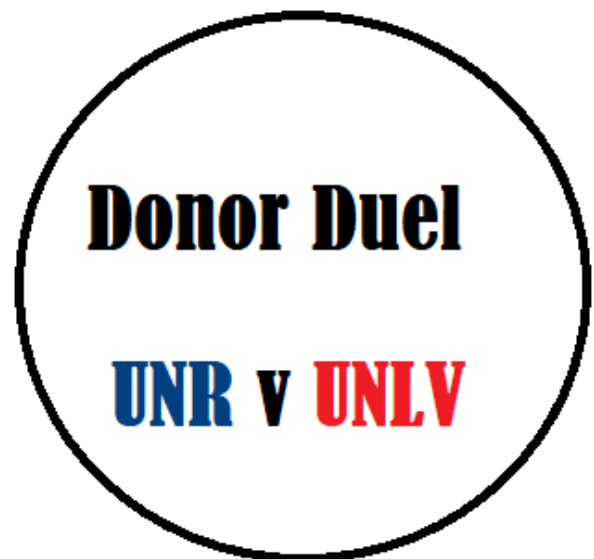
February 7th: UNR vs. UNLV basketball game

At the basketball game, get Greek Life involved by wearing and passing out buttons that have the campaign on them.

<https://24hourwristbands.com/shop/custom-buttons/custom-round-buttons/1-inch-round-custom-buttons>

On the website above, around 300 buttons is \$60 while 500 buttons is around \$95 not including shipping and tax

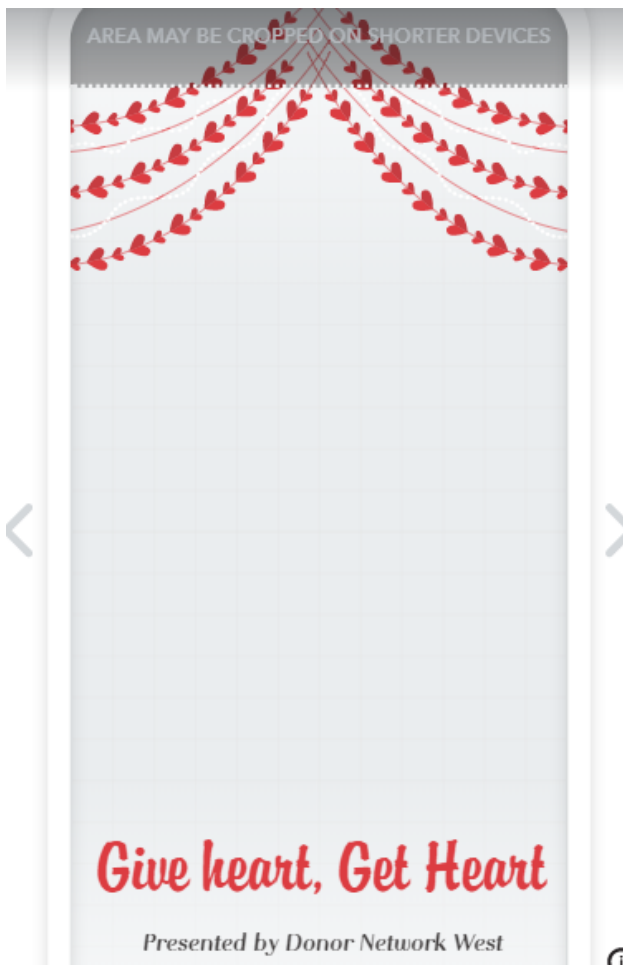
You may want to buy more for the UNR vs. UNLV football game in November.



STRATEGIES AND TACTICS

February 14th : Valentine's Day

- Tabling at the Joe Crowley Student Union
- Contact CSU Office on first floor of the Joe Crowley
- \$125 for the day (May be cheaper if affiliated with Sororities)
- \$5 per 20,000 ft for Snapchat Filter (Maybe \$25 worth which is 500,000 ft)



After students sign up and prove that they did, they will receive a heart-shaped piece of paper. They will put their names on it. After, we will put the names in a collage on a wall of the Joe Crowley. The poster will say "Give Heart, Get Heart."



STRATEGIES AND TACTICS

March 2018: Greek Week

Greek week is a weeklong event in which the Greeks at UNR and UNLV compete in events that benefit the community. The team that gets the most points wins. This would be a great opportunity to present our campaign to the school. The team that gets the most people to register as organ donors will win more points.



STRATEGY AND TACTICS

October 2018: Women's Volleyball Game

In the first week of October there will be a UNR vs. UNLV women's volleyball game. At this time, we should partner with Greek Life once again to encourage people to attend. The UNR vs. UNLV buttons and t-shirts should be worn during the game.



STRATEGY AND TACTICS

November 2018: UNR v UNLV Football Game

We know that the UNR vs, UNLV football game is going to be in November; however we do not know the exact date yet. The game is usually around Thanksgiving. We need to send out multiple tweets and Facebook posts about the game coming up the week before and the week of, since the campaign revolves around this game. Encourage as many Greek Life to attend as possible. Button and optional custom T-shirts should be worn for this game.



BUDGET

GREEK LIFE MATERIALS

- Pins
- T-shirt Merchandise (Small, Medium, Large, X-Large)
- Application to table at games
- Prizes for winning school

EVENT MATERIALS

- Construction Paper
- Wood panels
- Tape
- Sharpies/ Pens

Partnerships

Sororities and fraternities are required to help out to fulfill their community service requirements. To help them with achieving their goals and our own, we advise a partnership with these organizations.

Contacts for Greek Life:

Panhellenic Officials at UNR:

Megan Pepper — Director of Fraternity & Sorority Life
meganpepper@unr.edu

Panhellenic Officials at UNLV:

Alex Romero — Program Coordinator for Fraternity & Sorority Life
alex.romero@unlv.edu



Conclusion

We believe that completing these different strategic tactics will help gain enrollment of the millennial population. Social media plays an important role in the lives of 18 to 24 year old students, so having an big impact on multiple social media platforms will help promote the campaign to more students and members of the community.



THANK YOU!

FALL 2017 – JOURNALISM 442
BROUGHT TO YOU BY JASMINE BROWN, VICTORIA RAMOS AND HANNAH FATHI