1+1=LIFE Campaign

Summary: The 1+1=LIFE Campaign was created to increase awareness surrounding the importance of organ donation. The project was able to raise awareness surrounding the critical need for organ donation during “National Donate Life Month” in April of 2013. While the focus of the campaign was to increase donor awareness, it also augmented awareness of living donation as a viable option. This campaign specifically promoted the healthy lifestyles of living organ donors and demonstrated the active lifestyles people can live as a result of a lifesaving transplant.

Organization
American Transplant Foundation

Contact
Jenny Butler

Address
600 17th Street, Suite 2515 South Tower
Denver, CO 80202

Award Category
Gold Leaf | Observance - NEW!

Criteria

<table>
<thead>
<tr>
<th>Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>The American Transplant Foundation (ATF) began planning the 1+1=LIFE Campaign in January of 2013 full of ambition to create a message with an impact to observe Donate Life Month in April. The following steps occurred to bring this campaign into fruition:</td>
</tr>
<tr>
<td>1. Brainstorm this creative and engaging idea to generate heightened awareness about living organ donation - all it takes is 1 donor to save 1 person’s life, 1+1=LIFE.</td>
</tr>
<tr>
<td>2. Create measurable goals to evaluate campaign success.</td>
</tr>
<tr>
<td>3. Apply for grants to financially support this campaign.</td>
</tr>
<tr>
<td>4. Research best representation of campaign mission through execution of the design and production.</td>
</tr>
<tr>
<td>5. Recruit transplant centers and their staff to engage patient participation.</td>
</tr>
<tr>
<td>6. Identify best methods for implementation during Donate Life Month.</td>
</tr>
<tr>
<td>7. Support social workers in recruiting patients to participate.</td>
</tr>
<tr>
<td>8. Disperse t-shirts, information forms, media waivers, and more to transplant centers and patients.</td>
</tr>
<tr>
<td>9. Identify voting methods to maximize awareness throughout campaign period.</td>
</tr>
<tr>
<td>10. Conduct outreach to engage the ATF community, transplant center staff and supporters, patients and their communities to share campaign via social media.</td>
</tr>
<tr>
<td>11. Implement campaign.</td>
</tr>
</tbody>
</table>
Goals

Raise awareness about the critical need for organ donation; measurable by 10% increase in Facebook page likes during Donate Life Month.
Educate and provide resources about donation and transplantation through ATF Facebook page; measurable by 15% increase in website traffic.
Increase awareness of living donation as a viable option; measurable by 5% increase in living donation material requests.
Engage transplant community in campaign; measurable by utilizing companies owned by recipients to design and produce campaign shirts.
Generate increased observe of Donate Life Month; measurable by a 50% increase in Facebook's weekly total reach.

Budget

Total budget allowance: $750
Funded by: WINGS Community Assistance Award financial grant of $500 and the American Transplant Foundation support of $250.
Utilization of funds: Design, purchase and produce t-shirts with the phrase ‘1 + 1 = LIFE,’ which were then delivered to transplant centers or mailed directly to patients upon consent.
Additional expenditures of $250, absorbed by ATF, to cover additional production costs, photo competition prizes, marketing and promotional materials, as well as staff time to coordinate the project.

Target Audience

The target audience was tri-fold, including Denver-area transplant centers, their patients, in addition to the general public. This campaign was designed to generate awareness as well as offer hope in the lives of patients still on the transplant waiting list.
ATF aimed to educate potential living donors, individuals on the transplant waiting list and their families, transplant center and hospital supporters, the participating patients’ communities, and the general public who might be affected by transplantation and organ donation.

Implementation

WINGS Community Assistance Award funds were used to purchase shirts with the phrase ‘1 + 1 = LIFE.’ This slogan spoke to the fact that it takes one living donor to donate to one person in need of a transplant to create two very full lives.
The shirts were designed and fabricated by small business owners who themselves have both been directly affected by organ donation. The design was executed by fashion designer Piper Beatty, who is a lung transplant recipient. While the T-shirts were produced by Amy Tippins, of RockScar Love, who is a liver transplant recipient.
ATF engaged its strong connections to all Colorado-based transplant centers to make this campaign a success story from start to finish. Pediatric patients still on the transplant waiting list from Children's Hospital Colorado also participated. With the support of ATF, transplant centers recruited patients to participate by snapping photos of themselves doing something active or healthy in their 1+1=LIFE shirt. This photo was then sent to ATF who unveiled the photos during the social media competition.
ATF conducted outreach via newsletters, social media, website posts and emails to engage targeted audience in National Donate Life Month.

Results & Evaluation

As a result of this campaign, ATF saw the following results:
- A 12% increase in Facebook likes during the one week competition. With 350 additional likes generated within one single week, this was the most significant outreach ATF has ever completed via social media.
- An incredible 15% increase in its Facebook following during Donate Life Month (April), exceeding its goal of a 10% increase.
- 2,860 total likes on contestant photos as well as 394 total shares of contestant photos. These statistics indicated the effectiveness of sharing information on living donation, transplantation and the needs of those on the transplant waiting list.
- 31 shares on organizations and hospitals websites, Facebook pages, newsletters and emails - creating an unexpected increase in partnership building that helped reach targeted audience.
- A tremendous 37.6% increase in website traffic, which tremendously exceeded its goal of 15%. Ultimately giving access to educational materials and resources about donation and transplantation.
- A 30% increase in referrals made to ATF regarding living donation and transplantation. **Highly unexpected phone calls from family members inquiring about how to become a living donor for a pediatric relative on the transplant waiting list**
- Engagement of transplant community from brainstorming (staff, volunteers and young professionals group members), to design and production (transplant recipients), to implementation (transplant centers and other organizations). This allowed ATF to create a unified transplant community with a sense of involvement during Donate Life Month.
- An outstanding 741% increase in Weekly Total Reach. Previous 4 week averaged 8,120 Weekly Total Reach while the the Weekly Total Reach during the competition was 68,332.
- Two winners were selected for this competition - one pediatric patient from Children's Hospital Colorado who is currently in need of a kidney transplant; two patients from the University of Colorado Hospital in which the husband donated to his wife. Winners were determined by Facebook likes, shares and comments on contestant photo.

In conclusion, the 1+1=LIFE campaign created by the American Transplant Foundation increased observance of Donate Life Month by initiating a unique and creative campaign platform that effectively reached and engaged its targeted audience in the issue of organ donation and transplantation.

Entry Team

Executive Director  Anastasia Darwish
Communications & Events Coordinator  Jenny Thompson
Judging Scores and Comments

Judge 1: Planning and Goals: 18 | Implementation: 26 | Results: 28 | Overall Excellence: 18 | Score: 90
Planning and Goals: Solid planning, measurable goals and good understanding of the target audiences.
Implementation: Solid tactics that moved the needle with target audiences. Would have liked to see more details.
Results: Great results, particularly for the budget
Overall Excellence: Solid campaign.

Judge 2: Planning and Goals: 20 | Implementation: 28 | Results: 30 | Overall Excellence: 19 | Score: 97
Planning and Goals: Excellent insight into the background and planning for 1+1=LIFE campaign. Clearly identified and measurable goals.
Implementation: Well-orchestrated multimedia campaign in observation of an important responsibility. Wide reach, creative execution and tremendous engagement by those directly affected by organ donation.
Results: Solid execution - surpassed goals in each category and additional positive results and feedback.
Overall Excellence: Great campaign. Where do I get a t-shirt?

Judge 3: Planning and Goals: 20 | Implementation: 30 | Results: 30 | Overall Excellence: 20 | Score: 100
Planning and Goals: Outstanding, comprehensive approach and quantifiable goals with a unique, creative concept to attract attention. Great work!
Implementation: Excellent campaign with using a variety of effective channels to reach audiences.
Results: Great results with impressive, quantifiable metrics.
Overall Excellence: This campaign embodies excellence from planning and strategy to its impressive results. An outstanding example for all healthcare communicators!

Combined Judge Score: 95.7