



Grant Application

Grant Application:

Project Title: “Go Green: Donate Life”

Applicant/ Organization: University of Nebraska at Omaha’s Maverick PR Public Relations Student Society of America (PRSSA) chapter.

Address: School of Communication, Arts & Sciences Hall, Room 140-E
University of Nebraska at Omaha
6001 Dodge Street

City/State/Zip: Omaha, NE, 68182-0112

Phone Number: 402.554.2246

Email Address: kweber@unomaha.edu

AMOUNT REQUESTED: \$300.00

By submitting and signing the proposal, the applicant agrees that if a grant is awarded, it will operate the project as described in the Application for Project Funding.

Signature of authorizing official: _____

Please attach the following information:

- I. **Project Description** – Clearly describe the proposed project, including the target audience the project will reach, the need for the project, the barriers to reaching the audience and a detailed work plan and timeline.
- II. **Goals and Objectives of the Project** – Clearly describe the goals and objectives of the project and how the results will be measured and reported.
- III. **Qualifications** – Describe your organization and its mission; the qualifications and experience of the key people who will carry out the project and whether any other organizations or individuals will be involved in carrying out the project.
- IV. **Budget** – Include an itemized budget and narrative that supports the need for each budget item.

Send the completed application to **Nebraska Organ & Tissue Donor Coalition**, 988137 Nebraska Medical Center, Omaha, NE 68198-8137.





Grant Application:

Nebraska Organ and Tissue Donor Coalition 2010 Grant Application University of Nebraska at Omaha chapter of the Public Relations Student Society of America (PRSSA) MaverickPR

I. Project Description

MaverickPR, the University of Nebraska at Omaha chapter of the Public Relations Student Society of America (PRSSA) will hold its “Go Green- Donate Life” Campaign April 20 & April 22 in partnership with the campus Earth Day celebration.

Each year Maverick PR participates in the National Organ Donor Awareness Competition (NODAC) sponsored by the Rowan University PRSSA chapter. In this competition, chapters across the nation research, plan and execute a campus event to educate students, faculty and staff on the importance of organ and tissue donation and to build their state’s donor registry.

We seek to reach our primary target audience of students through multifaceted events that actively engage the campus community. UNO students, faculty and staff comprise our primary target audience because we believe they are the bridge that will educate the public. Our secondary audience is families, friends, other local colleges, community and local media.

To best reach our target audiences, our team has planned a series of events that begin Tuesday, April 22, 2010 with a brunch and discussion presented by a panel of experts from the Nebraska Organ Recovery System. Our main event takes place Thursday, April 22 outside on the UNO Student Center Plaza. Teams from five different UNO student organizations will compete in a “Build a Life” contest from 11 to 11:30 a.m. This game gives student groups the opportunity to enter in a competition designed to create a “life” out of recycled materials. This game carries out our message through creativity and collaboration with Earth Day.

Following the game, Jordan Shaw, a 22-year-old kidney transplant recipient, will share his story of how his transplant saved his life. An organ donor recipient who is the same age as many of the target audience members personalizes the cause and adds emotional appeal to our event. Shaw’s story carries human interest because his body has begun to reject his donor kidney and he remains on a waiting list for another kidney.

To further draw students to our event, the alternative rock band “skypiper” will play during the noon hour with period breaks to announce important facts and statistics about organ and tissue donation. During this time, our volunteers will distribute tote bags made of recycled materials full of swag, heart candy, Sun Chips, water and powdered drink packets to all students who sign up to become organ donors or who show their driver’s license as proof they are registered donors. In addition, we will set up informational tables with materials from our partners, NORS, Donate Life, The Chris Klug Foundation and Donor Dudes and Eta Sigma Gamma, health education fraternity throughout the event.

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II. Goals and Objectives of the Project: (See attached for complete plan of goals, objectives and tactics)

Goal: To research, plan and execute a successful event that engages UNO students in efforts to promote organ donation awareness.

Objective: To reach a minimum of 5 percent of UNO's 15,000 students. Through internal promotion of the importance of organ donation and the need to make sure all organ donors know they must make their wishes to donate clear to family members.

Objective: To register 35-50 new donors during April 22 campus event and check driver's licenses for proof of organ donor designation for 300 to 350 students.

Objective: To receive advance and event coverage from Omaha World-Herald, the Reader, City Weekly, key local radio markets and at least two out of the four local television news stations.

III. Qualifications

PRSSA is one of the most highly regarded pre-professional student organizations for students interested in public relations in the nation. In 2009, PRSSA named MaverickPR, the UNO chapter as Outstanding Chapter out of 284 chapters. In 2004, 2006 and 2008, UNO earned first place recognition in PRSSA's national awards for community service. During the same years, UNO earned first place recognition in the PRSSA National Organ Donor Awareness Competition and third place in 2007 and 2009. Our students are committed to academic excellence, professional development and community engagement.

Our research shows that college students are among the most receptive audiences to organ donation but their predisposition to organ donation does not translate into advocacy or action. We aim to change that complacency through our campaign. The mission of our 2010 team is to better engage and encourage students to become advocates for organ and tissue donation and to show our community how organ donation saves lives. According to Donate Life America, 90 percent of Americans say they support donation, but only 30 percent know the essential steps it takes to be a donor. Donating organ and tissue is the ultimate gift of life and people must be aware of how to donate organ and tissue.



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IV. Budget

Food for Panel on 4-20:

Coffee and bagels- \$40.50

Total= \$40.50

“Go Green” tote bags (200)- \$200.00

Total= \$200.00

Items for goodie bags on 4-22:

Chocolate hearts (200) pieces- \$15.00

Candy hearts- (200) pieces- \$20.00

Sun Chips (200) bags \$44.40

Poweraid powdered drink mix (200) packets- \$19.53

Water (200) bottles- \$30.00- donated

Total= \$98.93

Band skipiper:

Total= \$100.00

Labels for water bottles and bags: \$41.00

Total= \$41.00

Printing:

Posters (11X17) (50) \$35.00

Save the date cards (200) \$27.50

Total= \$62.50

Media Kits: (10)

Folders- \$6.15

Labels- \$11.99

Life Water for 12- \$9.95

Total= \$18.14

Sub Total- \$510.56