

## UT to take part in Donate Life Ohio competition

By Alissa Hammond

Jan 30, 2008

A number of classes in the College of Business Administration joined together to participate in a project for Donate Life Ohio, in hopes of increasing the number of organ and tissue donors in the state.

UT is competing against other Ohio schools, including Bowling Green State University and Ohio State, and the school with the winning plan will receive \$5,000. The project began in September and will be completed in May.

The UT students are devising a plan that will increase the number of organ and tissue donors in the state. Donate Life Ohio has given each school a goal for new registrants based on the demographics of the area in which the school is located. UT has received its nine-month goal of getting 9,918 new registrants and the work began last semester. Each competing school receives a budget of \$5,000, and after plan approval, each will put their ideas into action.



Each of the UT classes involved in the project worked on a different aspect of the strategy, and an overarching committee made up of students and faculty will be implementing the collaborate plan throughout spring semester.

Roman Peshoff, a marketing public relations agency in Toledo, won the bid to work on this project and oversee the campaign, while offering help to each of the schools.

Donate Life Ohio is an organization that strives to increase the number of donor registrants in the state. At any given time, nearly 2,500 people are waiting for a transplant. With the implementation of each of the plans at the participating colleges, Donate Life Ohio has a goal of getting new organ and tissue donor registrants through this joint program, called Do It Now.

"This campaign represents a fantastic way for UT business students to implement an integrated marketing campaign," said Dr. Ainsworth Bailey, UT assistant professor of marketing and international business and committee chair. "That we are helping raise awareness regarding a critical public health issue only serves to make the campaign that much more important."

Other Marketing Department faculty members overseeing the project are Dr. Anthony Koh, Jim Funk, Dr. Bashar Gammoh, and Dr. Sylvia Long-Tolbert.

Those wishing to become organ and tissue donors and help the UT students reach their goal can visit <http://doitnowohio.org/ut/> and register to become an organ and tissue donor. A link to the other schools participating in the program can be found on the site, as well as more information about the project.

Registration tables will be set up at the men's and women's basketball doubleheader Saturday, Feb. 2, in Savage Hall. The men will take on Kent State at noon, and the women will face Bowling Green at 2:30 p.m.

Be on the lookout for more registration events happening at the University throughout the semester.

Questions about organ and tissue donation can be sent to [OrganTissueDonation@utoledo.edu](mailto:OrganTissueDonation@utoledo.edu).