



Program Pre-Planning Tool

Donate Life America Advisory Council (DLAAC) created this tool to assist state teams, OPOs, Tissue and Eye Banks in discerning which programs and activities to implement. This tool is intended to evaluate only those opportunities designed to increase donor designation.

In 2011 Donate Life America conducted a research study called Donor Designation Success Study (D2S2). This study identified programs which had proven success in increasing donor designation. From these programs it was determined that seven different success factors would contribute to increases in donor designation while the presence of one of more red flags would lessen the likelihood for success.

Program Background

Program Overview:

Goal(s):

Audience:

Budget:

Strategies:
(include
Justification)

Staff
Time:

of Volunteers
and hours:

Other Resources
Needed:

Measurement
and
Evaluation:

Scoring

Score of 9-14 - program has a high likelihood of success

Score of 3-8 - program may be successful and could be modified for increased success

Score of <3 - likelihood of increasing donor designation is low and program should be reconsidered

Success Traits (score 0-2)	
0 = not present	
1 = some component present	
2 = Present	
Networks of Trust	<input type="text"/>
Affinity Groups	<input type="text"/>
Relevant Messages	<input type="text"/>
Real Stories	<input type="text"/>
Integrated Efforts	<input type="text"/>
Tap Emotion/Investment/Energy	<input type="text"/>
Success Traits Subtotal:	<input type="text"/>

Red Flag Traits (score 0-4)	
0 = no	
2 = partially	
4 = yes	
Context not conducive to donation discussions	<input type="text"/>
Preaching to the choir	<input type="text"/>
Affinity groups without an affinity for donation	<input type="text"/>
Low return on investment (ROI)	<input type="text"/>
Red Flag Traits Subtotal:	<input type="text"/>

Total Score (subtotal Success - subtotal Red Flags):

Description of Success Traits
<p>Networks of trust Advocates who are passionate about organ and tissue donation have existing trust with a broader audience, and become effective messengers. Leveraging these individuals can be more effective than communicating directly with the audience.</p> <p>Affinity group Affinity groups can improve the impact of donor designation efforts by tapping into the common cause/theme/connection of the group.</p> <p>Relevant messages Ensuring the target group is receiving relevant messages strengthens their connection to donation. For example, outreach programs can have age-specific messages.</p> <p>Research drives insights Conducting research, whether a study of a demographic segment's views on donation or surveying customers at a Driver's License station, can lead to valuable new insights on opportunities to increase donor designation or ongoing evaluation of what is working.</p> <p>Real stories Featuring the stories of those most impacted by donation- such as recipients or donor families - adds an emotional component that helps many people move beyond fears or apathy to become designated donors. In some cases, featuring the disheartening side of donation - such as profiling those waiting for a transplant, or even those who died waiting - can send an even more powerful message.</p> <p>Integrated efforts In these days of social media and digital communications, using variable channels to deliver messages and connect with audiences will likely increase the effectiveness of donor designation efforts.</p> <p>Tap emotion/investment/energy Working with an affinity group that brings passion and energy can have a strong impact. That energy could be driven from different vantages, such as college students who tend to be more socially and politically active.</p>

Description of Red Flag Traits
<p>Context not conducive to donation discussions The context and message of the outreach program are not the most appropriate for discussing donation, despite potential to yield large audiences. (i.e setting up a booth at a large community holiday event may have high traffic volume, but the festive nature of the situation precludes many from wanting to learn more about the serious issue of donation.)</p> <p>Preaching to the choir Program designed to increase donor designations or yield cultural change focuses directly on those already engaged in the cause. (i.e. A candlelight vigil meant to spread broader awareness for Donate Life Month draws mainly donor families and recipients)</p> <p>Affinity groups without an affinity for donation Program targets a group that has an affinity among its members, but the group does not feel an affinity toward donation. Donation message not made relevant to the group. (i.e. "Barbershop conversations" with an audience whose interested in other social and economic concerns eclipsed their attention to donation)</p> <p>Low Return on Investment Efforts are costly from a monetary, staff, and/or time perspective and do not result in material, demonstrable increases in designation or cultural change. Resources may be better used in other ways to better effect.</p>