

Discovery Exercise Summary: UNOS Ambassador



“You have the power to save lives. The decision is yours. #savealife”

Wants, Hopes, Needs:

- Wants to say thank you by giving back / to pay it forward and create awareness
- of the miracle of organ donation
- Hopes to share his story not just locally, but on a national stage
- Wants to spread impact by starting a Local Ambassador Group
- Needs help spreading stories (i.e., content or resources for outreach support)

Fears, Frustrations, Anxieties:

- Confused about how UNOS plays a role and where he fits
- He's anxious about whether volunteering for UNOS will compete with his time supporting his OPO or Transplant Center, he feels very loyal to the people that helped him
- He's frustrated that expectations aren't clear on how to get involved and give back
- Frustrated that he can't climb the engagement ladder
- He fears his actions are not having the desired impact

Day-in-the-life

I want to give back for the gift I have received. I have a limited number of volunteer hours and want to use them wisely.

Before the transplant, I remember being sick: I was trying to make big decisions: how would this affect my family, how would this affect my career? Was I doing every thing I could to help myself? I struggled to truly understand my condition and know fact from fiction. I wanted to confirm what I was hearing from my doctor.

Scott: UNOS Ambassador Scott received a liver transplant 2 years ago and feels like he has a new lease on life. He wants to make a difference and the biggest impact possible. He has been volunteering for his local Transplant Center, but wants to get his story to as many people as possible. Through internet research he has learned about UNOS. He was surprised that he didn't learn more about UNOS during his transplant, so he is curious about how connecting with UNOS might help him spread his story.

How is he THINKING and FEELING? Scott thinks every day about his personal connection to organ donation, which fuels his drive to give back. He's concerned about making the biggest difference with his available time.

What are his MOTIVES and GOALS? Scott is motivated by his personal experience with organ donation and his extreme need to give back. He has limited volunteer hours and wants to use them wisely to make the biggest difference in helping the most people.

Awareness	Research	Engage	Advocate
<ul style="list-style-type: none"> - Display the volunteer journey / lifecycle with a clear message of what UNOS wants Ambassadors to help communicate and the different ways they can engage based on their unique skills - Booth at event to self record their story to be shared - Enhance OPO/Tx Center collaboration 	<ul style="list-style-type: none"> - Have the site be dynamic to region, allowing for more regionalized content and opportunities (i.e., events, stories and opportunities - Provide Ambassador testimonial stories on how volunteering has made a difference 	<ul style="list-style-type: none"> - Foster/enable development of "societies" or regional/local communities of Ambassadors or volunteers - Provide Ambassador coaching on telling their story - Training / quiz on way to match volunteer engagement to skills 	<ul style="list-style-type: none"> - Execute recognition program - Make policies consumable for everyone and ready-content for sharing - Ambassador forum - allow future ambassadors to ask direct questions - Create videos with Ambassadors to showcases different volunteer opportunities - Highlight UNOS Ambassadors and how they are making a difference

Need Statements for UNOS Ambassadors

- Scott, as a new volunteer, needs to understand UNOS's role and appreciate the potential impact he can make by volunteering for UNOS, so that he will choose to spend his hours with UNOS as an Ambassador in addition to (or instead of) with his OPO or Transplant Center. However, unraveling and understanding the transplant community is difficult because content is in many places and he must put the puzzle pieces together himself.
- Scott, as a new Ambassador, needs support for collaborating with Ambassadors that are located near him, perhaps even support forming his own local group, so that he can easily focus his efforts by teaming up and learning from other Ambassadors. But UNOS does not offer a structure for local groups, societies or chapters.
- Scott, as an advocate for UNOS, needs to feel that his volunteer hours are appreciated and that he's continuing to make the impact that he envisioned when he chose to dedicate his time to UNOS. But recognition programs aren't formalized, and he has little knowledge or proof of how his contributions are helping the greater cause.
- Scott, as a deeply engaged Ambassador, needs information about opportunities to take his impact to the next level, such as participation in a committee or climbing the Ambassador ladder, so that he will choose to stay engaged with UNOS and become an advocate. However, information on more advanced opportunities is difficult to find and these opportunities are often limited to people with clinical expertise.
- Scott, as a committee contributor, needs to understand the clinical content in the policies and debates as well as find a way to make sure that he's telling his transplant story in a way that will help influence the decisions of the committee. But the policy content is hard to understand, and he feels that he may not be doing the best job communicating the nuances of his story to these clinical and legal people in a compelling way.
- Scott, as an active speaker at community events, needs cheap and easy access to ready-content and materials that he can share with his audiences so that he can extend the message of UNOS as a key player in the transplant community. But the materials have a fee and must be ordered in advance for printing, and are hard for his audience members to access digitally.

Design Principles for UNOS Ambassadors

- Empower me with materials to spread the message. Make it easy to share your message.
- Respect my volunteer hours as my currency. I have a choice where I spend my time and I want to use my hours wisely to make the largest impact.
- Recognize me for my contributions. I will stay where I feel appreciated.
- Help me find opportunities that match my natural talents. If I'm a speaker, help me speak. If I'm not a speaker, help me find personal connections.
- Invite me to participate in your policy process. I want to get involved but don't know the language.

Top Priorities for UNOS Ambassadors

- Share my story and spread the word
- Connect with the volunteer and transplant community
- Understand opportunities and navigate policy and processes
- Make a difference and empower others to donate