This is what a
HERO LOOKS LIKE

Targeted Marketing to Increase Designation Rates
Andy Nichols
Digital Brand & Content Coordinator, CORE
This is what a HERO LOOKS LIKE

EARNED MEDIA RECAP

2018

Earned Media Highlights

Impressions

2,769,360,404

Earned Media Placements

- Greater Pittsburgh
- Altoona/Johnstown
- Erie

100
18
9
**Earned Media Recap 2018**

- **Impressions**: 116 million

**Key Takeaways:**

- Majority of neutral/positive stories
- Deft handling of opioid crisis requests to manage CORE's reputation
- Strategic media relations to limit and/or avoid mentioning CORE in negative stories
This is what a HERO LOOKS LIKE

EARNED MEDIA RECAP

2018

Impressions

11 million

AVE

$100k

Roller Coaster Day 2018
This is what a HERO LOOKS LIKE

PAID MEDIA RECAP

2018

A HERO:

They’re four-feet tall with scars as badges of honor.

They’re sons yearning for more time with their moms.
They’re dads who know their daughters gave all they had to offer.

Against all odds, they persist. They choose life.
They choose organ donation.
This is what a HERO LOOKS LIKE

Be a hero. Be an organ donor.

Register today at core.org/hero
This is what a HERO LOOKS LIKE

Billboards

Craig Smith
Pittsburgh, PA
Heart Recipient

This is what a HERO LOOKS LIKE

Be a hero. Be an organ donor.

Register today at core.org/hero

CORE
Center for Organ Recovery & Education

DONATE LIFE
This is what a **HERO LOOKS LIKE**

**Direct Mail**

**This is what a HERO LOOKS LIKE**

Be a hero. Be an organ donor.

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**IT’S WHAT’S INSIDE THAT COUNTS**

There are 114,000 people across the nation waiting for a life-saving organ transplant.

Each day, 20 people will die waiting for the transplant they need.

Every registered donor represents hope to those waiting. You can be the one to give them a fighting chance at life.

*Be a hero.*

*Be an organ donor.*

The moment you register as an organ donor, you can potentially save as many as eight lives, and improve more than 75 lives for the better.

Be a hero to those waiting. Sign up today.

core.org/hero
This is what a HERO LOOKS LIKE

DMV Advertising

SOMEONE IN PA DIES EVERY 18 HOURS WAITING FOR A LIFE-SAVING ORGAN.

MAKE A DIFFERENCE IN 30 SECONDS. CHECK THE BOX WHEN YOU GET YOUR DRIVER'S LICENSE OR IDENTIFICATION CARD.
This is what a HERO LOOKS LIKE

Synthesio
This is what a HERO LOOKS LIKE

Synthesio
This is what a HERO LOOKS LIKE

Synthesio SRS

State Teams

<table>
<thead>
<tr>
<th>State Team</th>
<th>Score</th>
<th>Trend</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donate Life Pennsylvania</td>
<td>76.98</td>
<td>+48.57%</td>
<td>4.50%</td>
</tr>
<tr>
<td>Life Alaska Donor Services</td>
<td>75.00</td>
<td>+0%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Donate Life Texas</td>
<td>71.32</td>
<td>+21.67%</td>
<td>9.71%</td>
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<td>Donate Life Maryland</td>
<td>68.75</td>
<td>+4.76%</td>
<td>1.14%</td>
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<tr>
<td>Donate Life South Dakota</td>
<td>66.67</td>
<td>+6.67%</td>
<td>&lt;1%</td>
</tr>
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<td>Donate Life North Carolina</td>
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<td>-8.92%</td>
<td>5.43%</td>
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<td>Donate Life Colorado</td>
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<td>Donate Life Indiana</td>
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<td>6.07%</td>
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<td>Donate Life West Virginia</td>
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<td>+4.44%</td>
<td>2.21%</td>
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<tr>
<td>Donate Life Virginia</td>
<td>62.66</td>
<td>-&lt;1%</td>
<td>5.64%</td>
</tr>
<tr>
<td>Donate Life Coalition of Michigan</td>
<td>62.00</td>
<td>-20.78%</td>
<td>3.57%</td>
</tr>
</tbody>
</table>

OPOs
This is what a HERO LOOKS LIKE

Flash Dash
Donor Designation Rate (DDR)

The Donor Designation Rate seeks to measure the percentage of individuals during a quarter who say “Yes” to donation when given the opportunity during a motor vehicle department transaction.

Eligible Designated Donor Rate (EDDR)

EDDR is the percentage of eligible deaths who are registered donors. The EDDR goes beyond a simple Donor Designation Share (DDS) in the general adult population. The EDDR seeks to measure the rate of donor registration among those who are in the population of likely donors.
How We’re Using This Information

- Targeting posts to reach areas most likely to engage with our materials:

<table>
<thead>
<tr>
<th>Gender</th>
<th>All</th>
<th>Men</th>
<th>Women</th>
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</thead>
<tbody>
<tr>
<td>Age</td>
<td>25 - 65+</td>
<td></td>
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</tr>
<tr>
<td>Locations</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Charleston, West Virginia + 50mi
- Erie, Pennsylvania + 50mi
- Morgantown, West Virginia + 50mi
- Pittsburgh, Pennsylvania + 50mi
How We’re Using This Information

- Using demographics information, we can curate content that features the cities/communities where a large number of our followers reside.
This is what a HERO LOOKS LIKE

Help From the Outside

Now hiring: HEROES

Small businesses like ours are calling for heroes like you to save lives through organ, tissue and cornea donation.

be a hero. be an organ donor.

Sign up today at core.org/register.
Help From the Outside

The Gannon competitive cheer program won the $1,500 first-place prize for the CORE College Challenge.

Gannon Competitive Cheer Program Wins Inaugural CORE College Challenge; Raises $1,500 for Make-A-Wish Foundation

University of Pittsburgh School of Pharmacy added 8 new photos.

There is a critical shortage of organ donors in the US. Visit Center for Organ Recovery & Education and the students of USPPE to the Race to Register, and more importantly, to save a life.

This is what a HERO looks like
This is what a HERO LOOKS LIKE

CORE 2019-2021
PR Goals
3-Year Goal
• Reach 50% Designation Average in DSA (5% Increase)

1-Year Goal
• A 1.5% Increase in PA
2019: New PR Approach

It’s all about JAKE
This is what a HERO LOOKS LIKE

2019: New PR Approach

You forgot handsome.

Jake is kinda selfish.

Additionally, Jake is stubborn and suspicious.
2019: New PR Approach

The Key to Moving Jake: Reciprocity

We have to create a concern larger than the one that already exists.
How Can YOU Help?

• Registration, registration, registration!
• Great story? Tell your PR Team!
• Great volunteer? Send them our way!