

**GO! FIGHT!
GIVE LIFE!**

JANUARY 16TH - FEBRUARY 20TH, 2019

WHAT IS THE CHALLENGE?

It's an important call to action for young adults to register as organ donors.

The Gift of Life Michigan Campus Challenge provides an opportunity to give school rivalries and competitive spirit a new purpose—by saving and healing lives. This very successful program is simple, easy and free. College students across the state have inspired more than 40,000 people to join the Michigan Organ Donor Registry in the past 15 years! This year's challenge—adding more people, obviously!

During the five-week Gift of Life Michigan Campus Challenge, colleges and universities compete to see which school can sign up the most people to donate life. Students, faculty and staff participate in the Campus Challenge through campus events, social media posts, newsletter articles and at donor registry sign-up stations in student unions and athletic events. Scores are shown in real time on Gift of Life Michigan's website. Digital and physical resources are provided to each participating school, along with a supply of giveaway items for tabling events.

HOW CAN YOU HELP?

By spreading the word about the importance of saving lives, and by cheering on your favorite school!

WHY DOES IT MATTER?

Every 10 minutes someone is added to the national transplant waiting list, and 22 patients die each day because not enough organs are available. Joining the Campus Challenge gives hope to more than 3,200 Michigan patients currently waiting for an organ transplant. The Campus Challenge also provides leadership experience and resumé building opportunities for students, and a positive community service for the whole school to rally around.

Since 2004 More Than

40,000

Donors Have Signed Up



TO THE VICTORS GO THE SPOILS

Each school receives a unique link to the donor registry – every time someone uses that link to sign up as an organ donor is a point for your school. Scores are presented in real time on the Gift of Life Michigan website.

At the end of the Campus Challenge, three trophies will be awarded to the top schools!

Participating Schools and Universities:

- | | |
|-------------------------------|-----------------------------------|
| Aquinas College | Mott Community College |
| Calvin College | Michigan Technological University |
| Central Michigan University | Northern Michigan University |
| Eastern Michigan University | Siena Heights University |
| Ferris State University | University of Michigan |
| Grand Valley State University | Wayne State University |
| Jackson College | Western Michigan University |

- A trophy for the school with the most new donor registrations.
- A trophy for the school with the most registrations compared to student population.
- A trophy for the school with the most activity points.



U of M has registered

3,586

Donors

Join the 2019 campus challenge

JAN. 16

through

FEB. 20

FSU has registered

2,154

Donors

WMU has registered

3,170

Donors

CMU has registered

1,808

Donors

EMU has registered

2,181

Donors

GVSU has Registered

1,485

Donors

NMU has registered

2,923

Donors

WSU has registered

5,373

Donors

Calvin has registered

1,672

Donors

Adrian has registered

375

Donors

KVCC has registered

245

Donors

MTU has registered

520

Donors

SVSU has registered

560

Donors

SHU has registered

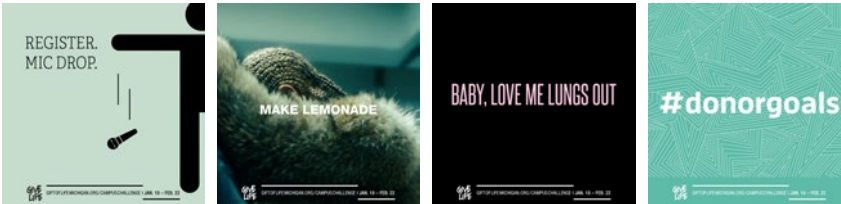
735

Donors

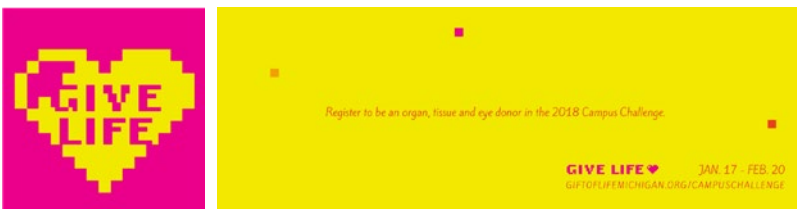
WE'LL GIVE YOU EVERYTHING YOU NEED—FOR FREE!

Gift of Life Michigan will provide cool giveaways, posters, a press release, PSAs for radio and TV stations and everything else you need for running a campus challenge at your school. Our staff can provide short training sessions on the organ donation process to inspire and educate your campus supporters.

A digital package of social media shareables



Social media avatar and cover photo



INSTAGRAM CHALLENGE

Each participating school is invited to do an Instagram Takeover for two consecutive days during the Campus Challenge to spread the word about Gift of Life Michigan. You can post photos of your group helping to save lives by signing people up on the Michigan Organ Donor Registry, and share why donation and transplant is important to you. Have fun with it! Be creative.

Contact Jennifer Tislerics at jtislerics@golm.org or call 734.922.1048

GIFT OF LIFE APP

We've created an app to help you submit your activities, track your progress, and get access to competition resources.

It is available for free in the App Store and Google Play at GOLM.org/campus-challenge.

Registered Donors

MSU

9,794

U of M

3,586

CMU

1,808

SIENA HEIGHTS

735

WHERE DO YOU STAND?

SAMPLE SCRIPTS OR TALKING POINTS

Use these sample scripts for Radio PSAs, Tweets or Facebook posts to share how your school can help save lives by registering to become an organ donor through the Gift of Life Michigan Campus Challenge.

Do you bleed Spartan Green? Pass it on! Every 10 minutes someone is added to the national transplant waiting list. If you sign up to be an organ donor, someday you might save someone's life, and pass on that Spartan blood!

Learn more and sign up at GOLM.org.

Did you know that every 10 minutes someone is added to the national transplant waiting list?

Sign up to be an organ donor and someday you might save someone's life.

Visit GOLM.org to sign up.

More than 3,200 Michigan residents are waiting for an organ transplant. Why don't you join the Gift of Life Michigan Campus Challenge this year and sign up to be an organ donor? Then someday, you might be able to help save a life.

Learn more and sign up at GOLM.org.

It's Campus Challenge Time!

For five weeks in January & February, a dozen college campuses around the state compete to see who can sign up more people for the Michigan Organ Donor Registry. When you sign up, it means you could be the one to save a life some day. Come on, Chips, let's join the Campus Challenge.

Learn more and sign up at GOLM.org.

Broncos Save Lives!

Did you know WMU has added more than 3,000 people to the Michigan Organ Donor Registry. Let's go Broncos, can we beat last year's numbers? WE KNOW we can beat CMU's numbers!

Visit GOLM.org to sign up.

Did you know that 22 Americans die each day because there are not enough transplantable organs available? If you sign up as an organ donor, someday you might be able to lower that number. Why not register to be an organ donor? After all, you can't take it with you.

Learn more and sign up at GOLM.org.

YOU HAVE WHAT IT TAKES TO BE A HERO.

Join the gift of life Michigan campus challenge today!

The Gift of Life Michigan Campus Challenge is one of the most successful organ donation college outreach programs in the nation, and has been recognized by the U.S. Department of Health & Human Services for its exceptional results.

The mission of the Campus Challenge, as well as Gift of Life Michigan, is to maximize organ and tissue donation for transplantation through innovative programs and exceptional service.

For questions and resources, please contact **JENNIFER TISLERICS** at **JTISLERICS@GOLM.ORG** or **734.922.1048**.