

# Donor Alliance

## Case Study: Donor and Non-Donor Market Research

### ABOUT DONOR ALLIANCE:

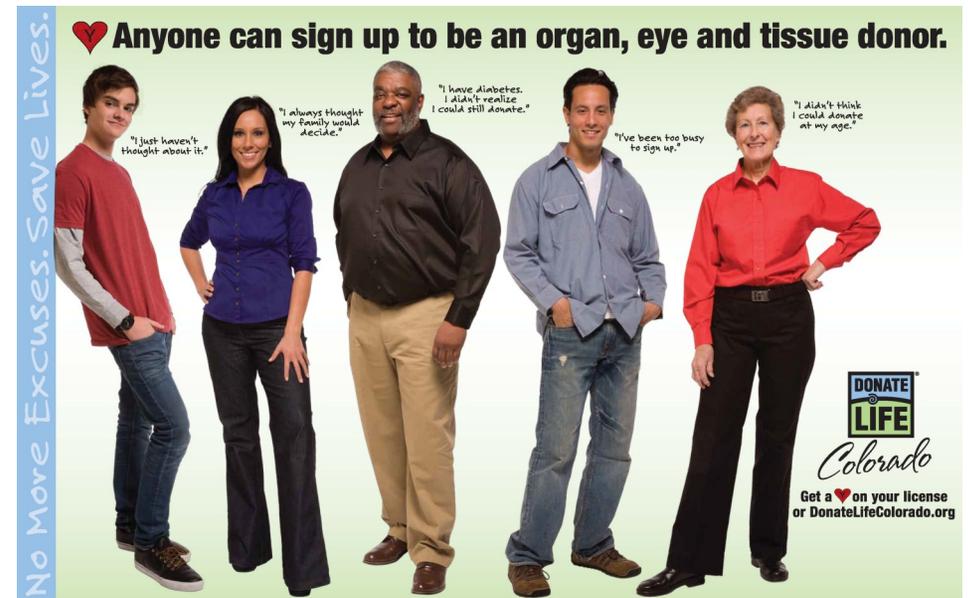
Every 12 minutes another name is added to the national transplant waiting list. In Colorado and Wyoming, 2,726 people are currently waiting for a lifesaving organ transplant. As a recognized leader in facilitating the donation and recovery of transplantable organs and tissues, Donor Alliance's mission is to save lives. To achieve this mission, Donor Alliance inspires the public to register as organ and tissue donors through community partnerships, public outreach and education campaigns throughout its donation service area.

### THE NEED FOR FRESH INSIGHT

As a proactive organization, Donor Alliance is always trying to increase their already high registration rates (66 percent in Colorado and 59 percent in Wyoming). Understanding current myths and obstacles to being a registered donor is key to developing appropriate messaging. With Colorado growing, demographics shifting, public opinion constantly evolving, and the national debate on healthcare, Donor Alliance turned to Corona Insights to update their understanding of citizens' perceptions and opinions as they relate to organ and tissue donation.

### CORONA'S SOLUTION

In 2011 Donor Alliance retained Corona Insights to produce robust, defensible research to inform the organization's decision making. Specifically, the goals of the market research were to address the following:



*The research uncovered many myths that prevent people from signing up to be donors. Donor Alliance targeted their marketing efforts to de-bunk those misconceptions.*

### CONTINUED...

- ➔ Understand the public's knowledge and perception of organ and tissue donation
- ➔ Develop a profile of registered donors and non-donors
- ➔ Understand current opinions and myths surrounding organ and tissue donation
- ➔ Understand perceptions of a proposed change in donor authorization
- ➔ Assess emerging trends from the last public study on similar topics
- ➔ Achieve robust, defensible results that decision makers could trust

Corona Insights designed a study to answer the preceding goals by effectively sampling state residents, utilizing the best survey mode and appropriate survey design, and accurately conducting the analysis to understand what the data was telling us.

## THE OUTCOME

Overall, there is a high level of support for organ and tissue donation. The study found that fifty-three percent of all Colorado and Wyoming respondents “strongly support” organ donation, while an additional 41 percent indicated that they “support” organ donation. From the research, Corona built profiles of both donors and non-donors to help Donor Alliance target their marketing efforts. The research uncovered reasons why people have not registered to be a donor, respondents’ preferred method of communication on this topic, and key differences from past research. Corona Insights made thoughtful recommendations for communication and outreach strategies based on those conclusions.

The market research conducted above directly informed Donor Alliance’s marketing and community relations efforts. Specifically, these findings served as the basis for a multi-platform marketing campaign surrounding the myths behind organ and tissue donation. Identifying the reasons people choose not to become a registered donor has aided in the crafting and targeting of messages in the media and other communications. In addition, understanding public perceptions and attitudes towards the potential changes in the donor authorization process informed discussions with state legislators.

In 2013 Corona Insights won a Gold Peak Award from the Colorado American Marketing Association for this market research.



“ Perhaps most importantly, the information the study revealed regarding public sentiments on donor authorization helped us successfully fight a bill in the state legislature proposing a major change to the donor authorization system. ”

-Andrea Smith, Director of Communications/PR  
Donor Alliance

Corona has served as a trusted advisor and consultant to Donor Alliance for many years. We advise them on strategy, research and data analytics with an eye towards advancing their mission in Colorado and Wyoming. This partnership embodies the value-add Corona brings to its long-term clients.

*The research showed that non-donors had some underlying concerns that prevented them from signing up to be an organ and tissue donor. Donor Alliance created this marketing piece in order to get the facts straight about the organ and issue donation processes.*

## Did you know? 400 lives are saved on average each year thanks to organ donors from Colorado

**ALL MAJOR RELIGIONS** in the United States support organ, eye and tissue donation and see it as the final act of love and generosity.

**THE FIRST PRIORITY** of any medical professional is to save lives when sick or injured people come to the hospital. Organ and tissue donation does not become an option until death has been declared.

**THERE IS NO COST** to the donor or their family for organ, eye or tissue donation.

**ONE DONOR CAN SAVE** up to 8 lives through organ donation and heal more than 100 lives through tissue donation.

**APPROXIMATELY 2,000 PEOPLE** living in Colorado are waiting for lifesaving organ transplants.



**Register to be an organ, eye  
and tissue donor**

Get a  on your driver's license  
or visit [DonateLifeColorado.org](http://DonateLifeColorado.org)