

**Turning Apathy Into Action: Second Chance Champions
Category 12C: Public Service Government
Fahlgren Mortine with Donate Life Ohio
and the Ohio Department of Health's Second Chance Trust Fund**

Situation: Registering More Donors So Fewer Ohioans Die

The concept of waiting has changed in America. We live in an on-demand world thanks to brands such as Amazon, Apple and Netflix. We don't even have to wait in line at Starbucks anymore thanks to mobile ordering. So when we do have to wait – in traffic or in line or for the doctor – we get frustrated, if not angry. In this world, imagine waiting for an organ required for you to stay alive. Not even Amazon can guarantee a delivery time. So you wait. This is life for more than 3,400 men, women and children in Ohio who are waiting for a life saving organ.

Fahlgren Mortine's challenge was to help shorten those waits and enable more happy endings. More specifically, Donate Life Ohio and the Ohio Department of Health's Second Chance Trust Fund engaged the agency to increase awareness, education and registration of organ, eye and tissue donors to help save approximately 200 Ohioans who are dying each year waiting for a life-saving organ.

Based on past registration and Bureau of Motor Vehicles (BMV) reports, Donate Life Ohio set a statewide goal of adding 65,000 new registrants to the Ohio Donor Registry between February and July 2016.

Research: One in Three Non-Registered Ohioans Can Be Converted

In 2010 Donate Life Ohio partnered with the University of Cincinnati to conduct the Anatomical Gift Family Survey. The resulting report, "Report Card: The State of Organ, Eye & Tissue Donation in Ohio" helped illuminate what Ohioans thought about organ donation and identified the top three myths people associated with donation: *"I'm too old to donate."* *"It's against my religion to donate."* *"Doctors won't save me if I'm a registered donor."*

These insights were used to create a myth-busting campaign from 2011-2014. While the campaign was extremely successful in the beginning, registration numbers began to plateau in 2014. The ratio of donors to wait-listers was going in the wrong direction. Apathy was winning.

So we had a choice; spend considerable budget on new research and reduce campaign implementation dollars, or, trust the fundamental findings of the existing research but mine for new insights from the data. We chose option two in order to allocate more budget to reaching potential donors.

Our team looked at the respondents who said they would not register as a donor. Segmenting the data led us to find that of this group, 22 percent said they weren't sure why they said no and an additional 11 percent said they needed more information. Collectively, nearly 33 percent of "no" respondents didn't have a specific reason. This segment was our ticket to saving lives. The data also told us that 86 percent of respondents said that real life stories of organ recipients were an important factor when making a decision about organ donation.

Planning: Emotion-Based Content Marketing

Objectives

- Increase consumer engagement with Donate Life Ohio
- Drive relevant traffic to www.donatelifehio.org/register
- Register 65,000 new registrants to the Ohio Donor Registry in six months

Our strategic approach was based on the premise that apathy could be turned into action if we could emotionally connect with potential donors via real-life recipient stories at uniquely relevant times.

We solved the content challenge by leveraging the 2016 Transplant Games of America, which were being held in Ohio. The games feature organ, eye and tissue recipients competing in a variety of sporting events. Each recipient is living proof of the benefit of organ, eye and tissue donation.

We chose video as our format for its ability to engage viewers emotionally. We also customized a message for pre-roll (the content that runs before the video you really want to watch) to capitalize on the unique opportunity to convey the “waiting” agony while viewers were feeling their own waiting frustration.

Execution: Thank You, from the Bottom of Your Heart

Equipped with seven videos featuring heart, kidney, double lung, liver, cornea and bone and tissue recipients, we created a digital hub with earned, shared, owned and paid spokes. Our campaign drove to a page that allowed visitors to register as organ, eye and tissue donors and featured long-format videos encouraging visitors to learn more.

Content was distributed and traffic was driven to the hub through these channels:

- Pre-Roll Videos – engaged potential donors when they waited to view content online. Our videos focused on comparing the impatience of waiting for your video with the agony of waiting for a life-saving transplant.
- Digital Media – deployed digital banners to drive traffic to the registration page encouraging visitors to learn more and register.
- Television – extended awareness throughout Ohio. Content focused on a heart recipient who waited nine months for a new heart when he was 14 and a kidney recipient who has celebrated 43 years with his new kidney.
- Social Applications – recipient stories were integrated into social discussions on Facebook, Twitter and Instagram, which helped extend engagement beyond paid media efforts. As the videos gained popularity, we received interest from several additional recipients wanting to share their stories.
- BMV Point-of-Purchase – finally, we could not ignore the reality that 99% of Ohioans register to be a donor at their local BMV when they renew their driver’s license. To be top of mind, we created posters and in-BMV TV ads so people would see our messaging right before they were asked to register.

Evaluation: 3.9 Million Lives Potentially Saved or Enhanced

Our efforts achieved all stated objectives and generated more than 43 million impressions in six months.

Objectives	Results
Increase consumer engagement	<ul style="list-style-type: none"> • Viewers completed online videos 88 percent of the time, which is 15 percent above the standard benchmark for completion. • Over 100,000 social engagements.
Drive relevant traffic to www.donatelifeoio.org/register	<ul style="list-style-type: none"> • Our videos, as well as the other digital components, created more than 20,000 site sessions (78 percent increase over prior year) on the landing page that directly resulted in 7,054 new donors. • This means that one in three site visitors converted, and those conversions can save or enhance 409,132 lives.
Register 65,000 new registrants to the Ohio Donor Registry in six months	<ul style="list-style-type: none"> • This campaign registered 67,471 new donors (104% of goal) between February and July 2016. • Collectively, these new registrants have the potential to save or enhance up to 3,913,318 lives*. <p><i>*A single donor has the power to save eight lives through organ donation and enhance 50 more lives through tissue donation.</i></p>