



10 STEPS TO A SUCCESSFUL DONOR DUDES CAMPUS EVENT
Donor Dudes is about more than just ideas, it's about ACTION!

Follow these simple steps and you can be a Donor Dudes campus representative and help encourage organ donation awareness the moment you plan your first event! Nearly one hundred thousand patients on the transplant waiting list are depending upon dudes and dudettes like you!

1. You need help, dude! There are huge, enthusiastic and highly professional resource partners waiting to work with you--your local Organ Procurement Organization (OPO) works full time promoting organ donation (contact the Klug Foundation and we will help connect you with your community's OPO). Contact your OPO and let them know that you want to hold a Donor Dudes event on campus. Likewise, your local blood bank may be able to do a blood drive in conjunction with your event (feel free to contact us and we will refer you to your community's blood bank). Your blood bank may also act as liaison to the National Marrow Donor Program if you want to do marrow typing at your event. And for those of you who want to promote marrow typing from minority and mixed race candidates, contact CKF and we can put you in touch with marrow donor partners who specialize in reaching these segments.

2. Surf into ACTION! Go to www.chrisklugfoundation.org and view the current organ donor registration protocol for your state. This is changing rapidly as more and more states are adding online registries. If your state has online registration, you might explore organ donor registration in real time at your event (e.g. battery operated laptops with wireless internet connection). If not, have organ donor cards ready for signing and/or "donor dots" available to plant on student and teachers driver licenses.



3. Get your campus ducks in a row! Meet with your school's administration/student council and gain permission to conduct your event. They often control campus events, and they can be great partners if they know how they can help. You might even qualify for funding from the student council or other on campus grants to expand your donor awareness activity.

4. Dude, what's next? Plan your actual event:

(1) Pick a date, time and place (aim for Tuesday through Thursday, as that is when most students are on campus and if possible tack onto some bigger event such as a football game, health fair, concert, or even Star Trek convention).

(2) Arrange to set up a table, canopy, and signage at a highly trafficked site on campus

(3) CKF Swag giveaways. Visit www.chrisklugfoundation.org to learn how to order more.

(4) Invite special guests and as many people who will listen. Many OPO's can arrange for donor recipients to attend your event. Some other ideas include:

- Contact outside groups and enlist their resources
 - Invite celebs, mayor, local beauty queens, etc
 - Invite folks with personal links to donation
 - Hold a press event
 - Serve food and other goodies
 - Radio remote

(5) Every campus has an organ donation connection. Invite your fellow transplant friends to join you.



5. You've got a Voice; now use it to Make Some Noise! You must put your best PR foot forward, both BEFORE and AFTER your event. Shout it from the mountaintops (or rooftops if you must). For ideas on pre-event PR, visit the "PR Push Templates" for

- (1) sample PR release
- (2) sample flyer
- (3) sample poster
- (4) sample banner

www.chrisklugfoundation.org

While planning your event, call a meeting (in person, by conference call, you can even set up a Yahoo Group) and get everyone in the same room, and see if you can issue a joint release with everyone on board. Make sure it goes out with the Donor Dudes banner across the top!!! The same is true AFTER your event. Work on sending:

(5) follow-up press release, hopefully with photos, to the school newspaper and community media.

Don't be shy...the media loves youth and college and all that stuff. Invite radio and TV stations to do remote broadcasts. Heck, have the local weatherman do the daily report from your campus, and while (s)he is there, ask them to sign up to be an organ donor/give blood. The more PR resources the better and the sky's the limit– your school's student activities office, your school's athletic department, your OPO partner and your blood bank partner all have PR resources, so use them as much as possible. Your hard work earns you "ink" so ask for it wherever and whenever you can get it before your event.

6. Schmooze your favorite web dude! Set up your own Donor Dudes website (e.g. donordudesUCLA.com). Your website should go on all materials, as well as CKF as a resource to learn more about organ donation.

7. You're making history so be sure to keep a record of all the cool stuff you did! Be sure to evaluate and document your event.

- (1) Track the number of organ donor pledges
- (2) Track number of blood units collected
- (3) If marrow is typed, track number of marrow typings
- (4) Take photos
- (5) Send out your AFTER release to local media.
- (6) Track all media "hits" before and after your event
- (7) Send thank you notes (snail mail or email) to EVERYONE who made your event possible. This is not only the right thing to do, but it lays the foundation for your next bigger and better Donor Dudes event on campus.

8. Embark on an ego trip. Brag on Buster. Let the Chris Klug Foundation and other Donor Dudes chapters know the good work you have done. We will post all Donor Dude chapter activities as we build a worldwide coalition of "best practices" of students doing the best thing anyone can do – SAVING LIVES!

9. Fun time! Work hard. Play hard. The Dudes should be a great way to meet other dudes and dudettes, who obviously really care about others, and have similar interests. You are now in good company, and you should plan an adventure with your new posse...go surf, skate, ride or whatever other fun ACTIVITIES you like to do, and enjoy the success of your hard work!

10. Get radical! Use your experience to think "out of the box" – start thinking about how to put your next event together that blows the rest of us away!

About Donor Dudes and the Chris Klug Foundation:

Donor Dudes is a national high school and college campus youth outreach program, sponsored by the Chris Klug Foundation (CKF). CKF is a nationally recognized 501 (c)(3) nonprofit organization located in Aspen, Colorado. Founded in 2004 by liver transplant recipient and Olympic Medalist snowboarder Chris Klug, CKF is dedicated to promoting lifesaving donation and improving the quality of life for donors, donor families, organ transplant candidates and recipients.

CKF is passionate about sharing the message of donation, and educating people of the impact one person can have on the lives of so many. Nearly one hundred thousand people are currently on the waiting list for solid organ transplants across the U.S.A., almost two thousand in Colorado alone. CKF is devoted to making a difference to those waiting for a second chance. For more information about organ donation and the support available surrounding our cause, please visit us at www.chrisklugfoundation.org.

