



free-range THINKING™

free-range thinking™ is a monthly journal of best practices, resources and generally useful stuff for public interest communicators who want to reach more people with more impact



Stories that Cause a Change of Heart (Literally)

Are you an organ donor? If so, *great* - the need far exceeds the supply. According to the Department of Health and Human Services, 22 people die in the US each day due to the shortage of available transplants. And it doesn't appear this gap will narrow anytime soon. More than 60% of Americans still aren't registered as donors, and they have strong feelings *against* donating. Showing them statistics about avoidable deaths isn't going to change their minds, but a story just might - as an extraordinary social impact campaign in Brazil has already shown. [Full story](#). Please note: Apple Mail users may need to scroll down manually.

Do Good, Talk Fast, Win \$10,000

As more and more Americans hit "retirement age," some are considering a different path, looking to *give back* rather than just *kick back*. They seek an "encore career," a job where they can put a lifetime of experience to work for a cause they care about. If you work for an organization that offers such opportunities (or is contemplating ways to do so), you'll have an opportunity to tell that story on February 11th. You'll only have 3 minutes to tell it, but you could win \$10,000 in the process. [Full story](#). Please note: Apple Mail users may need to scroll down manually.

Upcoming online classes at The Goodman Center

CAMPAIGN BETTER

**Strategic
Communications:
Cutting Through
the Clutter**

December 9 & 16
11am - 12pm PT

WEBINAR BETTER

**The Webinar
on Webinars**

December 14
11am - 12pm PT

PRESENT BETTER

**Why Bad
Presentations
Happen to Good
Causes**

December 17 & 18
11am - 12pm PT

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The shortage of organ donors is a worldwide problem. In the US, research shows that many choose not to donate because of false beliefs - i.e., that doctors will not work as hard to save them if they're identified as a potential donor. These beliefs also transcend borders. In 2013, Recife, one of the largest cities in Brazil, had long transplant waiting lists and a population with plenty of reasons against organ donation.

Recife is also home to a wildly popular football club, Sport Club do Recife, and the town boasts some of the most loyal fans in a football-crazy nation. When Ogilvy & Mather Brazil was engaged to work on a campaign to increase organ donation rates, the creative team saw this fanatic fandom as an opportunity. "With all that passion, we thought we could do something for the greater good," says Paco Conde, a creative director and copywriter at the agency. "So we wondered: what if that passion could live on forever?"

This line of magical thinking ultimately led to the premise of the campaign: by pledging to donate their organs, the Sport Club's supporters would become "immortal fans." Even *after death*, their fandom would live on in someone else's body. And not only that, if their organs went to someone who was *not* a fan, or (heaven forbid) someone who rooted for a different team, that recipient would be transformed into a Sport Club do Recife fan.

Sport Club Recife and the Ogilvy team connected with the Pernambuco Transplant Centre, which in turn connected them with patients on transplant waiting lists. In a short [video](#) patients pledged to fans that their organs would keep breathing and beating for Sport Recife even after their deaths. A man awaiting an eye transplant said, "I promise your eyes will keep on watching Sport Club Recife."

The campaign was launched during an important game between Sport Club Recife and Santos FC. Players went onto the pitch with several patients from the waiting list, the video was shown on the screens of the stadium, and the social media channels of the club were used to reach millions of fans beyond the stadium walls.

"The most important piece of the campaign was the organ donation card," Conde says. "Every time a fan became an immortal fan he received his organ donation card and a message was posted on Facebook saying he was an organ donor." This authentic social promotion helped change the story around organ donation from a negative ("Doctors will harvest my organs!") into a positive ("Part of me will live forever!")

In the first year after the campaign was launched, organ donation increased by 54%, breaking a historic record and helping to reduce the waiting list for heart and corneal transplants to zero. By June of 2014, 66,000 fans had signed up for organ donor cards.



Recife fan with her organ donor card

"We had a very small budget to implement this campaign, but there were a lot of people that were willing to help us because it was an idea that deserved to be done," Conde says. "People from different fields -- football club, hospital, transplant centers, journalists, patients -- worked together to make a beautiful idea happen."

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The \$10,000 [Encore Fast Pitch](#) is a high-energy, rapid-fire pitch competition designed to showcase organizations that are closing the gap between the desire to pursue an encore and the available opportunities to do so. It will take place at Encore2016 in San Francisco on February 11th.

[Encore.org](#) has created several models to address that gap, but the nonprofit's efforts - and those of other organizations engaged in similar work - are insufficient to yield the required sea change. Encore.org is looking for new models, disruptive thinking, creative approaches and surprising solutions - both internal innovations, that leverage encore talent within an

organization, and external innovations, that increase the engagement of encore talent for the greater good.

If your company or organization is devising or implementing scalable ways to engage experienced talent, Encore.org wants to hear about it - and they are ready to reward the best. If this applies to you, watch the fast pitch [training webinar](#) and complete the short [online application](#) by December 13th. Applications will be reviewed on a rolling basis, so early submissions are highly encouraged. Five finalists will be selected to receive one-on-one communications coaching from The Goodman Center, complimentary Encore2016 registration (valued at \$700), an opportunity to pitch their work to 500 movement leaders, and a shot at winning up to \$10,000.

[Click here](#) for more information about the Encore Fast Pitch and how to apply.

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