



Brainstorm in a Box

Welcome to the “Brainstorm in a Box” for our bone marrow challenge!

We’re tackling the issue of how to increase the number of registered bone marrow donors and we’re glad you can join us!

In the concepting phase of the challenge, we’re seeking your fresh ideas for how to inspire a movement of donors to help save more lives. These could be big ideas, little ideas, health-related ideas, social media ideas—all are welcome.

You can submit them online at: <http://bit.ly/bmc-concepts>

Running a live brainstorm with your friends and colleagues is a great way to get some ideas down quickly and easily.

Use “Brainstorm in a Box” as a tool for hosting your own brainstorm.



How might we increase the number of registered bone marrow donors to help save more lives?

open IDEO



Here's how...



1. Gather your participants and materials

Send out an email, organize brunch, get your brainstorm group together. Three to five people can make up a good group size. Alternatively, use this guide to brainstorm while riding the train to work.

Materials to have ready include blank paper (or printouts of the Concept Capture Sheets we're providing you in this package), Post-it notes, sharpies. M&Ms and sweets are good for a pick-me-up during long brainstorms.

2. Pick a brainstorm topic

Having a focus during your brainstorm is very important. Otherwise, you're not all speaking the same language or addressing the same problem. We prefer to pick a topic in the form of a "How might we..." question (like, "How might we use social media to inspire a movement of new bone marrow registry sign ups?"). We've put together a set of "How might we..." questions on the next page for you...

3. Consider starting with a warm-up exercise

To get warmed up, you might want to try a quick 5-minute warmup exercise that's related to the topic.

4. Rapidly brainstorm!

Brainstorm for 15-30 minutes on each topic. Go for quantity, defer judgment, and read the Rules of Brainstorming (http://bit.ly/oi_brainstorm) before you start.

5. Upload the concepts

Follow-through — in the form of uploaded concepts — is the most challenging and important part the process. Uploading the ideas to OpenIDEO afterward! With the Concept Capture Sheets, you can easily scan them, or take photos of each and upload them as images in the concepting form



Brainstorming topics

How might we use social media to inspire a movement of new bone marrow registry sign-ups?

Creating a message and sharing it virally through social media is an important tactic for any campaign. How might we use tools like Facebook, Twitter, YouTube, or others to connect people from around the world and activate them to register as bone marrow donors?

Warm-up: Name 20 of your favorite social media campaigns and how they inspired you to act.

How might we tell personal stories to make bone marrow donation more emotionally resonant?

Sometimes it's easier to step in and help people we know, as opposed to people we don't. How might we use personal stories to connect people together and make bone marrow donation more personal?

Warm-up: List the nicest thing a stranger ever did for you, or vice versa.

How might we help people understand the bone marrow donation process to make it less scary?

Myths, misperceptions, and fears abound in bone marrow donation. How might we help dispel some of these concerns and make bone marrow donation less scary?

Warm up: Spend a few minutes talking about some of your own concerns about bone marrow donation—and what information you'd want to have to feel better about donating.

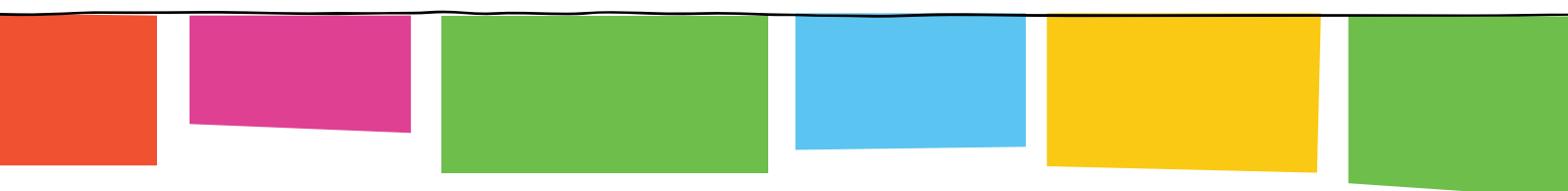


☼ Concept Capture Sheet ☼

Name _____

Sketch your concept!

Quick summary



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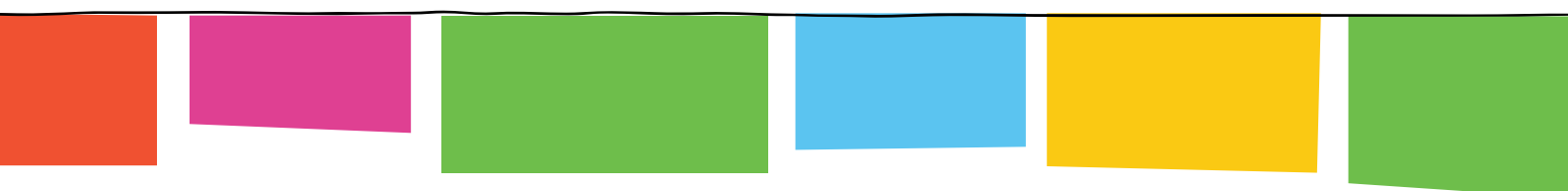


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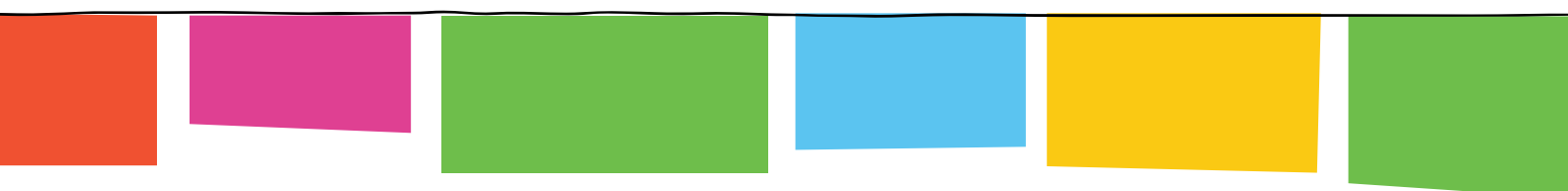


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