



High School Challenge

The competition will run **October 14th through November 5th**. This runs through Halloween and National Donor Sabbath. Our competition theme this year is color/90s patterns. Get creative with your marketing!

This can be used for your chapter reporting and scrapbook for service, etc. Pictures can also be used on KODA and Trust for Life's Social Media and possibly Donate Life America.

Supplies provided to the Chapters include:

- Bridge2Life App (Guide to donation AND allows quick, paperless submissions for points on both [iPhone](#) and [Android](#))
- Brochures & Marketing Materials to educate the public
- Talking points for your use
- [Electronic Toolkit](#)
- Webinar- Date to be announced

If you need additional supplies, contact Crysta McGee (c.mcgee@kodaorgan.org).

Goals

1. To get at least 60 new registries (5 a day!)-100 if your group has over 50 members.
2. Get at least 100 points on the scorecard- 125 if your group has over 50 members

Whoever gets the most registries and points, wins the cash! Other prizes will also be given away including a **Social Media Star** prize.

Rules

1. Pictures must be taken of all events for points
 - a. You **MUST** submit these pictures through the Bridge2Life App
2. Your chapter will use your designated RegisterMe link to register people- anyone over the age of 15 can sign up. This link will be given out on Oct. 14.
3. **Use the hashtag #DonateLife18 on all social media posts**
 - a. If your social media is private, we can't see it, so submit a screenshot through Bridge2Life
 - b. Like Kentucky Organ Donor Affiliates on FB, Follow @DonateLife.KY on Instagram for inspiration
 - c. Be sure to share your RegisterMe link on social media as well!
 - d. We can provide a Snapchat filter for events, we just have to know a month ahead of time

4. You **CAN** do something that is not listed on the scorecard, let Crysta know your idea and she will assign points accordingly
5. Events must take place Oct.14-Nov 5; however, publicity can start earlier so public can know (school newsletter, etc.)
6. Let Crysta know when your events will be so you can get media coverage
7. Some of your schools may have a connection to donation, if you'd like those stories, please reach out to Crysta
8. If you have an idea on a giveaway, etc. we can provide you with a few extra items, let us know in advance that you need them
9. We will be providing teaching materials so your students can learn about organ and tissue donation before the competition

Time frame suggestions:

A month ahead: Write-ups for newsletters and school newspaper, promote events that need to be attended by public, start commercial

Day 1 Hang Posters in school and public buildings, begin social media campaign **#DonateLife18**

Day 2 Flyers on windshields

Day 3 Tabling at lunch

Day 4 Begin editing commercial

Day 5 Blue Green Day

Day 6 Movie night and discussion afterwards

Etc.

Tips:

- Assign a passionate student to lead
- Plan ahead!
- Think outside of the box
- Take pictures of everything!
- Start on the commercial/video first thing

**If you have questions or need examples,
Contact Crysta McGee, 502-581-9511, Extension 6960
or c.mcgee@kodaorgan.org**

To sign up, please click [here](#) or go to <http://bit.ly/DLHSCheckout>



Score Card

Goal: Earn 100 points. Register 60 new people!

Points per Activity	Chapter Event
50	Create Commercial to promote donation & the Registry for YouTube Examples in Toolkit
40	Have school wide assembly inviting donor family or recipient. We can help coordinate speakers
40	Schedule speaking engagement at a local organization (Lions Club, Chamber of Commerce, church, etc.) You all can do it or you can contact us if you want us to come down
25	Host movie night and discuss donation (John Q, The Wish, other movies)
25	Proclamation signing by city officials (mayor, city council, etc.) Example proclamation in Toolkit
20	School Wide Door decorating contest
20	Local Radio Show
20	Local Newspaper Article
15	Interactive Art (Ex: Before I die... boards or use phrase like Because of donation...)
15	Design a t-shirt that could be used for a campaign to register donors-use blue & green
15	Work with Circuit Clerk office to facilitate registry event
15	Host a registry event inviting a donor family member, transplant recipient or someone from the community on the waiting list
10	Design a bookmark for use in churches
10	Design a bulletin board about donation and the Registry
10	Feature donation somehow at your Halloween event
10	Design and hang posters encouraging peers to register to be an organ donor
10	Cafeteria information booth 2 x's
10	Implement a "Blue and Green Day"
10	Photo Booth Pictures (use own props)
10	Article in School newspaper about project
10	Visit your Circuit Clerk's office to thank them for growing the Registry
10	Facebook/Snapchat Blitz at least 8 days #DonateLife18
10	Twitter/Instagram Blitz at least 8 days #DonateLife18
10	Deliver brochures/bookmarks to 5 Churches
10	Deliver brochures/posters to 3 doctors office waiting rooms & lobby areas
10	Design a storefront window using Donate Life colors
10	Community Signage (Banks, stores, Churches, etc)
5	3 School Announcements
1	Get students to follow @DonateLife.KY on Instagram- 1 point per follow
1	Get students to download LifeLift- 1 point per download
Points Vary	Create your own event