



Strategic Plan

Strategic Plan:

Strategic Plan Proposal for National Organ Donor Awareness (NODAC) Campus Event

“Go Green- Donate Life”

Nebraska Organ Donor Recovery System Panel

“Brunch & Be Informed”

Tuesday, April 20 in Omoho Room 3rd floor of MBSC from 10 to 11:30 a.m.

“Go Green-Donate Life –Earth Day Celebration

Games, Prizes, Free Food & Music

Thursday, April 22

MBSC Plaza from 11 a.m. to 2 p.m.

Presented by Maverick PR (UNO PRSSA)

Faculty Adviser: Karen Weber, kweber@mail.unomaha.edu

Event Coordinator: Jennifer Lane, jllane@unomaha.edu

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Primary Audience: University of Nebraska at Omaha students, faculty and staff

Secondary Audience: Omaha metropolitan community and news media

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





Strategic Plan:

RESEARCH

Goal: To familiarize core planning team with current statistics, trends and facts about organ donation to better plan for a successful event.

Objective: To have each team member review the following Web sites: www.unos.org; www.cota.org; krisklugfoundation.org; nedonation.org

- Conduct interview with Erin Cron of the Student Organizations & Leadership office to determine best strategies to reach students.
- Check with Stephanie Lochmiller, public relations director for the Nebraska Organ System Recovery System for updated state statistics and to arrange educational panel.
- Conduct interview with Marcia Adler, director of Student Health Services to find out ways to best engage students in health issues.
- Complete secondary research of articles on college students and organ donation.

Tactic: Complete primary and secondary research.

Deadline: Feb. 4

CREATIVE BRANDING OF EVENT

Goal: To design a creative brand for event name, logo and slogan for all promotional materials.

Objective: To reach a minimum of 5 percent UNO campus community through internal and external promotional materials.

Tactic: Hold brainstorming meeting to come up with program name, logo/slogan

Deadline: March 3

Tactic: Create first draft of creative branding materials.

Deadline: March 10

Tactic: Finalize design for creative branding materials.

Deadline: March 22nd

Tactic: Establish deadlines for all creative branding materials.

Deadline: March 22nd

Strategic Plan:

FUNDRAISING/GRANTS FOR EVENT

Goal: To raise money to pay for NODAC campaign.

Objective: To raise a minimum of \$300 through grants or donations.

Tactic: Contact Nebraska Organ Donor Retrieval Systems for grant application and schedule interview with public relations director, Stephanie Lochmiller.

Deadline: Feb 10

Tactic: Contact Buffalow Wild Wings to hold fundraiser:

Deadline: March 12

Tactic: Compile a list of potential donors/sponsors.

Deadline: March 10

Tactic: Determine budget for the event.

Deadline: March 16

Tactic: Write donation letter.

Deadline: March 17

Tactic: Finalize band decision

Deadline: March 17

Tactic: Finalize donation goals.

Deadline: March 17

Tactic: Apply for Seed Money grant from SOLP office.

Deadline: March 17,

Tactic: Finalize food and drinks.

Deadline: March 12





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Tactic: Determine swag items.

Tactic: Contact Marcia Adler to find out about possible partnership with MAV Wellness Stampede event Wednesday, April 28, on organ donation and physician/liver transplant speaker.

Deadline: March 17

INTERNAL MARKETING STRATEGY

FIRST PHASE

Objective 1: To reach a minimum of 5 percent of the UNO 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 2: To register 35-50 new donors during campus event and check driver's licenses for proof of organ donor 200-300.

Tactic: Write a news brief for campus calendar of event.

Deadline: March 17

Tactic: E-mail news brief/calendar of events to UNO Administrators, Deans, Greek Adviser and Wendy Townley, assistant media relations director, and student groups-Valerie Thompson, Health and Human Services- Marcia Adler.

Deadline: March 20

Tactic: Compile list of UNO classes/instructor contacts of Thursday classes between 10 a.m. and 2 p.m.

Deadline: March 20

Tactic: Write electronic invitation letter to UNO faculty/administrators.

Deadline: March 17

Tactic: Create Facebook page to promote events.

Deadline: March 20

Tactic: Make arrangements with Sharon Larson for promotions in the student center. (table tents, promotional tables, large banner.

Deadline: March 12

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Tactic: Hang large banner in student center one week before event.

Deadline: April 12

Tactic: Finalize event logistics: event timeline, panelists, speakers, entertainment and other activities.

Deadline: March 25

SECOND PHASE

Tactic: Display posters for event in key areas: **Milo Bail Student Center, University Village, Health, Physical Education and Recreation (HPER) and other key campus buildings.**

Deadline: March 26

Tactic: Finalize swag order.

Deadline: March 25

Tactic: Send e-mail reminders to key participants and stakeholders.

Deadline: April 5

Tactic: Confirm list of classes that will attend and what time.

Deadline: April 5

Tactic: Confirm donations for food, door prizes and swag.

Deadline: April 5

Tactic: Create large banner to hang in Student Center.

Deadline: April 5

Tactic: Promote event at Student Center passing out handbills from 11 a.m. to 1 p.m.

Deadline: Tuesday, April 13 and Thursday, April 15

Tactic: Continue passing out handbills in designated classes. Send e-mail reminders for event.





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EXTERNAL MARKETING (MEDIA) PLAN

Goal: To obtain media coverage of NODAC event.

Objective 3: To receive advance and event coverage from Omaha World-Herald, the Reader, City Weekly, key radio markets and at least two out of the four local television news stations.

Tactic: Research articles to determine bullet points for fact sheets and text for backgrounder.

Deadline: April 5

Tactic: Write fact sheets and backgrounder for media kit.

Deadline: April 5

Tactic: Make PSA radio scripts for event.

Deadline: April 5

Tactic: Write news release and news alert for the event.

Deadline: April 5

Tactic: Write cover letter, panelist bios and finalized event timeline for media kit.

Deadline: April 5

Tactic: Distribute media kits to targeted local media.

Deadline: April 10

Tactic: Send news release out electronically.

Deadline: April 15

Tactic: Pitch event on local radio and mid-day TV shows.

Deadline: Compile list (April 10th); Begin contacting stations (April 12)

Tactic: Send out news alert reminders.

Deadline: April 16