



## UPSTATE NEW YORK TRANSPLANT SERVICES DONATE LIFE COLLEGE-BASED PROGRAMS

### **Description:**

Upstate New York Transplant Services (UNYTS) is committed to working collaboratively with Western New York's colleges and universities. The specific nature of these partnerships can vary based on the needs and interests of each individual school. Whether you're simply interested in having a Upstate New York Transplant Services representative give an in-class presentation once a semester or you'd like to implement a semester-long service learning opportunity for your class, we're happy to discuss the various ways in which we can develop a meaningful collaboration. While the nature of our partnerships may be different from school to school, one thing will be certain; Upstate New York Transplant Services will do all it can to provide students with an education on the issues that are at the heart of our organization's mission: organ, tissue and blood donation. With that in mind, here is a short list of some of the ways that Upstate New York Transplant Services and local colleges/universities can work together:

1. Donate Life Awareness Campaign Development
2. Donate Life Awareness Campaign Development and Implementation
3. Donate Life Blood Drive Support
4. Donate Life Blood Drive Implementation
5. Donate Life Research Program
6. Donate Life Presentation

[\\*\\* Please see attached page for a more detailed description of these programs\\*\\*](#)

### **General Information:**

- If you feel as though students would benefit from taking a tour of Upstate New York Transplant Services facility, we would be happy to provide them with this opportunity. A visit to our facility at 110 Broadway in downtown Buffalo allows students to meet our staff, see our departments "first hand" and ask any pertinent questions they may have about donation/transplantation.
- Upstate New York Transplant Services will supply students with all of the basic facts and information they'll need to understand the importance of organ, tissue and blood donation.
- Upstate New York Transplant Services can provide students with access to any promotional materials or supplies that are needed as a part of their work with our organization, such as brochures, donor registry cards and more.
- College/university programming can take a variety of different shapes and forms, so it is important to note that Upstate New York Transplant Services strives to be flexible. For example, we understand that when working with different professors at different schools, each of them will undoubtedly have their own unique course objectives, educational goals and syllabus. Rest assured that we'll do all we can to adjust our programming to appropriately fit your needs.





## Project Ideas:

- Plan and implement an on-campus awareness event encouraging giving “the gift of life”.
- Create marketing tools (such as t-shirts, brochures, table tents, flyers, posters, etc.) to help spread awareness on the serious need for organ, tissue and blood donation or to promote the program event.
- Work with the student association or campus administration to have an information table set up on campus.
- Work with the school newspaper to print an article on the need for organ, tissue and blood donation.
- Create a radio or television advertisement promoting organ, tissue and blood donation.
- Write a jingle that promotes giving the gift of life through organ, tissue and blood donation.
- Work with the school television and/or radio stations to air information regarding organ, tissue and blood donation or to promote the planned awareness event.
- Implement a challenge for on campus clubs or organizations to see how many New York State Donor Registry cards or units of blood can be collected through their assistance.
- Create a documentary or educational video to show the target market.
- Arrange for speakers to come to the campus and speak about their personal experience with organ, tissue and blood donation.
- Ask other professors or faculty on campus if you can speak briefly or give a brief demonstration on organ, tissue and blood donation at the start of their class. Use the opportunity to tell the class about any events you will be promoting through the duration of the project.
- Arrange for someone to speak at the half-time of a sporting event. Have a table of information and New York State Donor Registry Cards available for people to sign up.
- Work with on campus businesses to see if they will donate food, beverages or a service to your event, or offer a discount for those who sign a New York State Donor Registry Card or donate a pint of blood.
- Implement the Students for Organ Donation club on your campus. For more information please visit: [www.studentdonor.org](http://www.studentdonor.org).
- Think of something creative and new to spread awareness or market the planned event!

## For more information please contact:

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- or -

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## UPSTATE NEW YORK TRANSPLANT SERVICES DONATE LIFE COLLEGE-BASED PROGRAMS



**Title of Program:**    **Description of Program:**

**Donate Life  
Blood Drive  
Support**

Students will learn how to effectively advertise, market and promote a blood drive (or drives) that Upstate New York Transplant Services already has scheduled on your campus.

**Donate Life  
Blood Drive  
Implementation**

Students will work with the Upstate New York Transplant Services staff to learn how to develop, advertise, market, promote and ultimately implement a blood drive (or drives) on campus.

**Donate Life  
Awareness  
Campaign  
Development**

Students will develop a public relations, marketing or advertising plan for Upstate New York Transplant Services. This may (or may not) include the development of public relations materials (such as posters, brochures, videos, etc.)

**Donate Life  
Awareness  
Campaign  
Development &  
Implementation**

Students will develop a public relations, marketing or advertising plan for Upstate New York Transplant Services. This will include the development of public relations materials (such as posters, brochures, videos, etc.). Students will also be responsible for implementing the campaign on their college campus (in an effort to increase knowledge and support for organ, tissue and blood donation within their college community).

**Donate Life  
Research  
Program**

Students will conduct a research project that focuses on a specific community and their related knowledge, attitudes and beliefs on organ, tissue and blood donation. This project typically involves the development of a needs assessment, survey tool, data collection, data analysis and plan development/recommendations for addressing the needs of the specified community. Please note that implementation of the actual plan and/or recommendations may or may not be a part of this program; this will be left up to the professor's discretion.

**Donate Life  
Presentation**

Students will learn about Upstate New York Transplant Services and the issues of organ, tissue and blood donation through an in-class presentation by a Upstate New York Transplant Services staff member or representative. Although this kind of presentation is more "small scale" than other projects, it is still a great way to incorporate Upstate New York Transplant Services and the concepts of organ, tissue and blood donation in.

**Students studying the following disciplines might benefit:**

Advertising, Marketing, Public Relations, Business, Public Health, Social Work, Communication, Art, Graphic Design, Health and Wellness, Education, or Nursing. (This kind of project would also be good for individual students, fraternities or sororities that need to complete community service hours or projects.)

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