

Got Organs? Donate.

An initiative by AIIMS





INTRODUCTION

Organ transplantation is the only treatment for end state organ failure. The procurement of organs for transplantation involves the removal of organs from the bodies of deceased. This removal must follow legal requirements, including the definition of death and consent (paraphrased; World Health Organisation, 2004).

- Organ Donation is a practice in which an organ or a part of it is removed from a live or deceased person's body, with their or their family's consent. The organs donated are then transplanted into the recipient's body according to the need.
- India's Organ Donation rate is one of the lowest in the world, that is, 0.86 per million. On average, around five lakh people need organ transplantation in India every year, many of whom die due to the shortage of organs. In the year 2017, the death rate in India was 7.424 per thousand people. A mere 0.009% of the deceased people donated their organs in that year.

This problem can be addressed effectively, once the reasons behind the unwillingness of people to donate their organs is understood.

Survey Analysis

A preliminary online survey was conducted from 11 February, 2020 to 11 March, 2020.

Aims:

1.

Help us understand the target audience of the campaign.



2.

To help us understand how much information people have on the subject, so that we could figure out the objectives of the campaign.

3.

To help us understand the main reasons behind the lack of Organ Donations in the country.

Findings:

- Through the survey analysis, we were able to understand that the main reason for the extremely low number of organ donations in the country, is majorly the lack of awareness and information.
- The main reasons behind lack of Organ Donations in the country, as found out through the survey, are lack of awareness, lack of information, and people's misbeliefs surrounding Organ Donation. These problems need to be addressed effectively.
- Each human being has the capability to save up to 8 lives, by simply signing up for donating their organs. It is high time that Organ Donation is taken up as one of the most important and pressing issues of the country and adequate measures are taken to make the public aware.

Through this campaign, we can do as needed, as now the reasons behind the unwillingness of people to donate their organs have been understood.

Objectives

Busting myths surrounding Organ Donation

Create awareness about the need for organ donation in general

01

02

03

04

Instill a sense of belonging within the community

Make the process of signing up for Organ Donation easily accessible

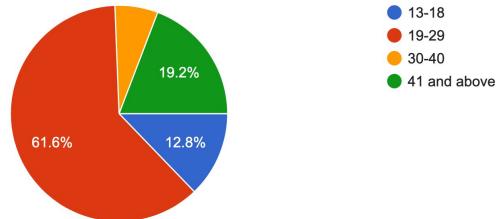
Target Audience

Urban Delhi: 19-29 years

- The target audience for our campaign has been selected to achieve the aforementioned objectives.
- The target audience has been identified on the basis of a preliminary survey conducted by GOD and other available statistics.



Age
203 responses



- The survey helped us in developing a better understanding surrounding our target audience.
- The target audience that was found out from the survey is people belonging to the age group of 19-29 years.

- As per latest (2018) data mentioned on organindia.org, there is a lack of organ donations pan-India. There are 0.5 donors available for one million.
- The data suggests that the problem lies pan-india, which is why, urban Delhi was chosen as the target audience of the campaign.

500,000

PEOPLE NEED AN ORGAN TRANSPLANTATION EVERY YEAR. BY THE END OF THE YEAR MANY OF THEM DIE DUE TO LACK OF ORGANS AVAILABLE FOR TRANSPLANTATION.

(source: organindia.org)



ORGANIZATION & CAMPAIGN PROFILE

Got Organs? Donate (GOD)

An initiative by AIIMS



- ORBO (AIIMS) has launched a new initiative – ‘Got Organs? Donate (GOD)’, a campaign focusing on sensitizing the people of Delhi about the need of donating organs for saving lives.
- Additionally, the campaign aims to create awareness and encourage organ donation in Delhi.
- We aim to address the dismal state of deceased organ donations, seek to remedy this shortage of organ donors, and help create an ecosystem to facilitate organ donation in India.



ADVERTISING STRATEGY

OBJECTIVES



Creating awareness about
Organ Donation, its importance
and the process

Making Organ Donation
accessible

Busting myths around organ
donation

Advertising Schedule

The Ad cycle will continue for two months: August and September, using the following dates for effective campaigning and mass mobilization.

The duration of the campaign will be from August 9, 2020 to October 2, 2020.

MONTH	EVENT
AUGUST 13	ORGAN DONATION DAY IN INDIA
SEPTEMBER 29	HEART DAY
OCTOBER 2	WORLD SIGHT DAY

Advertising Platforms:

ADVERTISEMENT PRODUCT	MEDIUM
POSTERS	SOCIAL MEDIA METRO PANEL CAMPUS POSTERS
RADIO ADS	RADIO JOCKEY MENTIONS
TEXT	GOOGLE ADS

ADVERTISING BUDGET



Social Media:

PLATFORM	AD TYPE	DESCRIPTION	TOTAL COST (INR)
Twitter	Text, Posters,	-International news and statistics about Organ Donation	Twitter: 4,975
Facebook	Photos, Infographics	-Stories of organ donors and receivers	Facebook: 5,489
Instagram		-Links to the online application form of AIIMS for pledging organs	Instagram: 4,767

PLATFORM	AD TYPE	DESCRIPTION	TOTAL COST (INR)
Twitter Facebook Instagram	30 second video clips Posters Hashtags to be used: #GODwillblessyou #theGODcampaign #HonourYourHero #TheGiftOfLife #OrgansforAll #BreaktheStigma #TransplantTalks	30 second video clips and posters on the social media handles of celebrities. Celebrities like Priyanka Chopra, R. Madhavan and Amitabh Bachchan who have pledged organs will be requested.	Voluntary

Campus Posters:

SIZE OF ADVERTISEMENT	TOTAL NUMBER OF CAMPUSES	COST PER POSTER (INR)	TOTAL COST (INR)
11.69x16.53 Inches	50	8	2400

Metro Panels:

ADVERTISEMENT TYPE	TOTAL COST (INR)
Yellow Line- 30.5x7.75 Inches panel	36,000

Radio Ads:

NAME OF CHANNEL	DURATION (SECONDS)	TOTAL DAYS	TOTAL COST (INR)
FM Rainbow	15	14	Sponsored by Ministry of Health and Family Welfare

Google Ads:

ADVERTISEMENT TYPE	POTENTIAL AUDIENCE SIZE	GOOGLE KEYWORDS	TOTAL COST (INR)
Text Call to Action	12,709 people per month	Organ donation, Organ transplant, Kidney donation, Liver donation, Eye donation, Donor card, Organ donation and tissue bank, Heart donation, Donation registration, Lung donation	INR 6,080

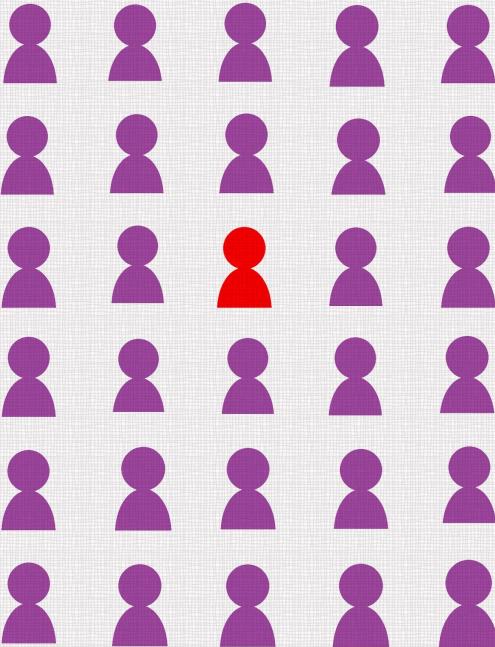
Total Advertising Cost

PLATFORM	BUDGET (INR)
SOCIAL MEDIA PAGES	Facebook: 5,489 Twitter: 4,975 Instagram: 4,767
GOOGLE ADS	INR 6,080
METRO PANELS (Yellow Line)	INR 36,000
CAMPUS POSTERS	INR 2,400
RADIO ADS	Sponsored
CELEBRITY VIDEOS	Voluntary
	TOTAL COST: INR 59,711



**POSTERS: SOCIAL MEDIA,
CAMPUS & METRO PANELS**

ONLY 1 IN 30 INDIANS RECEIVES A KIDNEY TRANSPLANT EVERY YEAR



**BE THE CHANGE
GOT ORGANS? DONATE**



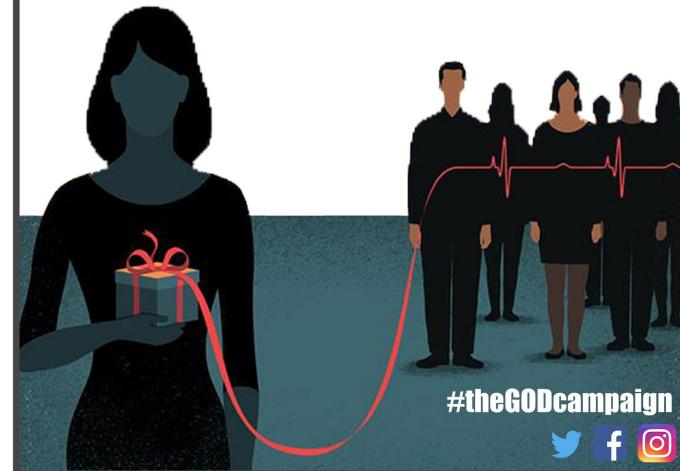
The GOD Campaign
aiims.edu/orbo/thegodcampaign



5 LAKH PEOPLE DIE WAITING FOR AN ORGAN **EVERY YEAR.**

YOU CAN SAVE NINE OF THOSE LIVES.

DONATE AN ORGAN, GIFT A LIFE.



#theGODcampaign



**Only God can give a life
But we can share it.**



Sign up for organ donation today!

Issued in public interest by AIIMS

Website: aiims.edu/orbo/thegodcampaign

To learn more, follow us on:

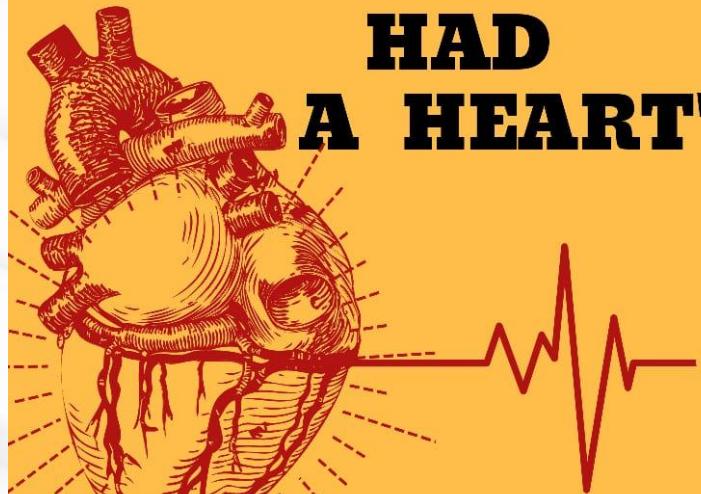


#GODwillblessyou

Toll free No. +91-11-26588500



**"IF ONLY I
HAD
A HEART"**



**BE AN ORGAN DONOR
#GOTORGANSDONATE**

WEBSITE - aiims.edu/orbo/thegodcampaign

TO LEARN MORE, FOLLOW US ON-





5 LAKH INDIANS DIE EVERY YEAR DUE TO
UNAVAILABILITY OF ORGANS



ONE PERSON'S DONATION SAVES UPTO 9 LIVES.
GOT ORGANS? DONATE.



aiims.edu/orbo/thegodcampaign

The GOD Campaign:



SAMPLE GOOGLE ADS

Your ad preview

God needs you | Donate your organs | Be a Hero

Ad www.aiims.edu ▾

Advait transformed four lives when he died, aged 19. Got Organs? Donate (GOD) needs you. Get in touch today!



SEE MORE AD LAYOUTS

SAMPLE TWEET



The GOD Campaign
@TheGODCampaign

Every 12 minutes, one Indian is added to the waiting list
for organ donation.

Every Indian deserves the right to life.
Got Organs? Donate.

aiims.edu/orbo/thegodcam...

SAMPLE INSTAGRAM POST

TERMS THAT SHOULD BE USED WHILE REFERRED TO ORGAN DONATION

SAY THIS

RECOVER OR PROCEDURE

DONATED ORGANS AND
TISSUES

DECEASED DONOR OR
DECEASED DONATION

VENTILATOR SUPPORT OR
MECHANICAL SUPPORT

DECISION

NOT THAT

HARVEST

BODY PARTS

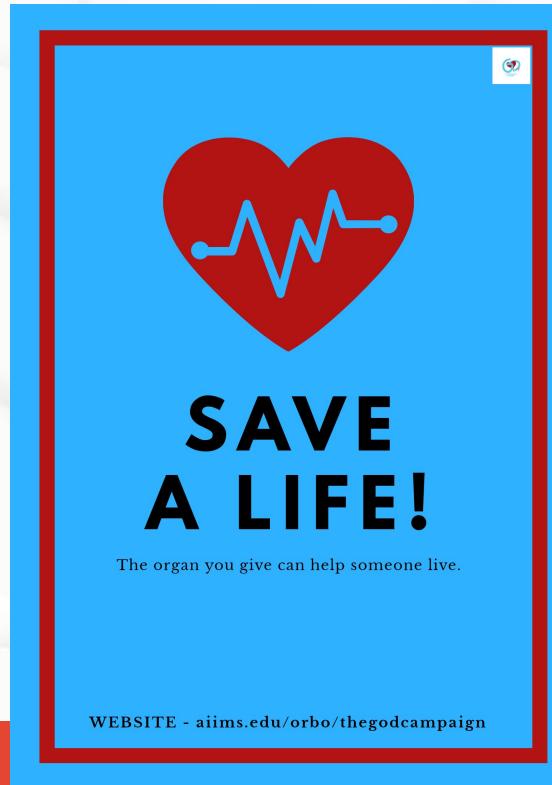
CADAVER OR CADAVERIC
DONATION

LIFE SUPPORT

WISH



SAMPLE FACEBOOK POST



RADIO AD

After creating Heaven - Earth- Light -darkness - Land - Water- Animals, On the sixth-day god created Humans and said,

“Let us make mankind in our image, in our likeness ” So God created mankind in his own image, in the image of God he created them; male and female he created them - (Genesis 1:26-27).

After this on the 7th Day, God took a day-off /holiday to relax and vibe a bit. So let God get his chill vibe on, Help us complete his pending work, help us complete his own image.

Donate a part of you to create a part of him.





EVENT STRATEGY

Objectives

Educating people about the process of donation and creating awareness

Busting myths surrounding Organ Donation.

01

02

03

04

Motivate people to donate organs with help from influential personalities and organ donors.

Make the process of signing up for Organ Donation easily accessible and Emphasizing on the importance of organ donation and giving back to the community.



**EVENT 1:
FLAMBEAU
WALKATHON**

Event Details

Event Date: 13th August, 2020 (Organ Donation Day)

Venue: India Gate, Delhi

Time: 5 AM to 10 AM

Event Organisers: GOD in collaboration with AIIMS

Estimated Gathering: 1000+ participants



Our Guest Profiles



Dr. V.K. Bahl

Professor and Head,
Department of
Cardiology, AIIMS



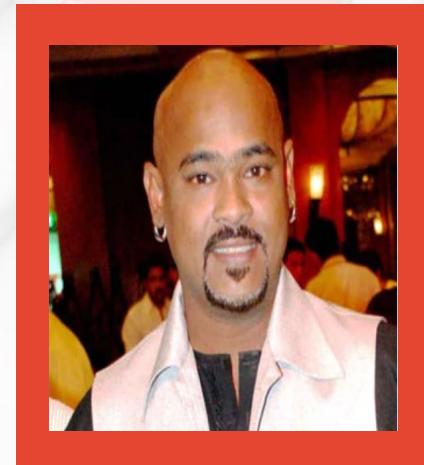
Dr. Peush Sahni

Professor and Head,
Department of G.I.
Surgery and Liver
Transplantation, AIIMS



**Aishwarya Rai
Bachchan**

Actress,
Former Miss World
Pledged Eye Donor



Vinod Kambli

Former Indian Cricketer
Pledged Organ Donor



PRE- EVENT PUBLICITY POSTERS

FLAMBEAU WALKATHON

to celebrate World Organ Donation Day
organised by GOD (AIIMS)



Date: 13th August, 2020
Venue: India Gate, New Delhi
Time: 5:00 am

#GODwillblessyou



EVENT SCHEDULE

TIME	ACTIVITY	DURATION
05:00 AM	Registration of Participants	30 minutes
05:30 AM	Chief Guests Arrive	
5:45 AM-7:45 AM	Flagoff Ceremony	120 minutes
7:45 AM-8:15 AM	End of Walkathon. Snacks Served to Participants	30 minutes
8:15 AM-9:15 AM	Doctors From AIIMS Talk About Organ Donation	60 minutes
9:15-9:35 AM	Organ Donors and Recipients Invited to Share Their Stories	20 minutes
9:35 AM-10:00 AM	Question-Answer Session	25 minutes
10:00 AM	Event Concludes	

Event Budget



Expense	Actual Cost
Guest Fees	Sponsored by AIIMS
Celebrities Fees	Volunteer Basis
Venue	Sponsored by Skechers and SBI YONO
Breakfast	Sponsored by Nestle and McVities
Walkathon Kit (T-shirt, BIB, Skechers Gift Vouchers, Sign Up Card, Booklet with details for Organ Donation, Handband)	Sponsored by Skechers, SBI YONO
E-invite	Sponsored by AIIMS
Advertising/Promotion	Sponsored by Hindustan Times and FM Rainbow



EVENT 2: A SYMPOSIUM ON ORGAN DONATION

Event Details

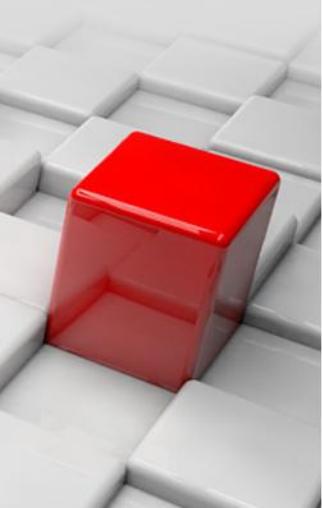
Event Date: 29th September, 2020

Venue: C.D. Deshmukh Auditorium, India International Centre, Delhi

Time: 9 AM to 2 PM

Event Organisers: GOD in collaboration with AIIMS

Estimated Gathering: 230 participants



Our Guest Profiles



**Dr. Jayshreeben
Mehta**
President of Medical
Council of India



Priyanka Chopra
Actress, Model and
Activist



**Shri Shri
Ravishankar**
Spiritual Leader

The following panel is selected because the guests are known across the world for their contributions in their fields.



PRE- EVENT PUBLICITY POSTERS



G.O.D AN INITIATIVE BY AIIMS

PRESENTS

A SYMPOSIUM ON ORGAN DONATION

A PANEL DISCUSSION BY-



DR. JAYSHREEBEN MEHTA
PRESIDENT OF MCI



PRIYANKA CHOPRA
ACTRESS, MODEL AND ACTIVIST



SRI SRI RAVISHANKAR
SPIRITUAL LEADER



Movie Screening



LOCATION: C.D. DESHMUKH AUDITORIUM, INDIA INTERNATIONAL CENTRE
DATE: 29 SEPTEMBER , 2020. TIMINGS: 9:00A.M.

#THEGODCAMPAIGN



Ministry of Health and Family Welfare
Government of India



Be the answer to someone's prayer.

BECOME AN
ORGAN DONOR

Sign up and save a life!

9 AM to 2 PM • 29 SEPTEMBER , 2020 • at the C.D. Deshmukh
Auditorium, India International Centre

REGISTER AS AN ORGAN DONOR TODAY!

Event Schedule

TIME	ACTIVITY DURATION	DURATION
9:00 AM-10:00 AM	Screening of the movie 'Phir Zindagi' directed by Sumitra Bhave and Sunil Sukthankar	60 Minutes
10:00 AM-10:30 AM	Tea and Refreshments Break	30 minutes
10:30 AM-11:30 AM	Introduction of the panelist	60 Minutes
11:30 AM-12:00 PM	Question Answer Session with audience and panelists	30 minutes
12:00 PM- 1:00 PM	Felicitation of Organ Donors	60 Minutes
1:00 PM- 1:10 PM	The August hall takes pledge to donate their organs, followed by the national anthem	10 Minutes
1:10 PM- 1:30 PM	Distribution of goodies	20 Minutes
1:30 PM- 2:00 PM	Lunch	30 Minutes

Event Budget



Expense	Actual Cost
Guest Fees	Sponsored by Hindustan Times
Venue	Sponsored by AIIMS
Lunch	Sponsored by Nestle and McVities
Goodies (T-shirt, Skechers Gift Vouchers, Sign Up Card, infographic brochure on Organ Donation)	Sponsored by Skechers and SBI YONO
E-invite	Sponsored by AIIMS
Advertising/Promotion	Sponsored by Hindustan Times and FM Rainbow



PUBLIC RELATIONS



PRESS KIT ITEMS



FACT SHEETS



FLAMBEAU WALKATHON

DATE: 13th August, 2020 (Organ Donation Day)

TIME: 5 AM to 10 AM (5 Hours)

VENUE: Starting Point: India Gate, Delhi



Dr. V.K. Bahl



Dr. Pneush Sahni



Aishwarya Rai
Bachchan



Vinod Kamble

TIME	ACTIVITY
5 AM	Registration Begins
5:45 AM	Flag off
7:45 AM	Walkathon Ends + Breakfast
8:15 AM	Doctor's Talk
9:15 AM	Storytelling by Organ Donor
9:35 AM	Q and A Session
10 AM	Event Concludes

Contact:
Kritika Sony
PR Head, GOD Campaign
+91 823 7279 607
contact@thegodcampaign.com



A SYMPOSIUM ON ORGAN DONATION

DATE: 29th September, 2020

TIME: 9 AM to 2 PM (5 hours)

VENUE: C.D. Deshmukh Auditorium, Indian International Centre, Delhi



Dr. Jayshreeben
Mehta



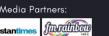
Priyanka Chopra



Shri Shri Ravishankar

TIME	ACTIVITY
9 AM	Film Screening
10 AM	Refreshment Break
10:30 AM	Panel Discussion
11:30 AM	Q and A Session
12 AM	Felicitation of Organ Donors
1 AM	Pledge
1:10 AM	Goodies Distribution
1:30 AM	Lunch

Contact:
Kritika Sony
PR Head, GOD Campaign
+91 823 7279 607
contact@thegodcampaign.com



BACKGROUNDER

Organ Retrieval Banking Organisation (ORBO)

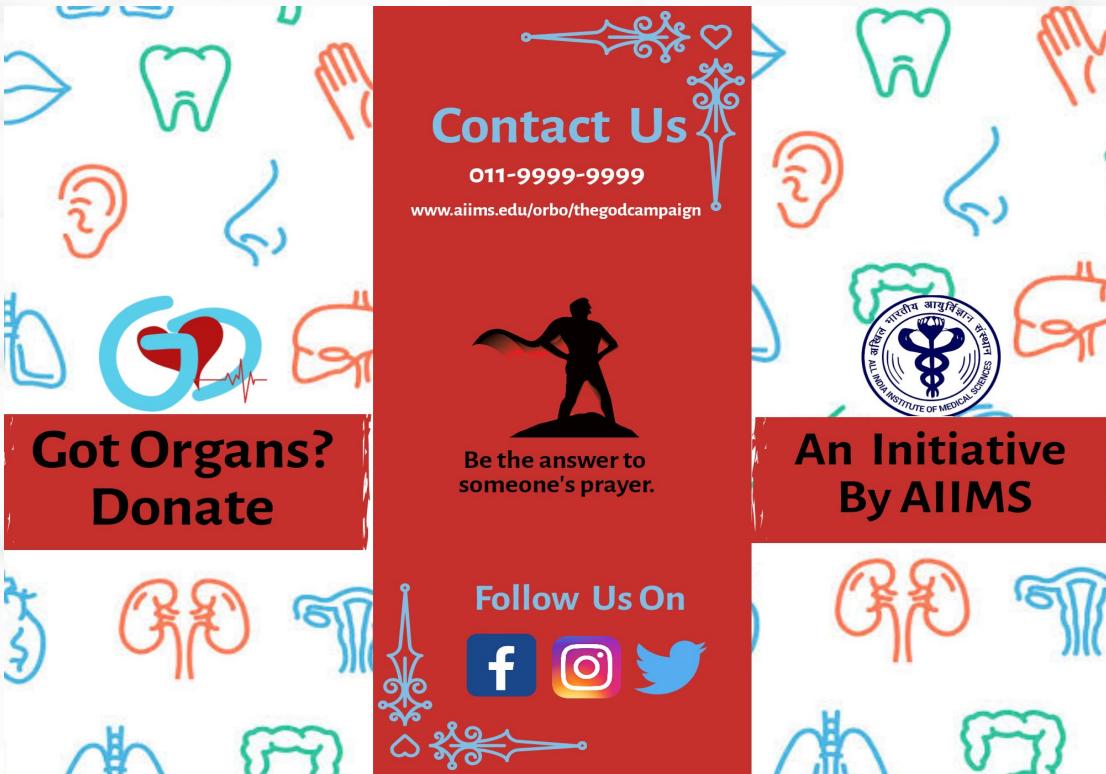
Organ Retrieval Banking Organization has been set up at All India Institute of Medical Sciences (AIIMS), New Delhi, with a purpose of encouraging organ donations, fair and equitable distribution and optimum utilization of human organs. This organization is maintaining donor registration, coordination from procurement of organs to transplantation, dissemination of information to all concerned hospitals, organizations and individuals, creating awareness, promotion of organ donation and transplantation activities.

ORBO is situated in AIIMS's premises, which is easily reachable via Ring road in New Delhi. AIIMS is the only institution in Delhi, that has facilities for all kinds of transplantation activities. Organ Retrieval Banking Organisation coordinates with the hospitals, institutions and individuals for fair and equitable distribution of human organs.

ORBO has established a network with all the hospitals of Delhi, including private and government hospitals, which later on will be expanded at national and international level. Participating hospitals / agencies have the infrastructure, and an officer from each organization is nominated as nodal officer to coordinate with the ORBO.

With ORBO's upcoming campaign, **Got Organs? Donate (GOD)**, ORBO aims to take another step towards creating a greater awareness about Organ Donation in Delhi. The primary focus would be on one, making the sign-up process easier and more accessible and two, busting myths around organ donation which is a major reason that prevents people from pledging their organs.

Brochure (Front)



Brochure (Back)

BACKGROUND

Organ donation is the process of surgically removing an organ or tissue from one person (the organ donor) and placing it into another person (the recipient). Transplantation is necessary because the recipient's organ has failed or has been damaged by disease or injury.

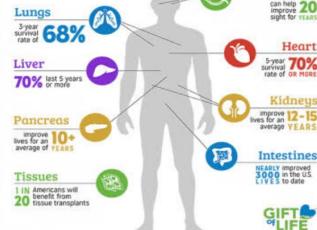
G.O.D (Got Organs ? Donate) is an AIIMS initiative with a purpose of encouraging organ donations, fair and equitable distribution and optimum utilization of human organs.

What One Donor Can Do

MEASURING THE IMPACT OF ORGAN & TISSUE DONATION



EVERY DONATION COUNTS



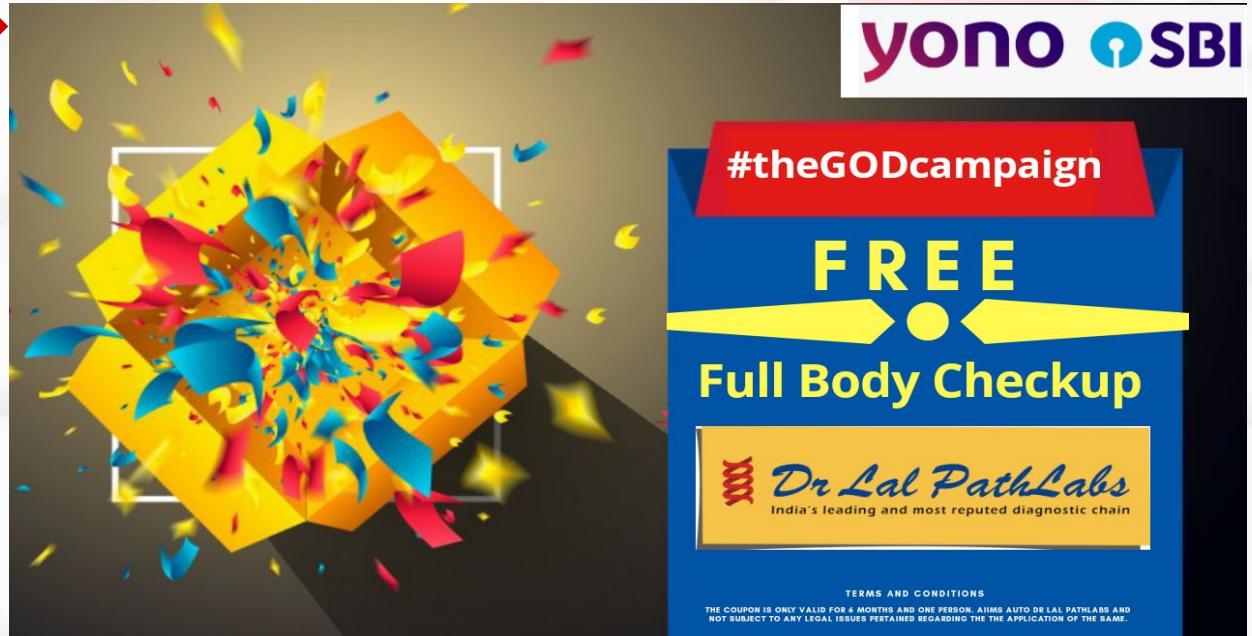
ABOUT US

All India Institute of Medical Sciences (AIIMS), New Delhi is a medical school, hospital and public medical research university based in New Delhi, India. AIIMS was established in 1956.

OUR MISSION

- Create awareness amongst people regarding Organ Donation and its process.
- Make Organ Donation more accessible.
- Bust myths surrounding Organ Donation.

Voucher





GOT ORGANS? DONATE

T-Shirt Design

Notepad
Cover



Issued in public interest
The GOD Campaign

Organ Banking Retrieval Organisation AIIMS



Submitted by:
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Kritika Sony
Roll No:18029522018
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Roll No: 18029522020
Limra Jamal Siddiqui
Roll No: 18029522022

Thank you