

## HIGH SCHOOL DRIVE THRU EVENT PLAN OVERVIEW

### Drive-Thru Event Synopsis:

Be The Match is encouraging each school partner to host drive-thru events to collect swab kits. This will also serve as an opportunity for those persons younger than 18 to sign-up for the pledge at that time. These events should be held in the school driveway and/or parking lots depending on the set-up.

### The Cause - Finding A Cure for Ava

We encourage high school partners and ambassadors to use of Ava's story to promote the need for people to join the registry.



#### About Ava

Age: 11 years old  
Location: Snellville, Georgia

Ava had her first pain crisis from sickle cell disease when she was nearly 5 months old. Since her first pain crisis, Ava has had many health complications due to sickle cell with over 70 hospital stays, not counting ER visits.

Five years ago, Ava's doctors started working with her parents to talk about the possibility of a bone marrow transplant. With no match among Ava's siblings, the family turned to Be The Match to help them find her life-saving donor on the registry. Despite facing tough complications including having her spleen, tonsils, adenoids and her gallbladder removed, Ava is still a happy go-lucky little girl. "She is the sweetest thing you could ever wish for. She evokes some type of spirit that people around her pick up on."

When Ava is home and feeling well, she loves watching YouTube videos, stepping and listening to all kinds of music.

### Event Target:

Primary : Ages 18 – 44  
Secondary: Ages 14 - 17

### Expected Attendance:

TBD

### Security:

TBD

## Potential Traffic Flow

Cars will enter from the entrance of the school and will be directed by Team Members to pull through Row A or Row B where they will receive a BTM bag including a swab kit and clear instructions on how to register online and swab their cheek from their car.

Drivers will be directed to park in specific parking spaces to register from their car and swab their cheek. They will be instructed to wave from their car window if they need assistance from a Team Member to answer questions.

Boxes will be set up at the exit for each row where swab kits can be deposited.

Final station would be a quick pick up of a "treat" such as a cupcake or popsicle from a local, Black-owned business.

## COVID -19 Precautions

- Each Team Member must complete a COVID questionnaire and provide their name, phone number and email, should we have to reach them for contact tracing.
- Temperatures will be taken for all Team Members upon arrival.
- PPE will be provided for each Team Member (disposable mask, face shield, personal hand sanitizer, etc.).
- All kits will be preassembled with cheek swab, registration instructions and information packet.
- Kits will be kept in Be The Match buckets and passed into vehicles with a "grabber" to maintain social distancing.
- Completed kits to be placed into a separate large bucket as the driver leaves the event.

## Event Marketing:

Tactics to include:

- Social Media Posts
- Media Alert
- Marketing Collateral:
  - Event Flyer (include registration information, FAQs, high school QR/join code)
  - Flyer for post-event registration (document aimed to encourage registrant's family members, friends to join the registry under the same QR code)
- Influencer Marketing - identify a local influencer to be on site to greet and thank attendees.

## Be The Match Onsite Branding:

- Tables
- Branded Tents
- Be The Match Signage
- Be The Match branded decor (balloons, arrow signs, etc.)
- Team Members (Be The Match Staff, Volunteers and High School Ambassadors)
- Promotional Items:
  - Attendee Goody Bags to include:
    - ✓ Bracelets
    - ✓ T-Shirts
    - ✓ Lip balm

## Next Steps:

- High School approval to host drive thru events.
- High School to provide 3-4 potential dates to host events in March and April 2021 by Tuesday, March 16th (if possible).