



**AMAT**  
Association for Multicultural Affairs  
In Transplantation



# Increasing Donor Registration Through Sports

- Why Sports?
- Where Do I Start?
  - Community Relations
  - Player Endorsements
  - Sponsorship
- Strategy
- Suggestions
- Questions





**SPORTS MARKETING**

# SPORTS MARKETING

- Engaging
- Large Draw
- Passionate Fan Base
- Media Attention
- Memorable
- Exciting

Automatically Implies A Wining Attitude



# ORGAN DONATION IN SPORTS



Tom Walter, Wake Forest baseball coach, donates kidney to player Kevin Jordan



Chris Henry – saves four lives through organ donation



JaMarcus Russell – family member in need





COMMUNITY RELATIONS

# COMMUNITY RELATIONS



Teams are looking for relevant ways of supporting the community just as non-profits are looking for community partners. Make certain that you are not only providing information about your group to the teams in your area, but that you're establishing a good contact within the organization. Community relations departments tend to have great relationships with a dozen or so groups that they can count on. Successful partners exhibit a high level of professionalism, are grateful for the perks they receive, and are tactful when they present opportunities.



## Quick Tips

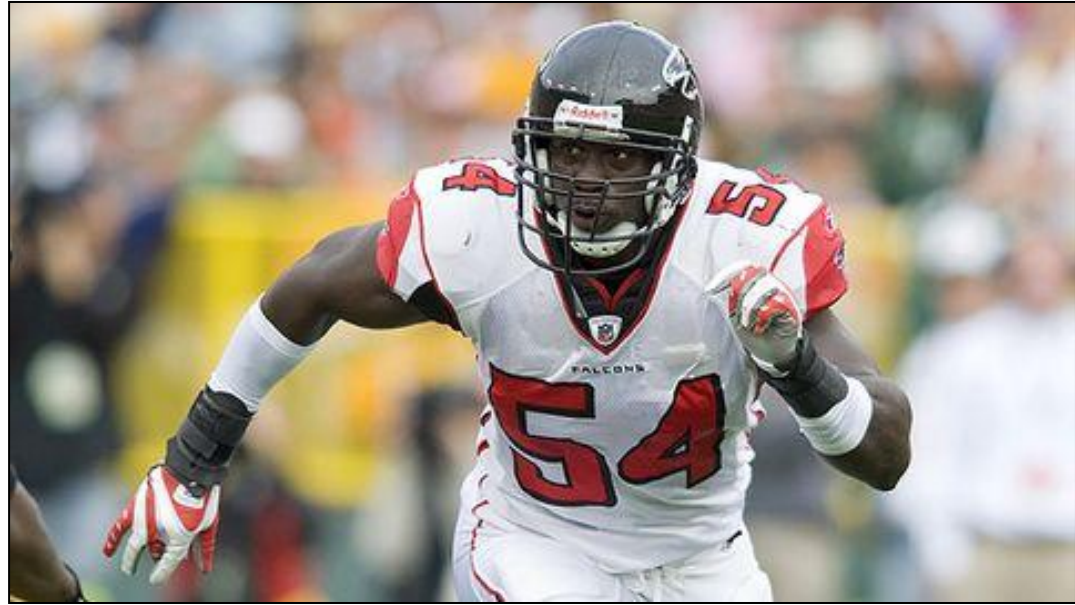
- Educate local teams on what it is you do
- Develop a relationships at each team
- Don't ask for "stuff" - present "opportunities" for team to be involved
- Use "reference stories" to explain your objective in the partnership





**PLAYER ENDORSEMENTS**

# PLAYER ENDORSEMENT



Professional athletes want to give back in areas that are important to them. Two great examples of this are Alonzo Mourning's relationship with the Miami Transplant Institute and Stephen Nicholas's relationship with the Georgia Transplant Foundation. While Mourning personally underwent a successful kidney transplant, Nicholas was in need of a heart transplant for his son in 2008.



## Quick Tips

- Understand if there are sports personalities within your current network
- If CR representative can't help, contact agent/foundation of player directly
- Use “reference stories” to explain your objective in the partnership





SPONSORSHIP

# SPONSORSHIP



Sports sponsorships are an extremely effective way of garnering the attention of a large group of passionate fans. These opportunities, if done correctly, should include a plan to generate awareness and provide the ability to increase donor registrations. While sponsorship does cost money, it also provides your organization with a dedicated support person at the property level who will consult, design and implement your campaign. Not only will sponsorship experts be able to provide you with a strategic approach, but they can also link community relations and player endorsements together in a succinct manner to achieve your donor registration goal.



## Quick Tips

- Investing marketing dollars in sponsorship will ensure assistance from team
- Sponsorship can tie all aspects of your sports marketing efforts into a campaign
- Make sure sponsorship generates awareness
- Make sure sponsorship provides a platform for increasing donor registration





STRATEGY



# CHALLENGE

**LifeLink** will partner with CSS Sports Properties to gain exposure among college football fans across the states of Florida and Georgia by initiating a challenge that will educate fans of each team on the benefits of organ transplantation. Throughout the 2011-12 college football season, Florida and Georgia fans will go head-to-head to see which team can inform the most individuals within their respective states about the benefits of becoming a registered donor thus increasing the amount of registered donors. Through the season **LifeLink** will use SportsNite as a platform to highlight stories of athletes who were a donor recipient or have a family member who received an organ donation to paint a positive picture of a process that is often viewed as being negative.

During our live broadcast from Jacksonville Landing prior to the UGA vs. Florida Game, the results of the challenge will be revealed and a winner will be determined based on the number of new donor registrations collected from August – October. Everyone who participated in the challenge will be thanked and while one team will have collected more donor registrations than the other, everyone will go home a winner knowing that they have done their part to donate life!



# MEDIA – AWARENESS



**SportsNite**  
**Monday – Friday**  
**6PM - 7PM**  
**August - October**

- Utilize sports show to highlight stories of athletes connected to organ transplantation
- Utilize show to generate awareness of organ transplantation
- Utilize show to initiate and promote the Donate Life Challenge
  - Example: State of Georgia vs. State of Florida



# EVENT MARKETING – AWARENESS



- Utilize on-site event marketing to interact with and educate fans one-on-one
- Utilize pre-game show at rivalry game as a destination to reveal the results of challenge
  - UGA vs. Florida





SUGGESTIONS



## LOCAL

Develop a list of best practices in sports sponsorship from across the country.

- Use reference stories to approach teams/players with concept
- Replicate successful programs in new markets

## REGIONAL

Work together with other agencies in your region to create a challenge where everyone wins. This can be used to increase donations or registrations.

- Donate Life Challenge
- Lift for Life Challenge

## NATIONAL

Take a look at the sports assets around the country from a local perspective. Determine if it makes sense to initiate a national sports marketing campaign.

- Be A Part of A Winning Team – Donate Life PSAs from athletes





QUESTIONS