

# Show Me Your Heart LA Campaign

Fall 2018



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# Campaign Goals & Objectives

## Goal 1: Increase the number of positive conversations around organ donation.

**Strategy:** Create informative and accessible online content in order to spread accurate information about organ donation and dispel false beliefs.

**Objective 1:** To educate 500 Louisiana residents on the truths and myths of organ, tissue and eye donation in Louisiana throughout the fall semester.

**Tactic 1A:** Create an informational video dispelling common myths and promoting truths by December 1st

**Tactic 1B:** Create bi-weekly blog posts that accompany “The Gifted Life” podcast to increase audience size across mediums  
**Strategy:** Personally engage with people to generate healthy in-person interactions and help form positive views of organ donation at an individual level.

**Strategy:** Personally engage with people to generate healthy in-person interactions and help form positive views of organ donation at an individual level.

**Objective 2:** To engage with at least 100 individuals through in-person conversations on LSU's campus

**Tactic 2A:** Walkthrough LSU's campus before the LSU vs. Ole Miss game on October 29th to give away LOPA items and spark conversations between friends and family members



# Campaign Goals & Objectives

## **Goal 2: Increase the number of registered life-saving and life-enhancing organ, tissue and eye donors in Louisiana.**

**Strategy:** Partner with organizations in the Greater Baton Rouge Area to increase attendance and participation at LOPA events.

**Objective 1:** To acquire food donations from four restaurants near LSU's campus prior to each of our events.

**Tactic 1A:** Send out request emails and forms to local restaurants two weeks before each event planned in order to acquire gift cards and food donations.

**Strategy:** Partner with organizations on LSU's campus for special events and informative talks.

**Objective 4:** To increase on-campus event attendance to an average of 15 people by each event date.

**Tactic 4A:** Create and implement events with eight organizations on and around LSU's campus by November 12th.

**Tactic 4B:** Praise students who are already organ donors by entering them to win gift cards and giving away LOPA and Donate Life promotional material at three events.

**Tactic 2A:** Register students who are not currently on the donor registry and reward them for their decision by entering them to win gift cards and giving away LOPA and Donate Life promotional material at three events.



# Research

With the aid of the Louisiana Procurement Agency (LOPA), Pontem PR conducted extensive research on the myths of organ donation as well as nationwide and international statistics about factors affecting organ donation rates, including the negative opinions that surround organ donation. We aimed to determine how such statistics correlate to a Louisiana audience. After examining these secondary sources and primary research conducted by past campaign teams, Pontem PR decided to conduct a survey of the local community to update the research and recognize any changes in public opinion surrounding organ donation.

## SECONDARY RESEARCH

### Organizational Background

LOPA was founded in 1988 as Louisiana's only federally designated organ procurement organization (OPO) by the Centers for Medicare & Medicaid. LOPA is tasked with two main objectives: housing and maintaining the Louisiana Donor Registry and recovering organs and tissue for transplant.

Since its founding, LOPA has added 2.2 million donors to the registry, which is nearly half of the Louisiana population. Pontem PR's task is to reach those citizens who are not on the registry list, particularly those in minority communities in Louisiana. As an organ procurement agency, LOPA is responsible for funding its own expenses relating to the deceased donor and his or her organs. However, the organization also receives funding from fees charged to the transplant recipient from the operations involved.

Lori Steele is the community outreach director responsible for the public relations efforts of LOPA. She runs The Gifted Life podcast, which serves to inform and engage those in the donation community. LOPA recently moved its main office to a new facility in Covington, Louisiana.

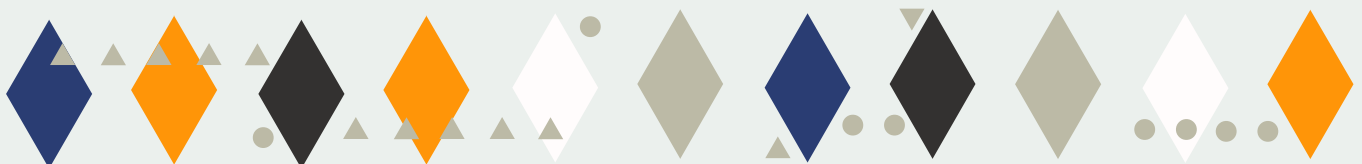


## Attitudes

Our secondary research was aimed primarily at understanding minority attitudes toward organ donation as well as the overall population's general attitudes toward organ donation. One U.S. study found that, by far, the most commonly cited reason for not wanting to be an organ donor was "mistrust of the medical system, including fear that doctors will prematurely declare death to procure organs, [and] fear of medical mistakes in the declaration of death." Similarly, one-third of the medical students surveyed at the National University of Singapore responded "yes" to the statement, "I have concerns that doctors will prematurely terminate treatment if the patient is an organ donor" (Moschella, 2018).

These negative ideas and attitudes are often rooted in false and inaccurate information. The study "Depiction of organ donation on television negatively affects viewers' decisions to become donors" addressed the role of television and media in shaping organ donation awareness. The article looks into 3 different research projects relating to the topic. According to one survey analyzed by the researchers, 90 percent of all information regarding organ donation on medical and crime shows is inaccurate. The article goes on to discuss the various falsehoods and misunderstandings perpetuated by television depictions of organ donation (Richardson, 2017).

One study suggested that the concepts of brain death and organ donation were difficult for many donor relatives to understand. The prolonged interventions provided after death in order to enable organ donation misled some relatives to believe that their family member was still alive. In general, the understanding for what treatment aimed at saving the family member and what interventions aimed at maintaining organ viability was low. However, most donor relatives were either inspired to, or reinforced in their willingness to, donate their own organs after having experienced the loss of a family member who donated organs (Gyllström Krekula et al., 2018). African Americans represent 26.1 percent of those on donor waiting lists but only 12.1 percent of donors.

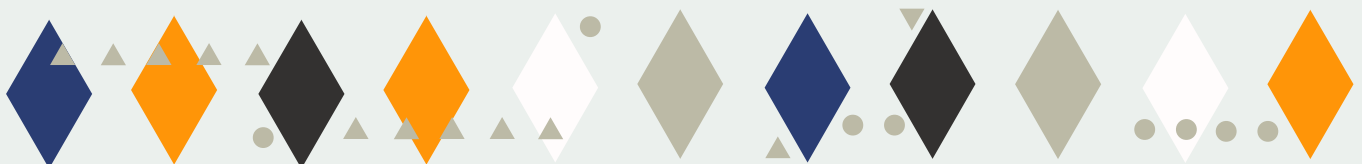


The realities of tissue-type matching mean that a substantial proportion of African-American transplants come from donors of other races or ethnicities. These suboptimal matches mean that African Americans face a greater risk of complications and organ rejection (Morgan, 2004). Minorities who are aware of the shortage for organs or who know a registered donor, an organ recipient, a dialysis patient, or someone on the waiting list are more willing to become organ donors. Improving the general, physical, and mental health of minorities, coupled with an active educational outreach program, could result in a greater percentage of minorities registering to be organ and tissue donors (Hinck et al., 2017).

There is a need for a more nuanced understanding of ethnicity and of variations in attitudes associated with country of origin, age/generation, socioeconomic status, and area of residence to inform public campaigns and promote sensitive discussions with bereaved ethnic minority families. The traditional focus on knowledge and attitudes must be complemented by a greater emphasis on organizational and service-related barriers and changes required to enhance ethnic minorities' access to registration as a donor and consent to deceased donation. Families' awareness of the deceased's wishes regarding donation is crucial for an opt-in system where donation requires consent of the next of kin. Two quantitative studies in the USA identified ethnic minorities as significantly less willing to talk with their family about organ donation in comparison to the general population. (Morgan et al., 2013)

## MINORITIES

Nearly half of the people on the national waiting list for organs are minorities while only about 25% of donors are minorities. Successful kidney transplantation is enhanced by the matching of organs between members of the same ethnic and racial groups.



## DATA on 70802 and 70805 zip codes

Denials (Organ, Tissue and Eye):

	70805	70802
2016	6	5
2017	12	7
2018	1	1

Waitlist (from last dump cycle):

70805	25 people waiting
70802	18 people waiting

Year of Date Last Updated	ZIP1	Cancellations	Registrations
2015	70802	233	3,643
	70805	254	4,050
2016	70802	216	3,607
	70805	289	4,184
2017	70802	239	3,516
	70805	322	3,923
2018	70802	255	2,354
	70805	276	2,366

The information provided above was given to us by Lori Steele from LOPA.

## MYTHS

Some common myths and misconceptions surrounding organ donation are as follows:

Organ donation costs money from the deceased or his/her family

People who have donated organs cannot have an open casket funeral

People with HIV cannot donate their organs

You can be too old to donate/register to donate

A history of health issues disqualifies a person from donating

If I am a registered organ donor, doctors will not work as hard to save me

## PRIMARY RESEARCH

Client Meeting: Lori Steele Sept. 5, 2018

The Louisiana Organ Procurement Agency is the only organ recovery agency in Louisiana. It is federally designated and is a non-profit.

Donate Life Louisiana is a statewide alliance of organizations whose mission is to create trust, to save and to enhance lives as well as positively impact the donor registry through education, awareness and leadership. 2.5M Louisiana residents have said YES to donation.





Transplants help to save lives, to prevent complications from diseases and to improve recipients' quality of life. LOPA recovers six organs; lungs, liver, kidneys, small intestine, heart and pancreas. With these six organs, up to nine lives can be saved since the liver can be split into two lobes and there are two kidneys. One donor can also give sight to two different people and enhance more than 50 lives.

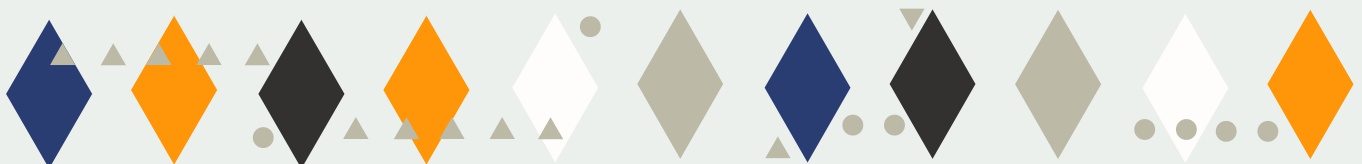
120,000 people in the United States are waiting on a life-saving organ transplant. 2,000 of these individuals live in Louisiana. An average of twenty-two people die each day waiting on a transplant. Every ten minutes another person is added to the waiting list.

A total of 2.9 million hospital deaths in the U.S. were reported to one of the 58 Organ Procurement Organizations. Only 1 percent, or 29,000 people, are suitable donors and only half of those suitable, 14,500, become donors.

Approximately 3 to 5 percent of all deaths are brain deaths. Brain death occurs when the brain swells which means there is no blood or oxygen reaching the brain. People who are brain dead are dependent on a ventilator and a physician must declare them to be brain dead in a hospital. There are multiple tests to determine brain death.

Common causes of head injuries are motor vehicle crashes, gunshot wounds to the head, aneurysms, heart attacks, strokes or falling.

LOPA steps in after the hospital calls them, which is required. Once LOPA is involved, they talk to the next of kin about organ donation. After an extensive evaluation at the transplant center, patients are placed on the list for transplantation. When an organ becomes available, the organs are placed based on: the urgency of need, which means that the very sickest are at the top of the list; the amount of time spent waiting, a higher priority is dependent on time spent on the waiting list; and the compatibility of blood types, as well as the size, height and weight of the organ.



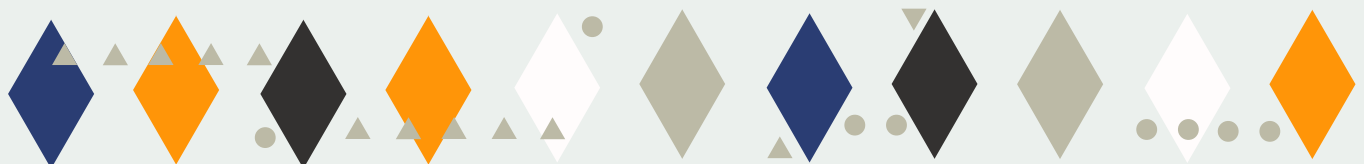
Tissue donors, on the other hand, provide recipients with an enhanced life. These donors don't have to die in a specific way, and donation is easier because there is no specific matching. Eyes/corneas are used to restore sight. Heart valves are used during valve replacement surgeries. The fascia is used for bladder suspension surgeries while the saphenous and femoral veins are used for cardiovascular or coronary bypass surgeries. Tendons and ligaments are used for reconstructive joint surgeries, while skin is used for facial reconstruction and surgical repairs. Last but not least, bones of upper and lower extremities are used for spinal surgeries, limb salvage, cancer treatment and/or correction of birth defects.

All major religions support donation. The decision is considered a matter of individual choice. In fact, many religions actively encourage donation as the ultimate gift to fellow humans.

Organ and tissue donors can still have an open casket funeral. There is absolutely no cost to the donor family for the donation process. In the state of Louisiana, first-person consent registry allows citizens to make the legal decision to be an organ donor. Family consent is only required for minors.

## **SURVEY**

Pontem PR conducted a survey containing 19 questions pertinent to organ donation attitudes and awareness. We received 298 responses, all of which were at least 75 percent complete and the vast majority of which were 100 percent complete. The respondents were predominantly female -243 female to 53 male- which is common in survey responses. The racial and socioeconomic breakdown of the respondents accurately reflects the general population of Baton Rouge.



## RESULTS AND ANALYSIS

### Demographics

Gender: 243 female - 53 male

Age: 19-78 with most respondents between 25 and 50

Race: 228 White - 54 Black - 4 Asian/Pacific islander - 3 Hispanic - 7 Multiracial/Other

Education: 28 high school graduates - 79 some college - 16 associate degree  
100 bachelor's degree - 65 master's degree - 5 professional degree

### Key findings

One of our most significant findings pertains to non-registered individuals: the majority, 35 of 63 (55.5 percent) respondents who are not donors, do not even know where to register. This indicates that the simple knowledge of how to register for organ donation could potentially lead half of those who are not registered to do so.

Another finding of interest relates to living will status. While 45 of 232 (19.4 percent) registered donors have a living will, only 7 of 64 (10.9 percent) non-donors have a living will. While this might not initially seem relevant to organ donation, it does reveal a deeper insight into a motivating factor for donation. Those who have made end of life plans such as preparing a living will are more likely to register as organ donors; conversely, those who are not donors are generally less likely to have made end of life plans.



One of the findings that specifically relates to a concern expressed by LOPA is that nine of the individuals we surveyed have removed themselves from the organ donor registry. The following are the demographic and socioeconomic components of those who were organ donors but removed themselves from the registry: four males and five females; seven whites and two African Americans; eight of the nine were members of a religious faith; one associate degree, two bachelor's degrees, and six master's degrees; and an income range between 20 thousand and 70 thousand dollars. This suggests that the majority of the people who have removed themselves from the organ donor registry are well-educated middle income earners of faith of varied demographic backgrounds.

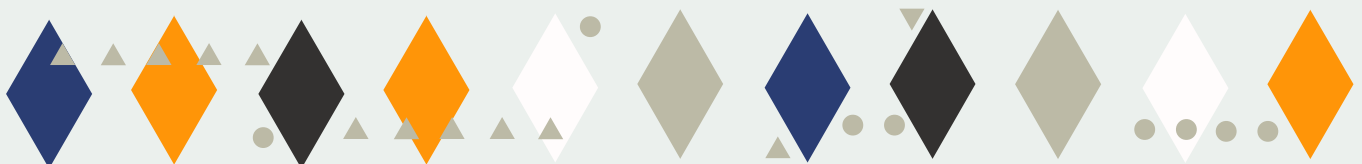
We asked survey participants what concerns -if any- they had about organ donation, and while the vast majority responded, "none," many respondents expressed fears in line with the traditional myths surrounding organ donation. The most common concern was that doctors would not work as hard to save people if they were registered organ donors. Another concern was that their organs would be harvested when they were brain dead but their body was still on life support. Many also stated that they are only concerned with the lack of donors. However, there were a number of unique and significant responses that we had not considered prior to the survey but felt the need to include here.

"Recent story about recipients that developed cancer. The donor had undetected breast cancer."

"The staff of LOPA are disrespectful of their own staff. I will not blindly trust them to take my organs. My family will have the power to stop the process if they feel I or they are being treated disrespectfully."

"Will I as an African American be killed for my organs?"

"I don't want to be an organ donor I just don't to take it off my license. I think a lot of times black people's organ are harvested and sold on the black market. So I don't like the idea of being an organ donor."





Responses to "To the best of your knowledge, describe your family's views on organ donation?"



## Responses to “What concerns if any do you have about organ donation?”



# Situation Analysis

LOPA has housed and maintained the Louisiana Donor Registry and recovered organ and tissue donations for over 30 years in Louisiana. The federally designated, non-profit agency uses the slogan “Making Life Happen,” but the phrase dually acts as a reminder of the agency’s goal. Donate Life Louisiana partners with LOPA and other life-saving organizations in Louisiana to save and enhance lives through increased education and the spread of awareness.

The proof that LOPA prolongs, enhances and saves lives is a major strength of the company. The emotional appeals made from success stories encourage donor registration. Donor and recipient stories create a positive impact on the public and allow LOPA to inform and educate the community on donation effectively. The donors get to leave a legacy and make a difference, and recipients are allowed a second chance at life. Although the agency has a dedicated team of volunteers and staff who focus their energy on increasing donor registration and educating the community, LOPA struggles to increase minority registration numbers, and only 25 percent of donors are minorities.

LOPA’s opportunities to spread awareness and increase registration include hosting and attending local events, partnering with local businesses, and discussing their initiatives through public speaking. Myths produced by television shows and movie plots that display organ donation in a negative light are direct threats to the agency because they influence potential donors to refrain from signing up and even cause donors to take their names off the registry. When residents are misinformed, they can potentially spread their doubts and worry to other friends and family members considering organ donation.

**PROBLEM STATEMENT:** Although LOPA has successfully maintained 2.5 million individuals in Louisiana to the donor registry list, the organization is struggling to reach those in minority communities, particularly African Americans in the 70802 and 70805 zip codes.



Louisiana's need for organ transplants outweighs the number of organs donated by residents in the state. Myths and misconceptions work against LOPA in their fight to save lives and add names to the registrar. As a public relations agency, we want to communicate to LOPA's publics the importance of organ donation. We need to instigate discussions among families on their opinions and wishes on organ donation and inform people about the facts of organ donation. Pontem PR needs to target the minorities specifically because statistically, minorities are not as prominent on the donor list. Pontem PR has an opportunity to reach those minorities through the attendance of events in zip codes with high levels of minority residents. We want to help LOPA achieve their goal of saving every life on the Louisiana transplant list.

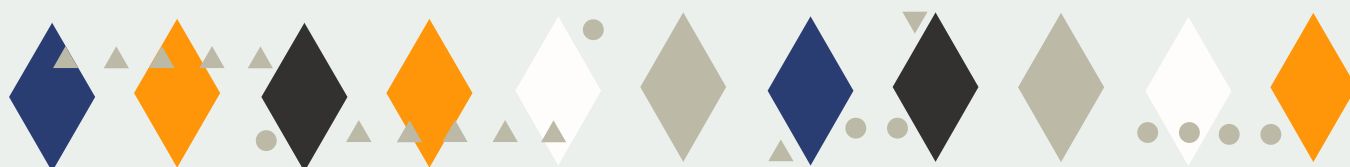
## KEY PUBLICS

### Target Audience For PONTEM PR

One of the key publics Pontem PR will work to engage with this campaign is the minority population, particularly the African American and Latino(a) populations in the 70802 and 70805 zip codes in Louisiana. The median income of this demographic is \$11,348- \$12,167, with 20.7 percent as currently married. The average household is about 2.4 individuals. Because of the large proportion of minority residents in these zip codes, communicating and interacting with residents in these zip codes could help increase the number of minority donors on the donor registry list. Increasing the number of minorities on the donor registry list would potentially provide more organs that are better matches for minorities already on the waiting list. Increasing the number of minorities donors would also help reduce the time minorities spend on the waiting list.

If we want to increase the number of minorities on the donor registry list, we will need to engage families of potential donors. Our secondary research revealed that those who communicate about organ donation with their family are more likely to become organ donors. Those families who know their loved one's wishes are better able to communicate with doctors about donating their loved one's organs.

Community leaders are a key public that can more efficiently reach many of our publics. These community leaders include council members, school administrators, church leaders, and business owners. Residents trust and listen to these leaders. These community leaders can facilitate honest conversations within the community. These leaders are also able to communicate with state officials like the elected officials in the Louisiana State Legislature.



Pontem PR also will work to engage LSU students to continue to better the relationship between LOPA and LSU students. LSU students are an important key public because they are a fairly large public at roughly 30,000 students and are well connected through social media and can be easily reached through events close to campus.

## Secondary Publics

State officials are an influential and powerful public in that they are able to vote for or against legislation that could benefit or harm those involved with LOPA. Some are able to influence the allocation of grant money that could fund research to decrease the chance of organ rejection, decrease the risks associated with transplant surgery or even to reduce the need for person to person organ donation. State officials, such as those in the Louisiana Department of Health, are able to partially control the state conversation about health issues and concerns that Louisiana residents face.

Experts and professionals are another public for LOPA because of the many myths surrounding organ and tissue donation. By experts and professionals, we mean medical professionals, police officers, firemen and even funeral directors. These experts and professionals could debunk these myths and convince more people to become organ donors. These experts would be useful at LOPA's events to talk face to face with those attending events.

Two of LOPA's most impactful publics are those who have received organs and those who are waiting for organs. Their stories and experiences carry much emotional weight. This weight compels people to donate to LOPA and to register as organ donors. Their presence and stories provide real faces and real events to associate with the statistics people know about organ donation.

Current LOPA donors and volunteers are important publics to LOPA because they invest time, money and energy into LOPA. They need to see that their investment is worth it and that LOPA values them. Current LOPA donors help fund research and LOPA resources that provide aid to families. LOPA volunteers help logistically keep LOPA running. LOPA is the only organ procurement agency in Louisiana, and it keeps a busy schedule; school talks, various races. All of these events take place across the state and take volunteers to be successful. Without volunteers, LOPA would not be able to reach as many people as it does already.





One of the last important publics to discuss is those who are not organ donors and are even against organ donation. It is important for LOPA to have conversations with this public to understand why they are not an organ donor. If we understand the why, we stand a chance to communicate better with our other publics and continue to work with those against organ donation.

## Summary of Special Events

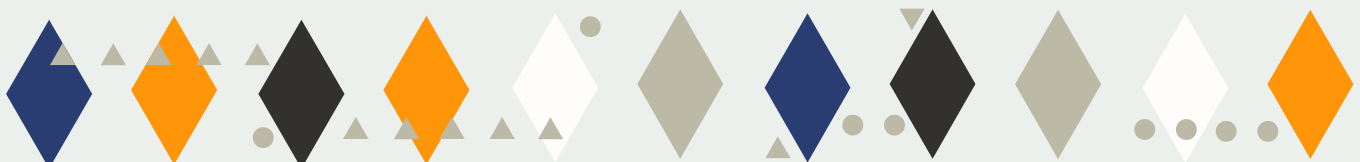
Pontem PR plans to use special events in order to promote the mission of Donate Life and LOPA. We are also using these events to sign people up who are not currently organ donors. We plan on targeting the 70802 zip code by having a booth at North Gate Fest in November.

### Upcoming Events:

- Rabalais Run on Oct. 6 - 28 going, 107 interested
- LOPA trail run for life on Oct. 28 - 91 going - 376 interested
- Meeting with LSU's Black Student Union and Minority Science Pre-Professional Society on October 24
- Blood Drive with Theta Xi Fraternity on Oct. 18-19.
- North Gate Fest on Nov. 4

## Media List

Organization	Phone Number	Email	Contact Name (If Available)
225 Magazine	(225) 421-8147	jill@225batonrouge.com	Jill Stokeld
100.7 The Tiger	(225) 388-9898	timothy.solis@gbcradio.com	TJ Solis
	(225) 231-1860		
102.5 WFMF	(844) 289-7234		
	(225) 231-1860		
96.1 The River	(844) 289-7234		
	(225) 383-0111		
The Advocate	(225) 388-0315	newstips@theadvocate.com	
KLSU Radio 91.1	(225) 578-8688	stationmanager@lsu.edu	Taylor Hickman
DIG Baton Rouge	(225) 248-1230		
The Daily Reveille	(225) 578-6090	editor@lsureveille.com	Natalia Anderson
TALK 107.3	(225) 499-1073	gordy.rush@guarantymedia.com	Gordy Rush
Tiger TV	(225) 578-2165	dalva14@lsu.edu	Dylan Alvarez
	(800) 324-7875		
WAFB	(225) 215-4703		
WBRZ	(225) 336-2226	sales@wbrz.com	
	(225) 231-1860		
WYNK 101.5	(844) 289-7234	marketing@wynk.com	



## SWOT Analysis

### Strengths

Donate Life has built a strong reputation with the public by informing individuals and communities of the needs and benefits of organ, eye, and tissue donation. Donate Life continues to grow and engage their audience with the promise of saving and improving human lives. Donate Life has a dedicated staff and an many awesome volunteers. Their diverse backgrounds show that organ donation transcends cultural, ethnic and social boundaries. Furthermore, the staff and volunteers are committed to the organization's mission and passionate about the work they do and its importance to the livelihood of society. In addition, the organization utilizes Instagram and Twitter effectively as a mean to encourage organ donor sign-ups by making the process seamless and easy for the general public.

### Weaknesses

Donate Life is a non-profit organization and as a result, their funding relies on the government and private donations. This in some ways hinders the amount of monetary resources the organization has at its disposal, which forces promotional efforts to be constrained by budgetary considerations. Furthermore, the current state of the economy has had an adverse effect on raising funds as philanthropic donations have declined. Many people are unaware of the need for organ donation and as a result are not proactively seeking information on how to register as organ donors outside of the standard procurement channel of the DMV. The registration process, along with the options available for registration (in-person and online) are a bit unclear to the public and this serves as an obstacle to for Donate Life to maximize its reach.

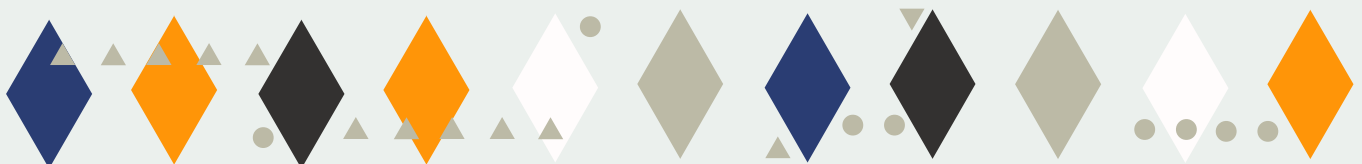


## Opportunities

As the need for organ donation increases each year, more Americans become aware of the need for organ donation. As a result, Donate Life can use this gradual growth in awareness and leverage its promotion efforts and bring even more people into the national dialogue pertaining to this very important medical need. For example, through the use of Instagram and Twitter, geographic barriers can be easily overcome and promotional effort can become more cost-effective. Finally, through the use of the online channel, potential organ donor can access information easily and from the comfort of their home. Donate Life participation in social media has the potential to appeal to younger generations, so there is an opportunity for them to become donors as well as vocal advocates that can utilize one of the most effective modes of promotion, namely word-of-mouth. There is a great opportunity for Donate Life to orchestrate public events as a mean to raise awareness about the need for organ donation. For example, events involving National Heritage Month (Sep 15 – Oct 15), which is all over twitter and Instagram platforms, may help the organization gain new supporters while simultaneously help it enhance its brand recognition and mindshare in the market.

## Threats

There are many falsehoods and stories circulating around Twitter concerning the nature of organ donation such as stories of disfiguration, organs sold on the black market, stories about doctors letting people die in order to harvest their organs and so on. Donate Life needs to ensure that such false stories are exposed for not being true, while simultaneously assuring the public that participating in organ donation will not put their livelihood at risk.



Each individual has different beliefs about donation and although Donate Life specifies that donation is honored by most religions, there are still individuals who feel donation is against their religion. This needs to be addressed by DLA campaigns, especially in the Hispanic market, whose members often cite religious reasons as the primary factor that drives their decision not to partake in organ donation.

Organ donation is a sensitive legal issue that often extends beyond the potential organ donor. For example, a family can choose to deny a donation if the donor is incapable of speaking for himself/herself in many states. As a result, Donate Life may be able to improve organ donation by addressing such issues with the family as a whole rather than the individual person.

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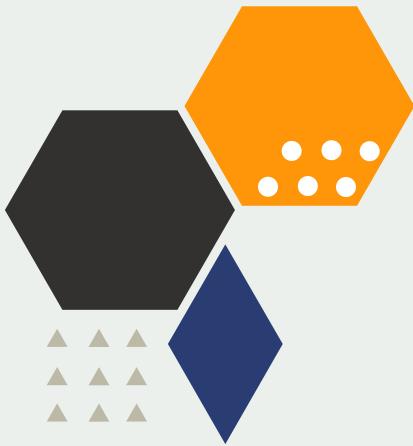
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# events

- 22** Walker High Talk
- 23** Beta Beta Beta Meeting
- 24** PRSSA at LSU Meeting
- 25** LSU v. Ole Miss Tailgate
- 26** Rabalais Run For Life
- 27** Theta Xi Blook Drive
- 28** BSU Meeting
- 29** Sigma Phi Lambda
- 30** Northgate Fest
- 31** Gardere Fall Fest

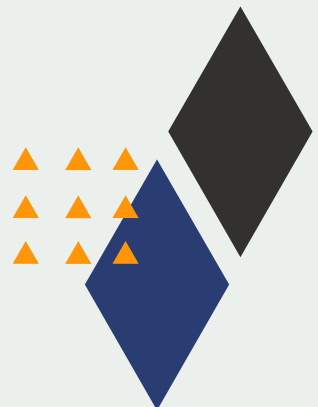
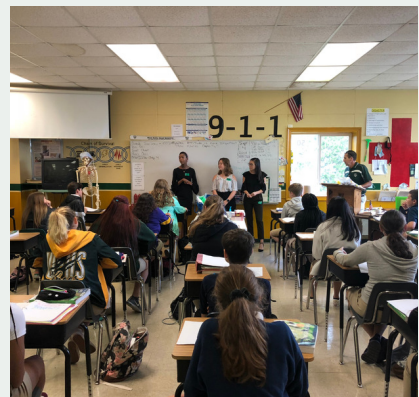
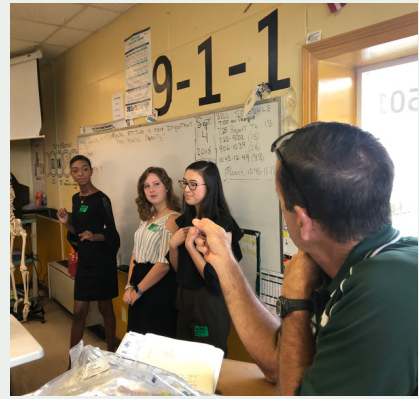


# Walker Freshman High

**DATE:** Sept. 4, 2018

**LOCATION:** 13443 Burgess Ave, Walker, LA 70785

**RECAP:** Pontem PR assisted LOPA in educating students at Walker Freshman High about the value of organ donation. LOPA held the talks during the school's Physical Education class and students were able to engage with in-field team members. Two time donor-recipient Wendy Lipsey shared her journey and how LOPA played a role in the coping process. LOPA encouraged students to have the conversation about organ donation with their family members. Because most students were around 15 years old, they did not yet received their driver's licenses where most people sign up to become organ donors. Students took their registrations home for parental signatures. LOPA was able to sign up 10 students as organ donors.



# Beta Beta Beta Honor Society

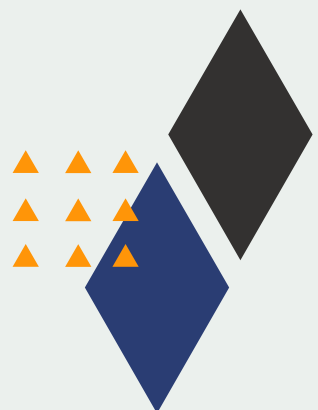
**DATE:** Sept. 6, 2018

**PARTNER ORGANIZATION:** Beta Beta Beta:  
Biological Honor Society at Louisiana State  
University

**LOCATION:** LSU Life Sciences Annex

**PLANNING:** Pontem PR member Peyton Short reached out to her sister Hannah Short the college committee chair of Tri-Beta. From there, Pontem PR reached out to LOPA to make a presentation educating members of the organization about organ donation.

**RECAP:** This meeting served as the opening meeting LOPA employee Jordy made a presentation to 50 members. Most people were registered organ donors and we were able to add two members to the donor registry list.



# PRSSA Meeting

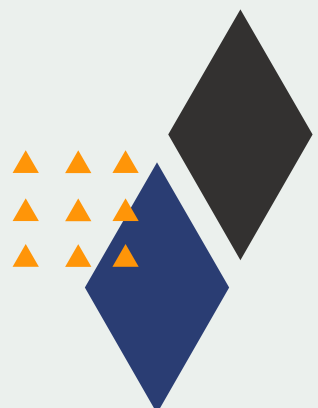
**DATE:** Sept. 13, 2018

**PARTNER ORGANIZATION:** Beta Beta Beta: Biological Honor Society at Louisiana State University

**LOCATION:** Manship School of Mass Communication Journalism Building

**PLANNING:** Pontem PR member Peyton Short invited Steele to speak to PRSSA club which she serves as an E-Board member. The team gathered LOPA-branded material to give away to students. The organization provided pizza and beverages.

**RECAP:** About 30 PRSSA members attended to hear Lori Steele discuss the journey that led her to LOPA. She discussed her broadcast news background and the trials she overcame to integrate into the world of public relations. She also shared her personal life story. Two members registered to become organ donors while a majority were already signed up.





# LSU v. Ole Miss Tailgate

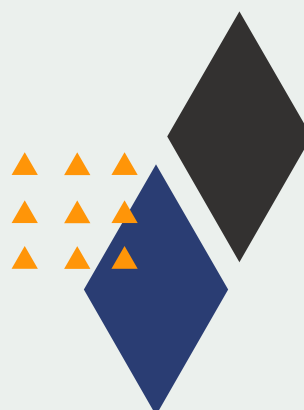
**DATE:** Sept. 29, 2018

**PARTNER ORGANIZATION:** Louisiana Organ Procurement Agency

**LOCATION:** Louisiana State University campus

**PLANNING:** Pontem PR requested Donate Life branded tee shirts and a variety of giveaway items from LOPA for distribution during the tailgate that preceded the LSU vs. Ole Miss football game. LOPA provided cups, koozies, fans, mini footballs, clear tote bags, wristbands, heart pins and pens for the event. The team agreed to meet by the LSU Agricultural Center to pick up supplies from Peyton before proceeding across campus.

**RECAP:** The Pontem PR team walked across the LSU campus, from the Agricultural Center to the LSU Indian Mounds engaging with tailgaters and fans. We asked the people we encountered whether or not they were organ donors, celebrating those who were and explaining the process to those who were not. We signed up 5 people for the organ donor registry and distributed the majority of our Donate Life branded giveaway items -provided to us by LOPA- to people across campus. We engaged with approximately 250 people throughout the event, which resulted in numerous photo and video opportunities.



# Rabalais Run for Life

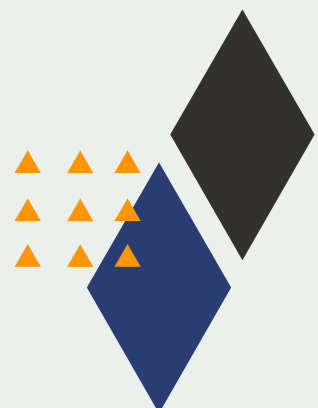
**DATE:** Oct. 6, 2018

**PARTNER ORGANIZATION:** Louisiana Organ Procurement Agency

**LOCATION:** Pennington Biomedical Research Center, Baton Rouge, LA

**PLANNING:** PontemPR intended to promote enthusiasm, participation and engagement during the annual Rabalais Run for Life Event hosted by the Pennington Biomedical Research Center. Our agency developed a plan to create a heart shape out of race participants and their families. Peyton Short reached out to her brother to take aerial footage of the heart from a drone. Andrea Sagnard brought videoing equipment to obtain the footage needed to make a social media post.

**RECAP:** This event raises funds for the Louisiana Organ Procurement Agency to help their mission to educate and inform the community on organ, tissue and eye donation. Almost all participants in the event were either organ donor families or organ recipients and their families, so they had already shown their support of LOPA through prior organ donor registration. The event gave PontemPR an opportunity to meet the people passionate about the cause, and gave us a chance to hear personal stories from donor recipients and the families of their life-saving heroes.





# Theta Xi Blood Drive

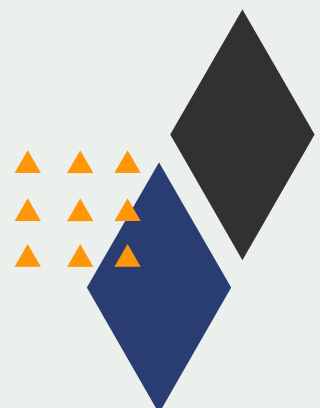
**DATE:** Oct. 18, 2018

**PARTNER ORGANIZATIONS:** Theta Xi Fraternity and Our Lady of the Lake Hospital

**LOCATION:** LSU Theta Xi Fraternity house

**PLANNING:** Pontem PR intended to educate and communicate with LSU students about organ, tissue and eye donation. Team member Peyton Short communicated with the Theta Xi philanthropy chair to set up a table at the blood drive. Multiple team members communicated and met with local restaurants owners to ask if they would donate gift cards or food for the blood drive. Buffalo Wild Wings donated 150 boneless chicken wings, Caliente Mexican Craving donated four \$15 gift cards and Fred's Bar donated two \$50 bar tabs and one \$100 bar tab. Pontem PR set up a raffle to raffle off the gift cards and bar tabs. To gain entry, people had to be an organ donor or to sign up to be one.

**RECAP:** Pontem PR members engaged with 150 people by handing out Donate Life products and having conversations about organ donation. Pontem PR raffled off \$200 worth of Fred's bar tabs and two Caliente gift cards. Eight people signed up to be registered organ donors.



# "Real Talk" Discussion

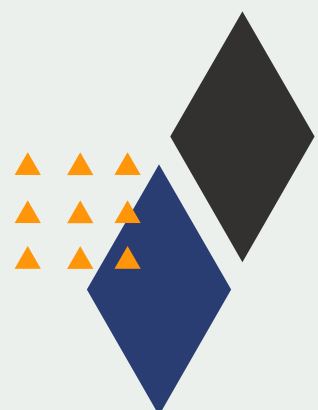
**DATE:** Oct. 24, 2018

**PARTNER ORGANIZATIONS:** Black Student Union and Minority Science Pre-Professional Society at Louisiana State University

**LOCATION:** Coates Hall

**PLANNING:** Pontem PR member Kayla Swanson reached out to her roommate, the president of BSU and MSPPS. From there, Pontem PR reached out to LOPA to arrange for an organ recipient, Charles Henderson, to be a guest speaker who would be able to attend the meeting. Peyton created a trivia game with "Kahoot!" to spark conversations while educating members of the organization about organ donation. Kayla created a social media flier for the organizations and event. Peyton worked with the Canes manager to obtain a discounted price for our order as well as \$50 worth of free drinks. All Pontem PR members pitched in to cover the cost of Canes.

**RECAP:** This meeting had twelve attendees who all participated in the "Debunk the Myth" trivia game. As prizes for the top two people from the game, we gave out a \$15 Caliente gift card and a \$20 Buffalo Wild Wing gift card. Almost all members were registered organ donors so we did not get any new registrations from this meeting but we were able to obtain incredible insight from their personal interactions with organ donation. Since our target audience from this semester are minorities in Baton Rouge, these students who are entering the medical field were honest and informative. They brought up the Tuskegee trials and how their family members have been wary of doctors and hospitals. This sentiment had been passed down to them from older generations and has stuck with them to this day.



# Sigma Phi Lambda Sorority



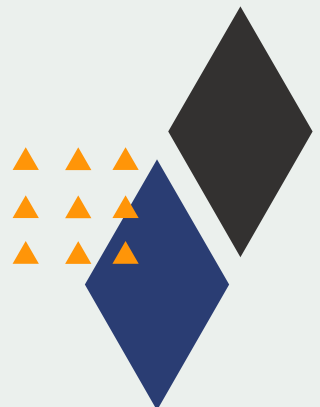
**DATE:** Oct. 22, 2018

**PARTNER ORGANIZATIONS:** LSU Sigma Phi Lambda sorority

**LOCATION:** Howe Russell 130

**PLANNING:** Pontem PR member Diamond Yarbrough communicated with her sorority president to coordinate date for Pontem PR to speak at this chapter meeting. Pontem PR member gather Donate Life products to hand out.

**RECAP:** Pontem PR members Peyton Short, Diamond Yarbrough and Kayla Swanson held a question and answer session with 30 sorority members to discuss common myths about organ donation and to gather more information about people's attitudes regarding organ, tissue and eye donation. Member also gave out 10 Donate Life pocket sleeves for phones. One person signed up to be a registered organ donor.



# North Gate Festival

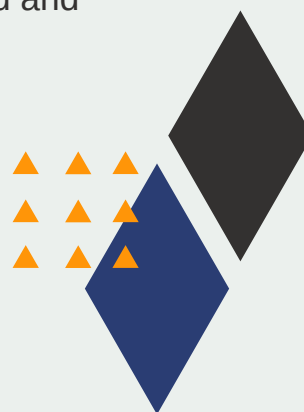
**DATE:** Nov. 2, 2018

**PARTNER ORGANIZATIONS:** Pontem PR

**LOCATION:** Chimes St., Baton Rouge, LA 70802

**PLANNING:** Andrea contacted the event manager through their Facebook event page asking specifics about the event's date, time and policies. She responded with the basic information immediately since we are with a non-profit, we could have the space for free as long as we brought our own material and gave us a suggested list based on previous years. The event coordinator kept us updated as the event approached with recommended materials to bring. Kayla secured a tent, L'oreal perfume samples and christmas lights. LOPA provided us with a table, table cover, hanging sign and other promotional materials. Peyton secured the gift cards from city slice for \$20 and contacted the BWW manager for a \$20 gift card that Grace picked up. Diamond secured a \$15 gift card from Caliente and planned on bringing an extension cord and raffle tickets when she arrived to work at 4 pm. Andrea designed and created a LOPA-palooza board as a creative way to start conversations about organ donation in a more light-hearted way. If they got a question right they were entered to win the gift cards and if they got the question right they got two entries. We also wanted to offer a bonus entry for people who could show us their heart on their license and more for those who signed up with us to be an organ donor. Peyton had all of the material Pontem collected to set up for the event at 2 pm. Grace planned on bringing folding chairs when she arrived since it is a long event.

**RECAP:** Even though Pontem had all of the planning completed ahead of time, there were scheduling logistics that conflicted with the event itself. We did not set up or attend this event and instead used the LOPA-palooza board and the gift cards collected for our last event later that month.





# Gardere Fall Festival

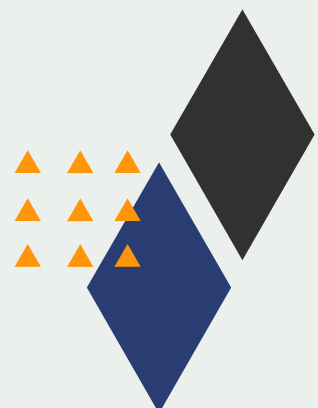
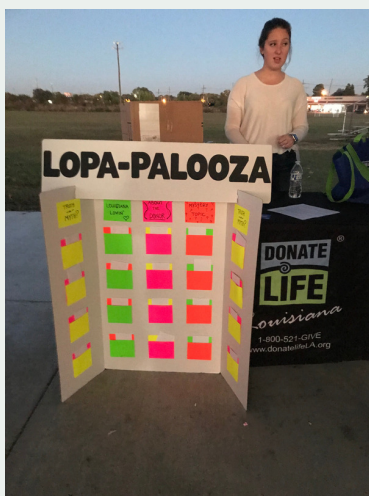
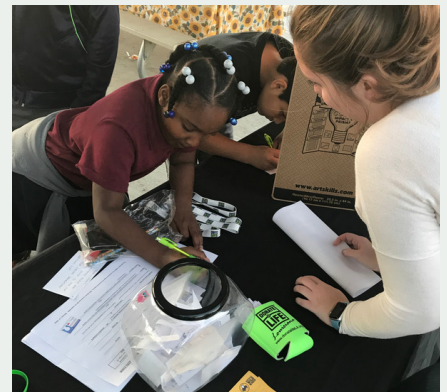
**DATE:** Nov. 16, 2018

**PARTNER ORGANIZATIONS:** Level Up PR

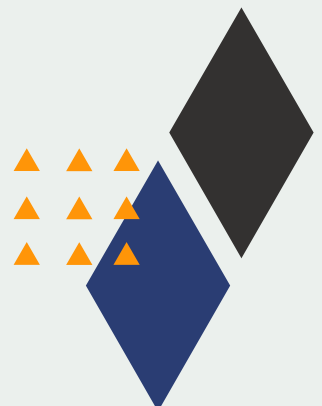
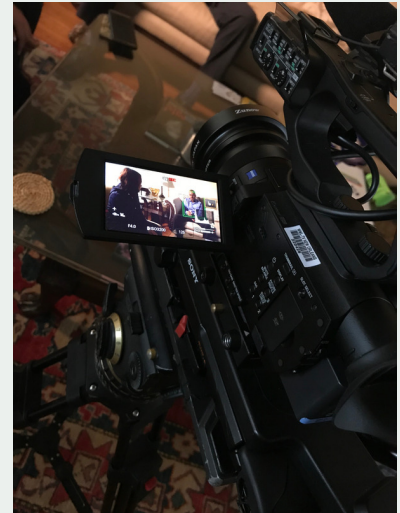
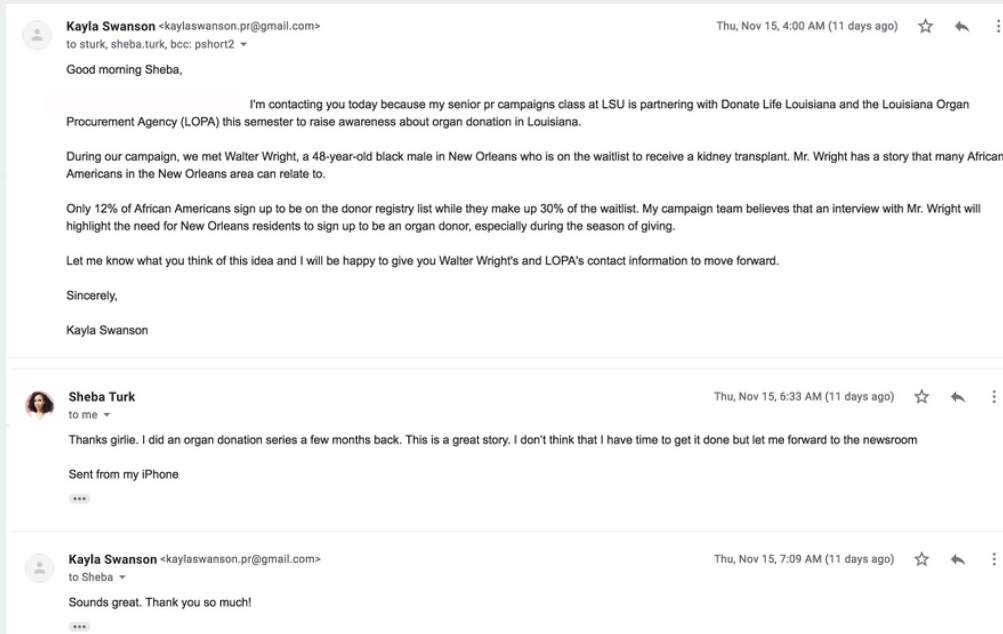
**LOCATION:** 1702 Gardere Ln, Baton Rouge, LA 70820

**PLANNING:** Pontem PR used the giveaways gathered throughout the semester to raffle off during the event. Pontem PR member Andrea Sagnard created the LOPA-palooza board as a fun way to interact with the kids at the festival. LOPA also gave free t-shirts and merchandise to give away.

**RECAP:** Pontem PR members set up the LOPA-palooza game and allowed those who played to enter for a raffle to win a Buffalo Wild Wings gift card or a Caliente gift card. The kids were engaged throughout the entire duration. Level Up PR provided food and music for the event. Overall, the night was filled with fun, music, games and giveaways which made for a successful night with the kids. One lucky child even won a bike donated from Level Up PR.



# WWLTV Interview with Walter Wright





# Blogs

**Writer:** Emma Troth

**Blog:** A Life Improved

My quality of life has been improved through the tissue donation of someone I will never meet. My name is Emma Troth, and I am a 22-year-old public relations major at Louisiana State University. Until the summer of 2018 I had not given much thought to organ and tissue donation. I had never known anyone who received or donated organs, and I believed I would never have a reason to take an interest in the process. That all changed in June, when I was involved in a motorcycle accident. I was riding home along River Road late one evening; the air was warm, and the road seemed practically empty for miles. I felt at ease on the familiar road, even though the night sky was overcast, but I had no way of knowing what was about to happen. As I rounded what should have been a perfectly normal curve, my headlights suddenly illuminated a deer that was walking across the road. I had a fraction of a second to react, so I did what most anyone in that situation would have done: I hit the brakes. My rear wheel suddenly locked up, and I went sliding off the road. I barely remember tumbling onto the roadside, but upon standing I immediately felt a deep pain in my shoulder.

My vision went black, and I collapsed back onto the ground. Fortunately, a couple in a passing car stopped to help me. Those two good Samaritans drove me to Our Lady of the Lake, where I was informed that I had suffered a grade-five acromioclavicular joint (ac) separation in my right shoulder. The medical staff told me that I would need surgery if I wanted to regain normal function in my right arm, which initially came as a shock; however, I agreed to the procedure.



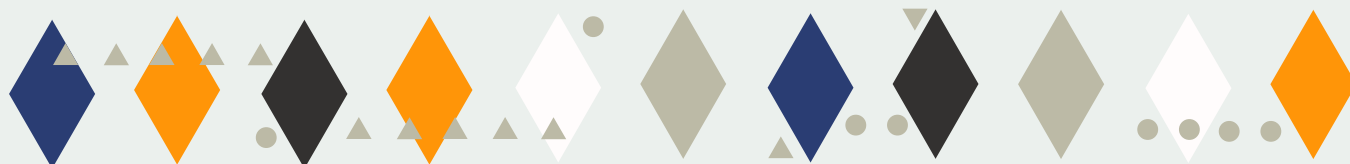
Doctor Mark J. Waggenpack at the Baton Rouge Orthopedic Clinic performed my ac reconstruction surgery with allograft, a form of tissue reconstruction that requires donor tissue in order to repair damaged ligaments in the shoulder. I have since made a full recovery from the accident and subsequent surgery, and that would not have been the case without a donor who provided valuable life-enhancing tissue when he or she passed away. Today I am able to work hard and live a healthy, active lifestyle because of the kindness of a person whom I will never meet. Tissue and eye donation from one person can enhance the lives of more than 50 people, and my experience is just one example of the impact every single organ and tissue donor can make.

**Writer:** Andrea Sagnard

**Blog:** The Gifted Life: Honoring Heroes

In the few months that I have worked with LOPA through the Manship School at LSU, I've really learned what it means to be a donor. It's simple. When you become a donor, you become at least one person's hero. You do not need to have a superhuman power, a cool car or a flashy costume. All you really need to save a life and to be a hero is by having a donor heart on your license.

Helping families honor these heroes was something I truly enjoyed this semester. The donors' families find comfort in the fact that their loved ones made a difference and saved someone else's life. Some feel as if a piece of the loved one is still here in the world continuing to make a difference. The families truly take pride in their loved ones and the gift of life they gave.



Events like the annual donor family picnic referred to in The Gifted Life Podcast #80 allow families to honor heroes together. Whether the event involves making t-shirts or sharing your story, families can celebrate their loved ones' lives. I attended the 2018 Rabalais Run for Life in October, and hearing families and recipients talk about their heroes was truly inspiring.

Not only do these events give families a chance to honor their loved ones, but they give families an opportunity to meet and interact with the tight-knit community of LOPA. Donor families, recipients and LOPA staff and volunteers make up their own sort family full of love, respect and support.

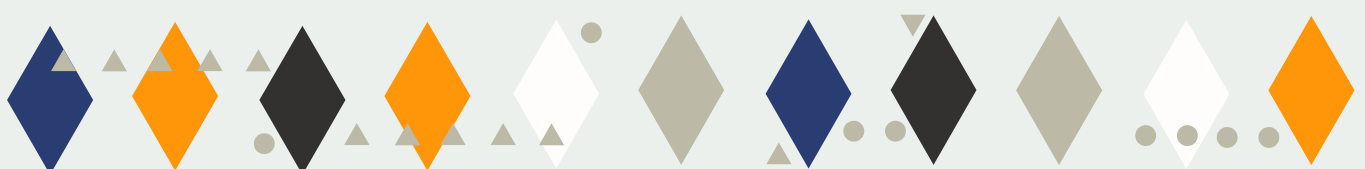
Working with LOPA has been such a privilege because of the people I have met through my campaign. Recipients honor their heroes by living their lives to the fullest, and families honor their heroes by sharing their story. Hearing heroes' stories makes me even more sure of my decision to become an organ donor. It makes me want to be someone's hero one day.

**Writer:** Diamond Yarbrough

**Blog:** What started as a class assignment, turned into so much more.

My name is Diamond Yarbrough and I am a public relations senior at LSU. My PR Campaign team was tasked with helping LOPA educate the community about organ, tissue and eye donation and increase the number of people on the donor registry list this fall.

So far, I've been completely wrong about organ donation. I originally thought organ donation was a depressing and uncomfortable topic. Overall, I assumed people were better educated on the basic facts of organ donation. I also thought there was little I could do to help those waiting for organs. My group's first meeting with Lori Steele, every interaction with LOPA and the community taught me otherwise.

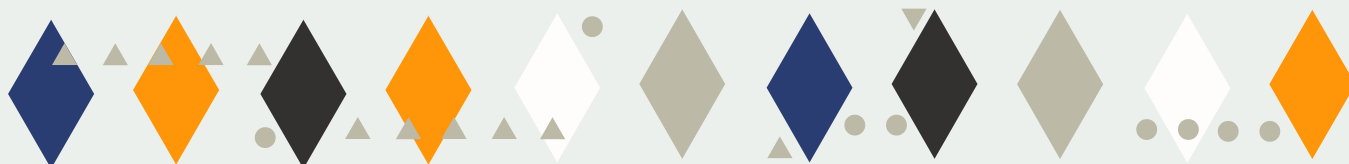


Throughout the semester, Lori maintained an infectious enthusiasm, a genuine passion for LOPA and educating others about organ donation. She taught me that there was more to becoming a donor than the uncomfortable and grotesque aspects. She focused on the lifesaving and enhancing aspects instead. During our first meeting, we heard from Wendy, one of the many lives saved from organ donation. She was very open about her experience and about the opportunities she has now. She is able to watch her son grow up because someone said ‘YES’ to organ donation.

We attended LOPA’s annual Rabalais Run for Life as well as planning our own events. One event we planned was to go around to LSU tailgates before the LSU vs. Ole Miss game. We had a unique opportunity to interact with the community and hear what they thought about organ donation.

When we walked around as a group, we heard many people say, “No one wants my organs”. Another common response was that they have never really thought about organ donation and were surprised when they looked at their driver’s license and saw that little red heart that meant they are in fact on the registry. We even met a number of nurses who were shocked to learn that their friends were not organ donors. While we were still there, the nurses proceeded to educate their friends on the positive impact of becoming an organ donor.

Working with LOPA has exposed us to many educational resources we likely would not have known about. We’ve learned from listening to The Gifted Life Podcast, reading Donate Life LA’s social media posts and hearing testimonies of those affected by organ, tissue and eye donation.



While all members of our group are registered organ donors, there is much more we can do to help promote the benefits of becoming a tissue and organ donor. We can have conversations with the people we interact with every day. Granted, organ donation is not the most pleasurable or appealing everyday topic, but it is an important one that cannot be put off for another time. Interacting with organ recipients and donor families taught me that you never know when your life could be affected by organ donation and these conversations would be better had not at that moment.

**Writer:** Peyton Short

**Blog:** Donation Motivation

I remember having a conversation with my mother when I was younger about her wishes when she dies, specifically concerning her body. While she didn't mention organ donation in particular during that conversation; later, she did encourage my siblings and me to be organ donors when it was time to get our driver's licenses. Through my time working with the Louisiana Organ Procurement Agency (LOPA) and Donate Life Louisiana, my thoughts about organ, eye and tissue donation have radically changed.

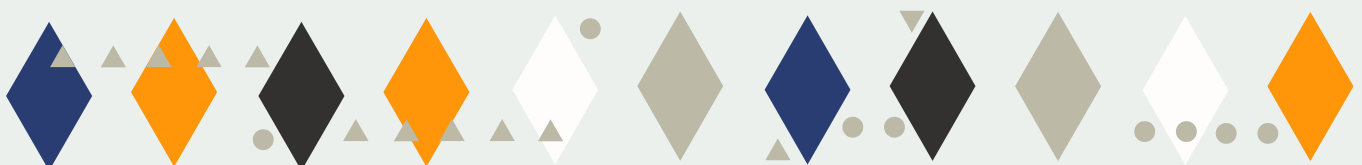
My parents taught us the value of service early on. They have encouraged us to find a cause we can be passionate about and to volunteer with that organization. Only when you can connect deeply to a cause, can you create positive change, or make a movement happen! My entire sentiment around the topic of donation is one of love and giving.



Only recently have I realized the magnitude of an individual's decision of saying "yes". In the state of Louisiana, it is completely up to individuals to choose to become an organ donor. Becoming a donor and having that free choice is considered a gift in our home state. LOPA's mission is to continuously educate and register Louisiana residents about sharing the gift of life. As of now, roughly 2.5 million people in the state that have said "yes" to becoming a donor. That is only half of the entire state's population. We can most definitely impact more people, but that comes with replacing negative stereotypes and connotations around organ donation with the statistics and positive stories from both the donor and recipient sides.

The first rule in mass communication is to research everything. I learned that The Gifted Life podcast is a wonderful resource for all things donation. Episode #83 will be released in November about Eye Donation for Research. This podcast is right on track for National Eye Donation Month, which is the entire month of November as proclaimed by President Ronald Reagan in 1983. For the past 35 years, The Eye Bank Association of America has used the month as an opportunity to educate the public about the importance of registering to be a donor, about cornea donation and transplantation, and to acknowledge the important work of our member eye banks.

For those who don't know me, I am not medically inclined in the slightest. Surprisingly enough, I cannot begin to explain how many weird questions have come to mind regarding the different types of donation, specifically eye donation. I watched a complete corneal transplant surgery on youtube in order to better understand what occurs. The most interesting fact I've learned during this process is: The corneal transplant (cornea of an eye) is not only the oldest transplant performed, but also the most common and successful human transplant performed. The chance of long-term transplant success is higher than 94%, according to the Eye Bank Association of America. In the United States alone, over 60,000 people receive corneal transplants in a year.





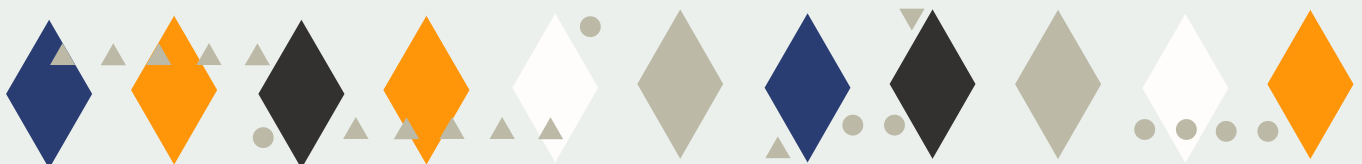
I think the most poetic of all donations/transplants are eye donations. This literally gives donors a second chance to see life through someone else.

Lori Steele with LOPA explains, “These students are tasked with crafting a campaign with specific goals of increasing Louisiana's donor registry & increasing donation awareness on & off campus”. Not only has this been an opportunity for me to grow as a leader but it helped me to explore my passion for non-profits and think about the bigger impact they can have. Since 2012, this LSU/LOPA partnership has seen 1,250 donor registries, 2,200 service hours & 84 students. Dr. Broussard guides her students to not only work to improve the Baton Rouge community but also to have the ability to change the world in our future careers.

Service learning has taught me so much about perception and choosing to see the good in everything. Lori and the whole LOPA team have turned me into an advocate for donation and I hope to continue working/volunteering for years to come.

If you are like me and are super curious as to what actually occurs in a corneal transplant surgery, here is a cool video of a surgery I found!  
<https://www.youtube.com/watch?v=517SoY62Bw4>

\*\*All of my information came directly from the Eye Bank Association of America, Southern Eye Bank, Louisiana Organ Procurement Agency and Donate Life Louisiana.



**Writer:** Grace Romero

**Blog:** Organ Donation and the Hispanic Community

In the United States, more than 118,000 people expect to receive an organ transplant and 19 percent of that total is of Hispanic origin. For this reason, it is necessary that the Hispanic community donate organs, because it is more feasible to find a donor compatible with the recipient of a transplant among those who share the same ethnic origin. My name is Grace Romero and I'm part of the Hispanic community in New Orleans. Our culture means that many Latinos do not want to talk about death and what happens after they die, but this lack of communication hurts the very Hispanics who need a donor.

Although you can always find a compatible person among the different ethnic groups, it is better for the ethnic groups that there are more donors of the same ethnic origin. Certain blood groups, for example, are more prevalent among some ethnic minorities and since blood compatibility is important for organ transplantation, it is better to have organ donors that belong to these ethnic minorities.

There is a lack of information and knowledge about the donation procedure. Many Hispanics do not know they can easily register to donate.

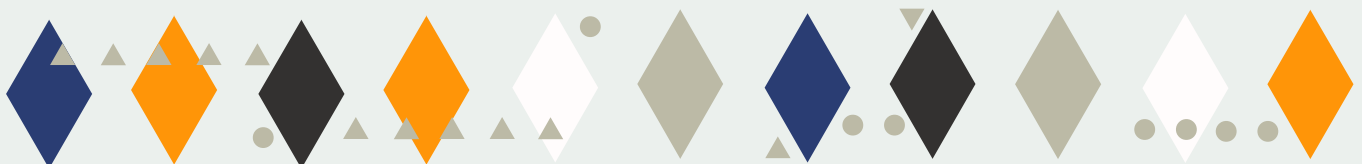
Although 95 percent of people support organ donation, only a fraction is registered as a donor. Many do not know that it is not enough to inform their loved ones that they want to be donors, it is important to register officially in the donor base. The process is automatic when the driver's license is renewed, you just have to indicate it in the form. One may not have immigration documents and register for free to donate at [donevidala.org](https://donevidala.org). This information goes to a secure database that is not shared with anyone, unless the death of the person who registered is given.



I know that in my community there are people who are afraid that in a case of medical emergency their treatment could be affected if the doctors knew they were donors. However, I know this is not true and unfair. Doctors who treat a patient do not have access to information about the donor registry, it is only after brain death has been declared and the person is on artificial ventilation that their donor status is ascertained. Registering as a donor helps family members do not have to discuss this issue and helps to fulfill the wishes of the deceased. The impact of a donor can be enormous. A person who donates their organs after death can save the lives of 8 people, and if you also donate their corneas and tissues, this can impact up to 100 people.

Many Hispanics could also, with a small concrete act, save or change the lives of more than 100 people, if they decided to register as donors.

After working with Donate Life for my campaign class at Louisiana State University I'm committed to inform and educate my community about organ donation, starting with my family and my church members. Donate Life really educated me about organ donation , the way I perceived the gift of life and the opportunities that my community has to save many lives.



**Writer:** Kayla Swanson

**Blog:** HIV and Organ Donation

In the 1980s, Human Immunodeficiency Virus (HIV) was a death sentence. The stigma of this sexually transmitted disease wreaked havoc on societies all over the world. But as modern medicine caught up, people living with HIV can live normal lives, live as long as their counterparts, and since the passing of the HOPE Act, can soon become organ donors in the United States.

In 2013, the HOPE Act or the HIV Organ Policy Equity amended the Organ Transplant Amendments Act of 1988, which was put in place during the height of the HIV epidemic. Although the act passed, it required three components:

Reverse the ban against organ donation among those who live with HIV  
The transplant can only occur in a research setting, with the NIH, FDA, the CDA, and the public all putting in input to create the research requirements.

Organ procurement agencies had to change their policies.

It took 2 years for all these moving parts to come together at the end of 2015. In the first year, 26 transplants occurred with the help of 11 HOPE donors and the numbers keep climbing!

From the studies, researchers have concluded one important thing- IT WORKS. The number of organ transplants among those living with HIV increases daily. The biggest concern is that HIV positive recipients accept the donated organ because of the various types of the virus.

For more information about HIV and organ donation or general organ, eye tissue donation, please visit [info@lopa.org](mailto:info@lopa.org)



# Graphics

**LOPA**<sup>TM</sup>  
**MAKING LIFE HAPPEN**

**Louisiana Organ Procurement Agency** was established on **April 1, 1988** as an independent, not-for-profit organ and tissue recovery agency.

**LOPA's 2 Main Tasks**

1. Housing and maintaining the Louisiana Donor Registry
2. Recovering organs and tissue for transplant.

**Heroes from the Quilts**

The quilts are dedicated to the memory of those whose legacies live on through the Gift of Life. Every square represents a hero and tells their story.

[www.lopa.org/quilts](http://www.lopa.org/quilts)

**The Gifted Life Podcast**

The Gifted Life Podcast, a production of LOPA, has entertaining and informative conversations about organ, tissue, & eye donation and transplantation.

[www.thegiftedlife.org](http://www.thegiftedlife.org)


**Events**

LOPA attends and hosts events throughout Louisiana to promote our message of saving lives through donation including formal presentations, health fair exhibits, donor registry drives and many others.


[www.lopa.org/community](http://www.lopa.org/community)

Louisiana Organ Procurement Agency  
**Making Life Happen**  
68190 Highway 190 Service Rd., Covington, LA 70433  
1-800-521-GIVE (4483)


**HOW MANY LIVES COULD YOU SAVE BY BECOMING AN ORGAN DONOR?**

 **2 KIDNEYS**


+

 **1 LIVER** CAN BE SPLIT AND GIVEN TO 2 PEOPLE


+

 **1 HEART**


+

 **1 PANCREAS**

+



 **1 SMALL INTESTINE**

+

 **2 LUNGS**

**= 9 Lives !**

**TO BECOME A DONOR VISIT**  
**WWW.DONATELIFE/REGISTRY**





# Social Media

Pontem PR conducted initial research of LOPA and Donate Life LA's social media and online presence. We used online engines such as Meltwater to analyze and manually searched through their social media and websites to better understand their online presence. We were tasked by LOPA to create content to be posted to their Twitter, Facebook, Instagram, and The Gifted Life Podcast Blog. We took and edited photos of events, wrote five blog posts, created event infographics, created one video and shared Donate Life LA content on our own social media accounts.

## TWITTER

### Initial Twitter Findings

Donate Life currently has 1802 tweets.

150.6K people follow Donate Life Louisiana

Donate Life Louisiana follows 1080 people

Donate Life has 3,848 Likes

Average 2-3 tweets a day - normally contain one pictures per post - lots of hashtags

Twitter analysis from <https://tweetreach.com/twitter-analytics-report/donatelife>

First impressions 100 percent

Could add more hashtags related to #donatelife

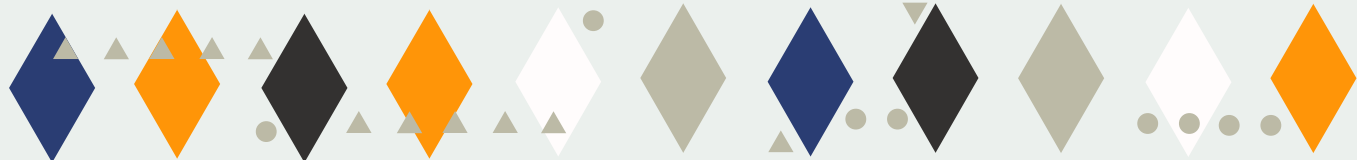
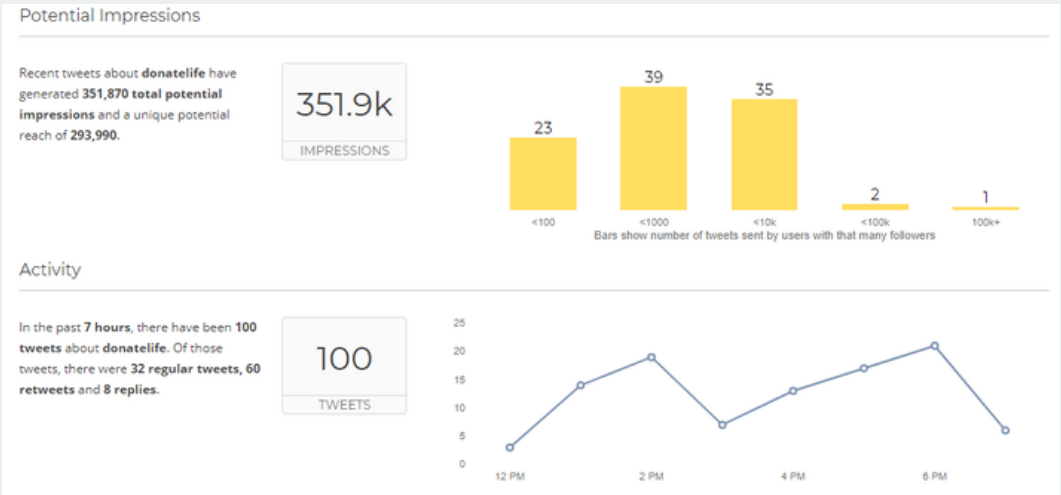
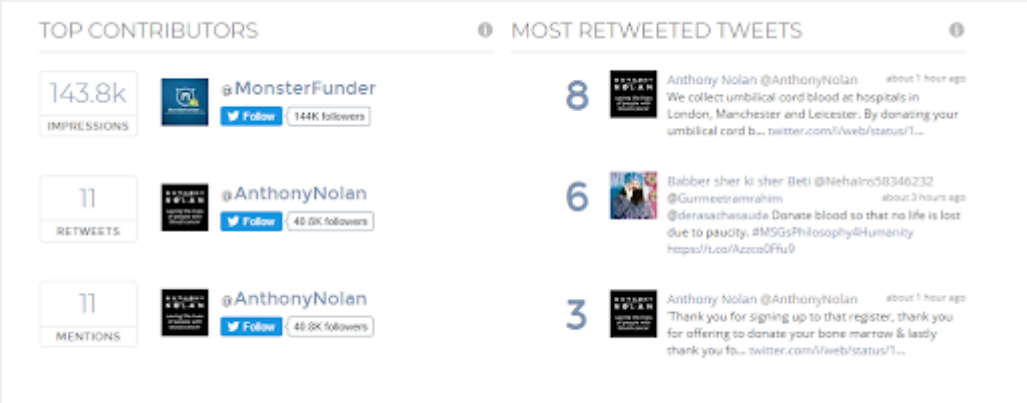
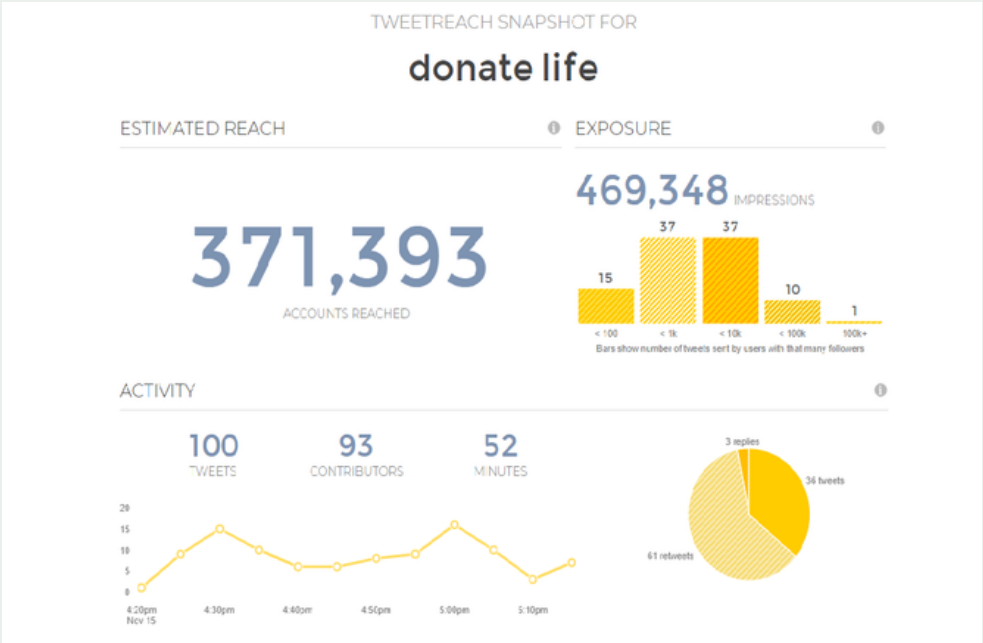
Average post length is medium

Donate Life LA uses Twitter to post important updates and host discussions. It is working on increasing followers and engagements on its Twitter page.



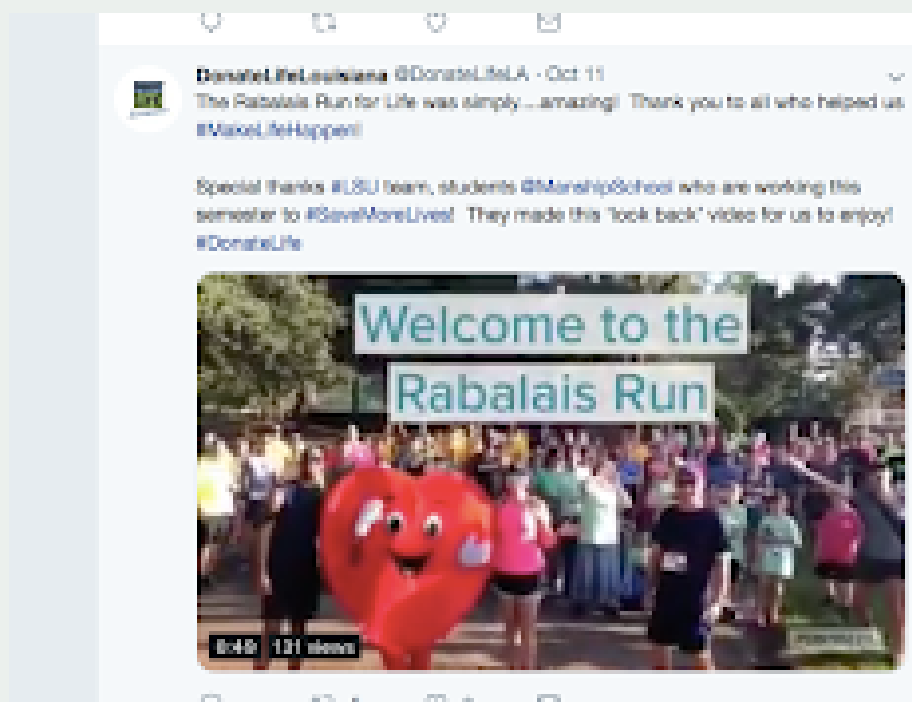
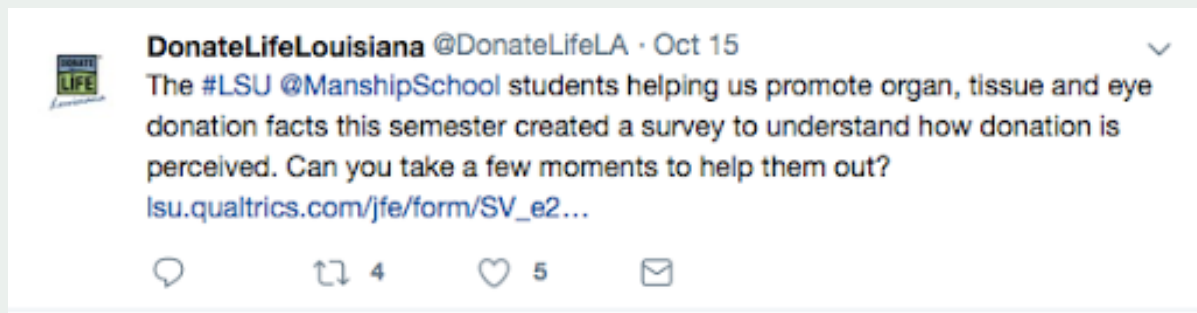


We pulled these figures from the Twitter analysis of Donate Life's Twitter page.



## Post Campaign Twitter Review

Donate Life LA made about five posts relating to events Pontem PR members were involved in. None of these posts received more than 20 interactions. The use of hashtags varied by posts. Some posts did not have hashtags. Two of these posts are included below.



# FACEBOOK

## Initial Facebook Findings

15,752 people like Donate Life Louisiana

16,091 people follow Donate Life Louisiana

Average 1-2 posts a day - contain multiple pictures per post - lots of hashtags

Facebook analysis from Meltwater - <https://likealyzer.com/report/donatelifela>

First impressions 100 percent

Could add an email address to the “about” section and could post milestone’s or of new registration records in a month

Average post length is too long -

In the past 7 days, 247 people are talking about Donate Life LA

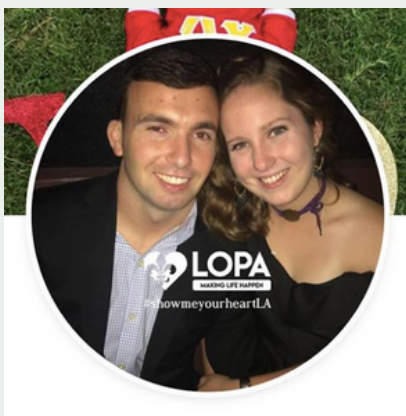
The mix of content (videos, pictures and text) is “fantastic”

Response time on posts is “great”

## Post Campaign Facebook Evaluation

Donate Life LA made almost 10 posts pertaining to events Pontem PR members were involved in.

The most Facebook users interacted with a post related to Pontem PR was the Rabalais Run for Life recap video created by Pontem PR member Andrea Sagnard. Facebook users viewed this video around 840 times. Team members estimated that over 20 people utilized the Facebook profile frame Pontem PR members collaborated to create. Pictures from Facebook included on next page.



This picture to the left is an example of a profile pictures utilizing the Facebook frame.



**Donate Life Louisiana**  
August 29 · 🌐

#GreatDay 🌟  
#EndlessPossibilities ❤️

These 6 LSU Manship School of Mass Communication Public Relations Campaigns students have chosen to #MakeLifeHappen by working with us for an entire semester! We can't wait to see what big ideas they roll out! ... See More

28 2 Comments 1 Share

**Donate Life Louisiana**  
September 4 · 🌐

#WeHaveClass 🎓  
#CoachKnows ❤️  
#VolunteersInAction 🤝

All of these smiling faces working towards one cause today: #MakingLifeHappen 🤝... See More

27 2 Comments 2 Shares

**Donate Life Louisiana**  
September 29 · 🌐

#LSU  
#TailgateTalk  
#DonationEducation

Spurring healthy conversations about organ, tissue & eye donation before tonight's late start between the Tigers & the Rebels! We love it 🍷❤️!... See More

You, Kathy Lachney and 22 others 2 Comments 5 Shares

**Donate Life Louisiana**  
October 11 · 🌐

The 8th annual 'Rabalais Run for Life' was simply....amazing! Thank you to all who helped us #MakeLifeHappen!

Special thanks to members of our #LSU team (creative students with Manship School of Mass Communication!) who are working this semester to #SaveMoreLives! They made this 'look back' video for us to enjoy! Please share!

Title Sponsor:... See More

You and 22 others 1 Comment 22 Shares 838 Views





**Donate Life Louisiana**  
October 24 at 8:45 AM · 🌐

#Beautiful ❤️  
#SideBySide 🤝  
#MakingLifeHappen 💙💚

We absolutely LOVE this powerful image from the 2018 Rabalais Run for Life! Our #LSU Manship School of Mass Communication students working to increase donation awareness & to increase our LA Donor Registry this semester are the creative minds behind this image. 💜💛... [See More](#)



**Thank You.**  
With your help,  
we can  
**MAKE LIFE  
HAPPEN!**

  #ShowMeYourHeartLA

👍❤️ 15      2 Comments 7 Shares

**Donate Life Louisiana**  
October 18 at 12:19 PM · 🌐

#LSU  
#DonationEducation  
#GeauxPontomPR

Our Manship School of Mass Communication crew is at the Theta Xi house today working to increase the donor registry and spread donation awareness in honor of HERO, Michael "Mickey" Fazio, who was a member of Theta Xi. ... [See More](#)




Michael Joseph Fazio  
"Mickey"

Theta XI

**Donate Life Louisiana**  
October 19 at 10:39 AM · 🌐

Read The Gifted Life Podcast's latest 'Microphones Off' - Making Life Happen blog!

This time they welcome a special guest blogger who's a student from #LSU's Manship School of Mass Communication. #DonateLife #MakingLifeHappen



THEGIFTEDLIFE.ORG

**LSU Students Use The Gifted Life Podcast To Learn More**

Special Guest Blog - "My name is Diamond Yarbrough and I am a public..."

👍❤️ 3      4 Shares

**Donate Life Louisiana**  
October 15 at 12:08 PM · 🌐

#WeNeedYou!  
#OnlyAFewMinutes  
#LSUStudentsInAction

The #LSU Manship School of Mass Communication students helping us promote organ, tissue and eye donation facts this semester created the attached survey to understand how donation is perceived.... [See More](#)

LSU.QUALTRICS.COM

**Online Survey | Built with Qualtrics Experience Management™**

Qualtrics makes sophisticated research simple and empowers users to capture customer, product, brand & employee experience insights in...

👍❤️ 8      6 Comments 13 Shares

**Donate Life Louisiana**  
October 4 · 🌐

We are race ready are you?

Yes?! Well, #ShowMeYourHeartLA and add our frame to your profile picture by:

1. Going to your profile
2. Click "Edit Profile Picture"
3. Click "Add Frame"
4. Search "ShowMeYourHeartLA"

We love when our donation supporters show us the red heart on their license, but this Saturday we're asking you to #ShowMeYourHeartLA by joining us at the 2018 Rabalais Run for Life!

Shoutout to our @Manship students for creating this years hashtag, our cool frame and for helping fulfill the mission of #RRFL, "Live Life - Give Life."

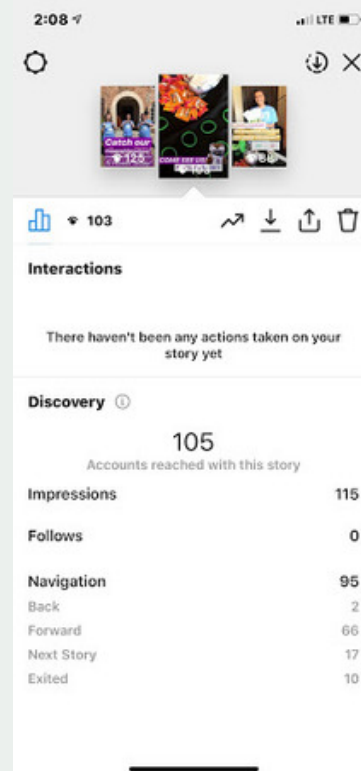
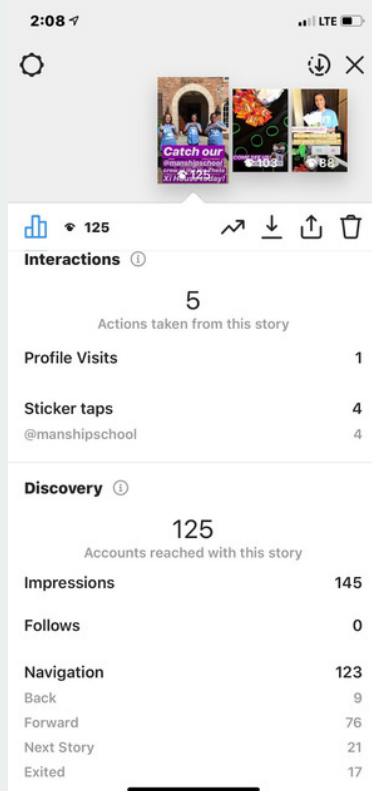
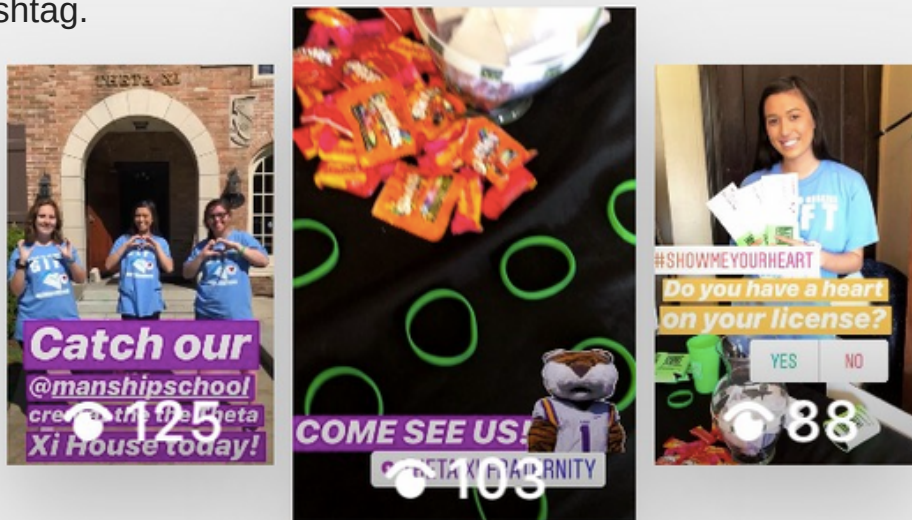




# INSTAGRAM

## Post Campaign Instagram Evaluation

LOPA wishes to Pontem PR had the opportunity to be a part of Donate Life LA's first instagram three stories. Followers viewed these stories, on average, 105 times. LOPA aims to expand their use on Instagram and went LIVE on the story for the first time at the Theta Xi Blood Drive with Pontem PR. Below are the viewing statistics for the Instagram stories Pontem PR was associated with. Page 20 shows the three posts Pontem PR was associated with. Page 21 shows the three posts that used our campaign hashtag.





Liked by **carolinegfazio** and **61 others**

**donatelifela** Our LSU crew is at the Theta Xi house today working to increase the donor registry and spread donation awareness in honor of HERO Micky Fazio, who was a member of ThetaXi.

If you're in the area, or know someone on campus we'll be here until 6 p.m. so stop by! We have some awesome prizes!

#GeauxPontomPR 💜💛

#DonateLife 💚💙

#DonateLifeLa 💚💙



**donatelifela**

Pennington Biomedical Research Center >



55 likes

**donatelifela** 8th annual Rabalais Run for Life in the books!

What a great day for honoring HEROES, celebrating life & working together to #MakeLifeHappen 💙💚

Thanks to all those who helped Louisiana Organ Procurement Agency & Rabalais Estate Planning, LLC make this day one to remember...❤️

#ShowMeYourHeartLA

#RRFL2018



**donatelifela**



156 views · Liked by **manshipschool**

**donatelifela** The 8th annual 'Rabalais Run for Life' was simply....amazing! Thank you to all who helped us #MakeLifeHappen!

Special thanks to members of our #LSU team (creative students with Manship School of Mass Communication!) who are working this semester to #SaveMoreLives! They made this 'look back' video for us to enjoy! Please share!

Title Sponsor:

Paul Rabalais of Rabalais Estate Planning, LLC - thank you for supporting donation! @manshipschool


View 1 comment

OCTOBER 11








 fred'sbar


**ANNUAL THETA XI  
BLOOD DRIVE**


**DATE: Oct. 17<sup>th</sup> & 18<sup>th</sup>**  
**TIME: 11a.m. to 6p.m.**  
**PLACE: Theta Xi**

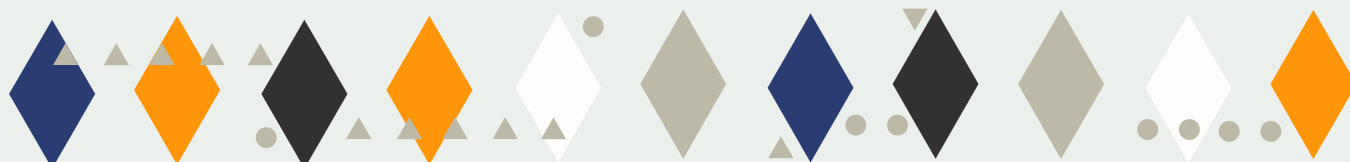
 **LOPA**  
MAKING LIFE HAPPEN

**RAFFLE PRIZES**  
**TWO \$50 BAR TABS**  
**ONE \$100 BAR TAB**

\*Must give blood & be an organ donor to enter\*

 **OUR LADY OF THE LAKE**  
ALL DONATIONS WILL GO TO  
OUR LADY OF THE LAKE  
HOSPITAL IN BATON ROUGE

 **DONATE  
LIFE**



# WEBSITE

[https://www.spyfu.com/overview/domain?  
query=https%3A%2F%2Fwww.donatelifela.org%2F](https://www.spyfu.com/overview/domain?query=https%3A%2F%2Fwww.donatelifela.org%2F)

Easy to use and register with different language options. Their “Learn” page could include more details or links to medical websites/LOPA that could give detailed information or personal stories that could help people make decisions. The “Donation & Funeral Services” and the under 18 categories could definitely be linked to more information. It would be good to add a category on their page that lets people know about the other services LOPA/Donate Life offers to grieving families, or at least links it to LOPA’s site for family services.

Donate Life LA does need to update their calendar to be more viewer-friendly on the website. Maybe include promotional material for the Rabalais run and other events or a way to RSVP through the website? When you click on a date, it opens a new tab with google calendar and tries to add it - not everyone has a google calendar so it would cause confusion.

## Most used keywords by Donate Life Website

Most Valuable Keywords

Type to Filter

EXPORT

<input type="checkbox"/> Keyword	Rank (Change)	Cost/Click	Ranking Difficulty	Searches/Mo	Est. Clicks/Mo	Est. Click Value/Mo	
<input type="checkbox"/> <a href="#">donate life</a> <a href="#">donatelifela.org</a>	33 (0 →)	\$0.70	38	4.4k	17.6	\$12.29	
<input type="checkbox"/> <a href="#">organ donor registry</a> <a href="#">donatelifela.org</a>	27 (0 →)	\$0.60	48	1k	6.71	\$4.02	
<input type="checkbox"/> <a href="#">donation registry</a> <a href="#">donatelifela.org</a>	28 (7 ↑)	\$1.34	36	40	0.26	\$0.35	
<input type="checkbox"/> <a href="#">donate life store</a> <a href="#">donatelifela.org/promote.html?s=</a>	47 (2 ↓)	\$0.32	42	70	0.27	\$0.09	
<input type="checkbox"/> <a href="#">donor tissue</a> <a href="#">donatelifela.org</a>	33 (0 →)	\$1.91	48	390	0	\$0.00	
SubTotals:				5.9k	24.8	\$16.75	



# How keywords are used in groups

## Keyword Grouping

Top Keyword Groups

Top 1,000

donate (3 keywords)

other (2 keywords)

Group by Words:

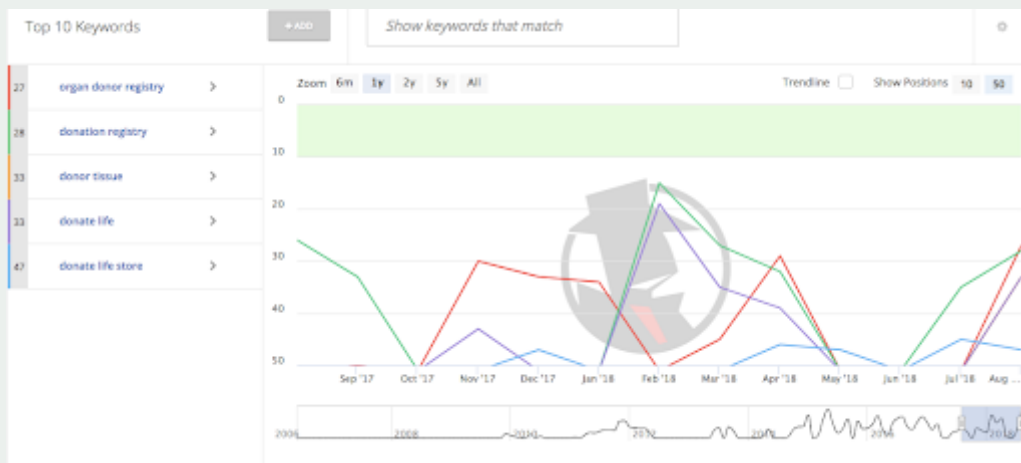
All Keywords

Type to filter

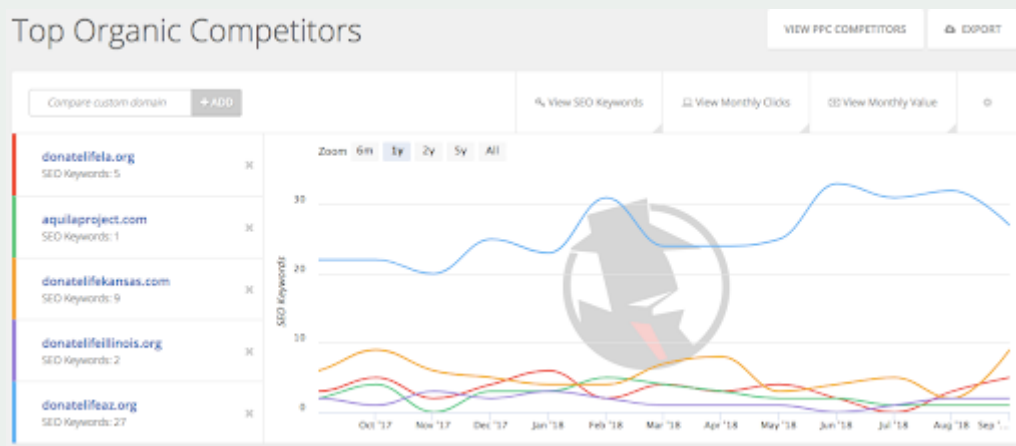
Export

<input type="checkbox"/> Keyword	Monthly Search Volume	Cost Per Click	Seo Difficulty	Monthly Cost
<input type="checkbox"/> donate life	4.4k	10.70	37.6	1180
<input type="checkbox"/> organ donor registry	1000	10.60	48.5	113.20
<input type="checkbox"/> donor tissue	390	11.91	48.4	10.00
<input type="checkbox"/> donate life store	69.9	10.32	41.9	12.10
<input type="checkbox"/> donation registry	39.9	11.34	36.4	115.90
SUBTOTALS:	SUM 5.9k	AVG 10.97	AVG 42.6	SUM 1211

## Keyword Grouping



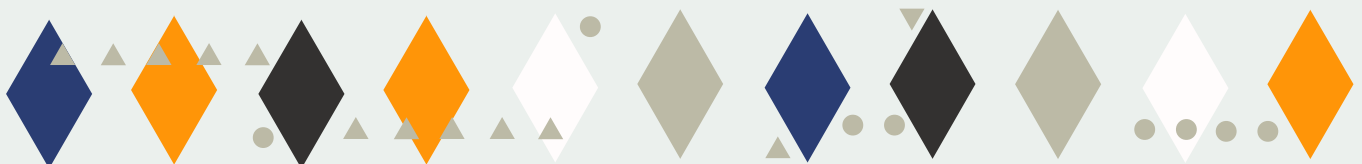
## Competitors





## Social Media Evaluation

Pontem PR did not have access to LOPA and Donate Life LA's social media. However, Pontem PR helped LOPA and Donate Life LA generate content for their social media accounts. Donate Life LA made five tweets involving Pontem PR and the events Pontem PR was involved. Donate Life LA made nine Facebook and Instagram. Pontem PR worked to create a hashtag to use this semester and decided to use #showmeyourheartLA. This hashtag was publicly used 10 times across all social media. Pontem PR members collaborated to design a Facebook profile picture frame that launched before the Rabalais Run for Life and expires December 2018. There was no definite method to gauge the number of people who used the frame, but we estimate over 20 people utilized this frame. We also each wrote blog posts for LOPA to post on its social media or its podcast, The Gifted Life. LOPA posted one of these blogs. Pontem PR member created a video based on pictures and videos from the Rabalais Run for Life. This video was posted on Donate Life LA's Facebook page and received over 800 views. Pontem PR members were included in Donate Life LA's first instagram story.



# Evaluation and Recommendations

## EVALUATION

Prior to starting the implementation portion of the public relations campaign, PontemPR strategically developed two broad goals and two objectives for each goal. We designed the goals and objectives to specifically tackle the problem statement devised through our primary and secondary research. These goals and objectives are explained in detail in the Campaign Goals, Objectives and Strategies section (page three) of this campaign book. PontemPR successfully matched most of the campaign goals and objectives within the 12 week period of the campaign.

Our agency educated over 700 Louisiana residents about truths and myths of organ, tissue and eye donation. This number exceeded our original target of 500 residents. We did not create an informational video dispelling myths and promoting truths of donation as was originally planned, but the team did create an online Debunk the Myth game through the educational website Kahoot and a transportable Lopa-palooza trivia game which both served as interactive and informative tools for this objective. Each member created a blog post during the campaign to promote interest in LOPA's "The Gifted Life" podcast. Pontem PR reached out and engaged with over 100 individuals through in-person conversations on LSU's campus. This objective was met through the attendance of several events which took place on the college campus. The tactic of walking through LSU's campus prior to the LSU vs. Ole Miss game on October 29, 2018 was successfully completed by PontemPr team members.



Pontem PR acquired donations from five local businesses including food, discounts and gift certificates. The donations from Buffalo Wild Wings, City Slice, Calientes, Canes, and Fred's Bar amounted to a \$805 value. Our team communicated with business owners and managers via in-person meetings, letters and emails. These partnerships resulted in an increase of attendance and participation at informational discussions and LOPA events. PontemPR successfully had an increase in attendance we were able to successfully attract over 300 people to our six campus events. We stimulated pride in students who had already registered to be organ donors, and added 50 people to the organ donation registry. Registered and registering donors were entered into gift card raffles and given Donte Life and LOPA promotional materials.

## RECOMMENDATIONS

Once LOPA creates their own Instagram account, the account can be linked to their Facebook so their stories will be posted on both sites. PontemPR recommends that LOPA utilize their social media in future campaigns specifically as LOPA instead of Donate Life LA. For Instagram and Twitter, we think educational infographics and fun, interactive social media posts will be more easily "liked", shared and bring attention to the cause. Some suggestions for Instagram "highlights" will be for the different runs around the state, hero stories, donor family picnics. For Twitter, we suggest interacting with influential Twitter users both inside the Donate Life community and outside of it. We also suggest using one-two constant hashtags with every post. We also found that videos have the most shareability on Facebook in particular. We suggest creating video tours of the eye bank, the new building in Covington, the call center, and the Gifted Life podcast studio.

We also found that residents who wanted to register did not know how to register. If LOPA pushes online registration through their website on social media, there will be greater awareness on how to register. Create screen sharing videos to be posted specifically on Instagram and Twitter of how to register to be an organ donor. We would like to see the agency promote large events ahead of time, rather than several weeks in advance. LOPA's posts should target people outside their immediate circle of followers.



There seems to be too many small events that crowd the agency's calendar. We suggest that LOPA highlight larger events rather than overloading their followers' feeds with so many events.

For LOPA's website we suggest that they create a "The Gifted Life" tab for the podcast to start playing directly on the site. We also suggest that under that tab it should have both a podcast and blog option. This way, it gives viewers the option to choose exactly what they want and can easily find what they are looking for.



# Budget

## Donations:

Buffalo Wild Wings Gift Card(2).....	\$20*2= \$40
Caliente Gift Cards (4).....	\$15*4= \$60
Fred's Bar Tab.....	\$50
Fred's Bar Tab.....	\$50
Fred's Bar Tab .....	\$100
City Slice Gift Card.....	\$20
LOPA Merchandise.....	\$485

TOTAL: \$805

## Expenses:

Print Materials.....	\$55
Canes Food.....	\$132
Cups.....	\$20

TOTAL: \$207







Grace Romero  
Andrea Sagnard  
Peyton Short  
Kayla Swanson  
Emma Troth  
Diamond Yarbrough

