



Campus Campaign Strategies and Tips

- **BE PROACTIVE!** People aren't going to approach you. You have to approach them in order to get registrations. Get out in front of the registration table with registration cards and clipboards and engage those that pass by.
- Consider contacting the leaders of student organizations on campus. They can help spread the word to their members during meetings and via email lists. They might also invite you to attend one of their meetings to speak to their members and hand out registration cards.
- Encourage students to visit the Donate Life Illinois Campus Campaign [website](#), DLI [Facebook page](#), and DLI [Twitter account](#), for more info and to see registration updates. Have them encourage their friends to do the same and direct them to the campaign site to register. Remind them to enter your school name into the appropriate field so your school gets credit.
- Other easy ways to register those in your campus community (keep it simple):
 - Email the [link to the registry](#) to as many Illinois contacts as you can, reminding them to enter your school name in the appropriate field.
 - Partnering with a blood drive on campus might be an effective way to reach a large population of students that would also be interested in organ donation, or getting involved with the campaign.
 - Reach out to other student organizations that you're in, explain the Campaign, pass out the cards and ask them to take 30 seconds to register.
 - Host registration drives in dorm lobbies where students will have easy access to their driver's licenses.
 - Get out in the community at a football tailgate, grocery store or other high traffic area to register members of the surrounding community.