

Extreme Makeover: *Campus Challenge Edition*

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**Campus
Challenge**



Extreme Makeover: *Campus Challenge Edition*

Tearing down the old competition:

- 6 week competition, January - February
- Open to any post-secondary institution
- Two traveling trophies, plaques, certificates
- Real-time bar graph results
- Unique URLs for each school
- Primary goal = signing people up on the Michigan Organ Donor Registry



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What is the Michigan Organ Donor Registry?

- Computerized database, available 24/7
- Only accessed by Gift of Life at the time of death
- First Person Consent – your wishes are #1 priority



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**As of January 2007,
the red heart donor
sticker is given to all
Michigan residents
who sign up on the
Donor Registry!**

** Out of State residents can also sign up,
but will not receive a red heart sticker.*



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Tearing down the old competition:

- Press releases (localized for each school and general)
- Sample email messages to forward
- Facebook Group
- Public Service Announcements (PSAs)
- Give-away items (mood cups, chocolates, pens, bracelets, ping pong balls, etc.)
- Guest speakers, donor family quilts



**Campus
Challenge**



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So what's this Campus Challenge about?

School Paper

Artists & Graphic Designers

Student Government

Nursing, Pre-Med

Administration

Family & Friends

Athletic Dept.

Honor Society

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Challenge

Alumni

Musicians – Band, Choir

Residence Halls

Faculty Senate

Minority Outreach Groups

Sororities, Fraternities



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So what's this Campus Challenge about?



University
Challenge



Saving Lives!

Extreme Makeover: *Campus Challenge Edition*

How has it been run before?

- Donor Registry tables on campus (*student union, cafeterias, athletic events, high traffic events*)
- Create a memorable URL (*link to Gift of Life*)
- Articles in school publications
- Put on a rock concert with local bands
- Give away free stuff if they “Show Us Your Heart”
- Have intra-group competitions on campus
- Pass a resolution (student gov’t, President, Board)



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How has it been run before?

- Sign up students, faculty, alumni, friends, family on the Donor Registry
- Email chains – hyperlink to the Donor Registry
- My Space, Facebook, blogs – link to the Donor Registry
- Distribute fliers in classrooms, dorms, cafeterias
- Local television, radio and newspaper stories (*Letters to the Editor!*)
- Hang posters, display table-tents
- Involve other student groups, student government, Pan-Hellenic Council
- Promote at campus churches, temples, mosques




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2010 Campus Challenge

- January 14 – February 25 (*6 weeks*)
- Provide school name, student population to Gift of Life (*including grad students*)
- Join the  group



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For more info, visit: giftoflifemichigan.org
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