



COLLEGE EVENT GUIDE

YOUR GUIDE TO PLANNING AND HOSTING AN EVENT TO EDUCATE AND SUPPORT ORGAN, EYE AND TISSUE DONATION ON YOUR CAMPUS

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Donate Life America is a 501(c)3 nonprofit alliance of national organizations and Donate Life State Teams across the United States committed to increasing the number of donated organs, eyes and tissue available for transplant to save and heal lives, while continuing to develop a culture where donation is embraced as a fundamental human responsibility.

DONATE LIFE AMERICA:

- Manages and promotes the national brand for donation, *Donate Life*SM
- Develops and executes effective multi-media donor education programs
- Motivates the American public to register now as organ, eye and tissue donors
- Maintains the National Donate Life Registry, **RegisterMe.org**
- Assists Donate Life State Teams and national partners in facilitating high-performing donor registries and promoting the option of being living donors

ABOUT ORGAN, EYE AND TISSUE DONATION

WHAT IS ORGAN, EYE AND TISSUE DONATION?

When you sign up to be an organ, eye and tissue donor on the National Donate Life Registry – RegisterMe.org – or with a state registry, you are registering your decision to become a donor upon your death. This document of gift provides legal authorization to have your organs, corneas and/or tissue made available for those in need of lifesaving and healing transplants.

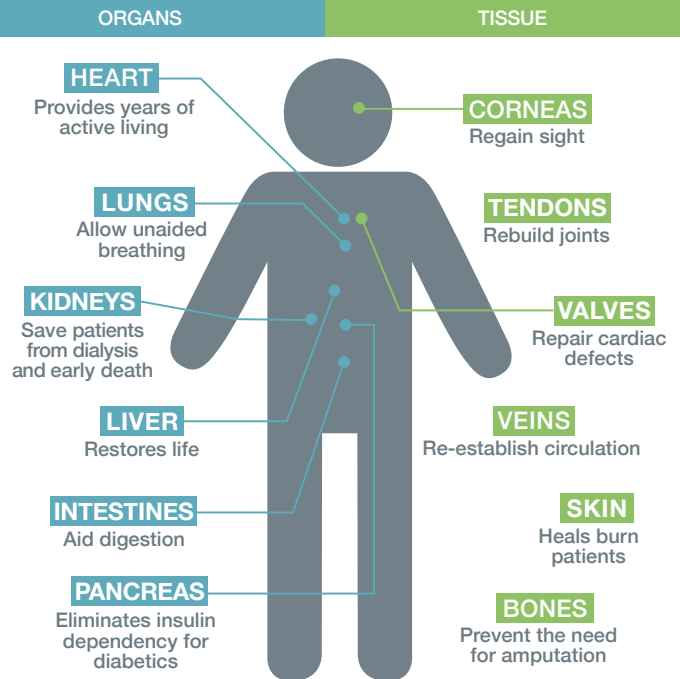
Donors are often people who died suddenly and unexpectedly. Their families are then faced with making the decision at a time of shock and grief. Registering now relieves your family of this burden and serves as a real gift to them, as well as to the grateful recipients of your donation.

WHAT ABOUT LIVING DONATION?

When a person registers as a donor with the National Donate Life Registry or a state registry, they are registering for deceased donation. Living donation is not included in your donor registration.

A kidney from a living donor offers patients an alternative to years of dialysis and time on the national transplant waiting list. The living donor's remaining kidney will enlarge, doing the work of two healthy kidneys. A part of the liver may also be donated. The remaining portion will regenerate and regain full function. Partial lung, intestine and pancreas donation is possible as well.

WHAT CAN BE DONATED?



Living donation is coordinated through individual transplant centers. To help someone by becoming a living donor, talk to him or her about the transplant program where the person is listed. To be a non-directed living donor, contact a transplant center (<https://transplantliving.org/living-donation/being-a-living-donor/first-steps/>) to find out if they have this type of donation program.

To learn more about the different organs and tissues for transplant and the different types of donation, visit <https://www.donatelife.net/types-of-donation/>.

THE NEED IS GREAT

118,000 men, women and children await lifesaving organ transplants



Even the largest football stadium in the US could not fit the number of patients on the national transplant waiting list



Another person is added to the waiting list every 10 minutes

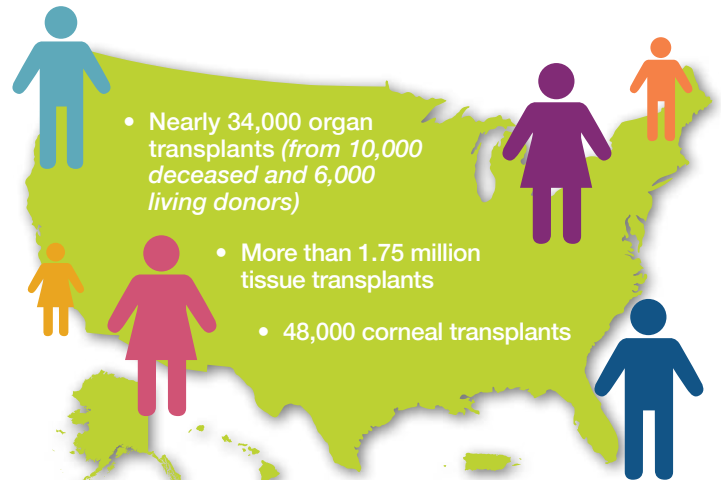
8,000 people die each year because the organs they need are not donated in time

80% of patients waiting are in need of a kidney*

12% of patients waiting are in need of a liver*

*A living donor is an option for these patients.

LIVES SAVED AND HEALED EACH YEAR



*As of April 2017. For updated statistics, visit UNOS.org.

ONE ORGAN, EYE AND TISSUE DONOR CAN HEAL MORE THAN 75 LIVES.

ABOUT ORGAN, EYE AND TISSUE DONATION

There are specific circumstances that must occur for someone to become an organ donor after they die. Although cases vary, there are general steps that lead to donation.

HOW DOES THE PROCESS WORK?

WAITING FOR A TRANSPLANT



When someone's organ fails, he or she may be evaluated for a potential transplant and placed on the national organ transplant waiting list.

The list is very long and not everyone survives while waiting for a donor.

Donors of all ages are needed.

In the United States, it is illegal to buy or sell organs and tissue for transplantation.

BECOMING A DONOR



A person who has sustained a severe brain injury, such as from an accident, stroke or lack of oxygen, is put on artificial support.

There is no cost to the donor's family or estate for donation.

Doctors work hard to save the patient's life, but sometimes there is a complete and irreversible loss of brain function. The patient is declared clinically and legally dead. Only then is donation an option.



The hospital contacts the organ procurement organization (OPO), which checks the donor registry. If the person is registered, the OPO will inform the family. If not, the family will be asked to authorize donation.

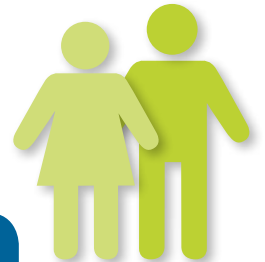
FINDING A MATCH



A national system matches available organs from the donor with people on the waiting list.

Race, income, gender, celebrity and social status are never considered.

Donation can provide solace to a grieving family.



All major religions support donation as a final act of compassion and generosity.

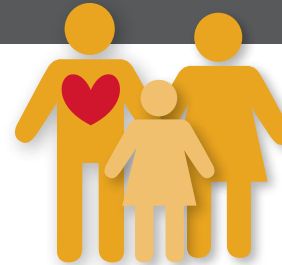
SAVING LIVES



Once matches are found, the wait-listed patients are contacted by their transplant teams.



Organs are recovered from the donor with care and respect, and sent to hospitals for transplantation.



Transplants restore lives and return patients as active members of their families and communities.

It can sometimes seem intimidating to ask people to register as donors. The truth is, most people support donation and just have not thought about registering, or have not been given the opportunity. Use these tips for ideas on how to start the conversation, overcome misconceptions, and answer common questions.

STARTING THE CONVERSATION

Whether you are holding a registration table at a football game, community event or just on campus one day, it is important to engage your audience. This means standing in front of the table to draw people in, rather than waiting for them to come to you.



Open with an interesting fact.

- “Hey, did you know that you can save eight lives by registering as a donor?”

Use giveaways to engage people as they walk by, whether it is a bracelet, pair of sunglasses or food.

- “Do you want a free donut? We’re giving them away to everyone who stops by to learn more or registers to be an organ donor!”

Just ask!

- “We’re registering people as organ donors today! Have you registered yet? It only takes a minute.”

OVERCOMING MISCONCEPTIONS

“Doctors won’t save my life if they know I am an organ donor.”

- In an emergency, it is the entire medical team’s first priority to save the life of their patient, and they will not check to see if you are an organ donor. Doctors work hard to save the patient’s life, but sometimes there is a complete and irreversible loss of brain function. The patient is declared clinically and legally dead. Only then is donation an option.

“You don’t want my organs!”

- Even if you drink or smoke, you could still be a donor! Let the doctors decide when the time comes. A medical evaluation is done by donation professionals at the time of death to determine eligibility.

“I have a medical condition, so I can’t.”

- Anyone can register regardless of his or her medical history. A medical evaluation is done by donation professionals at the time of death to determine eligibility. If it is something you believe in, let the doctors make that decision when the time comes!

“I’m too old to donate.”

- Anyone can be a potential donor, regardless of age. One out of three donors is over the age of 50! A medical evaluation is done by donation professionals at the time of death to determine eligibility.

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“I think I’m already registered.”

- Awesome! If you’re not sure, you can always register again in the National Donate Life Registry! The national and state registries are separate registries, but both are checked at the time of a person’s death.

“It’s against my religion.”

- All major religions support organ, eye and tissue donation as one of the highest expressions of compassion and generosity.

“I’m from another state/country.”

- If you live in one state only part of the year or plan to move after college, it is a good idea to register on the National Donate Life Registry at [RegisterMe.org](https://www.registerme.org). Wherever you move within the US, it will always be accessible!
- You will need a social security number to register on [RegisterMe.org](https://www.registerme.org).

“I need my organs!”

- Your registration is for organ donation after you pass away, so you will not need them then!

“I have to check with my parents.” or “My parents don’t want me to.”

- Donation is a personal choice, but it is important to discuss it with your family and loved ones. Make sure that they know your wishes!

FREQUENTLY ASKED QUESTIONS

Is there a cost to the donor family?

- There is no cost to the donor’s family or estate for organ, eye and tissue donation.

Will I be able to have an open casket funeral if I donate?

- An open casket funeral is possible for organ, eye and tissue donors. Donation will not impact any other funeral arrangements either.

Who will receive my donated organs and tissues?

- Many factors go into the matching process, including medical urgency, blood type and geographical location of the donor and recipient, among other criteria.
- Due to medical privacy laws, the identities of organ donors and recipients must be kept anonymous unless both parties agree to share that information.

Does my social and/or financial status play any part in whether or not I will receive an organ if I ever need one?

- No. A national system matches available organs from the donor with people on the waiting list based on blood type, body size, how sick they are, donor distance, tissue type and time on the list.
- Race, income, gender, celebrity and social status are never considered.

Can I decide which organs and tissues I want donated?

- After registering as a donor on [RegisterMe.org](https://www.registerme.org), you can login online to specify your donation preferences.

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Does a donor insignia have to be printed on my license?

- No, you do not have to have it printed on your license to be registered. The national and state registries are checked at the time of a person's death, regardless if it is printed on his or her license. The insignia on a person's license or ID card is simply a reminder for the individual, not for medical professionals.

Is this the same database as when I registered to donate blood/bone marrow?

- No, while those are also lifesaving and healing gifts, organ donation is a different registry.

Why register my decision to be an organ, eye and tissue donor?

- You can save up to 8 lives and heal the lives of more than 75 people.
- Donation gives comfort to the donor family in knowing that their loved one helped to save the lives of others.
- Registering your decision and sharing it with your family lets them know your wishes.

Where can I register as an organ, eye and tissue donor?

- Online right now! Sign up with the National Donate Life Registry at [RegisterMe.org](https://www.registerme.org).
- In the Medical ID tab of the iPhone Health app.
- At the DMV when applying for or renewing a license or ID card.
- It is important to tell your family members that you have decided to register your decision to be a donor so that they will know your wishes.

GETTING STARTED

Before setting a date and hosting an event, there are several details for you to research, consider and make decisions about. Below are some first steps to help setup your event and team up for success.

- **Reach out to organizations in your local community who share your vision.** There are Donate Life representatives in every state that can help you with your event by providing materials and public education support. Find their contact information here: <https://www.donatelife.net/get-involved-locally/>. There may also be local non-profits or medical facilities in your area whose support you can enlist.

Examples of other non-profits and medical facilities are organ procurement organizations (OPOs), eye banks, tissue banks, transplant hospitals and dialysis centers.



- **Recruit friends to help.** You will want to work with people who are good at social media and those who have connections around campus and in the community. The broader your reach, the better you will be able to secure support from the community or local businesses. The more people on your team, the better you can publicize your event.
- **Define the purpose of your event.** Are you hoping to educate and/or register new organ donors? Get clear about what you want to accomplish, so when you build the event you are able to measure your results. If you are clear about your event, you will also have more success in enlisting support and reaching your targets.
- **Identify your audience.** Is this an on-campus event? Are you working with another club, Greek organization or a department? Determining your target audience will be important to setting your goals and marketing your event.
- **Set a Goal.** Goals are vital to keeping your project on track. Make it a SMART Goal – Specific, Measurable, Achievable, Realistic and Time-Bound.
- **Connect with the SGA or the council that oversees student-run campus events.** They will have all the details on what is required to organize your event on campus. In some cases, you may have to establish an official club and work with a Faculty or Staff Advisor. Give yourself 3-4 months to organize these details, so you are able to secure all necessary permissions for on campus events. Plan ahead!
- **Give yourself plenty of time to prepare and market your event.** Plan to use social media, post flyers around campus, secure a slide on display monitors, and/or reach out to the campus newspaper for publicity. Will your event require a budget? Do you need to purchase materials or get some donated? Details like this need to be worked through well in advance of your event, especially if you need to secure funding or order promotional products from the Donate Life Store (<http://www.donationmerchandise.com/>).*

*If you are interested in fundraising being a part of your event, refer to the **Third Party Fundraising Event FAQ** at the back of this guide.*

A SMART Goal might look something like this: Group “ABC” will put on a Donor Registration Drive during National Donate Life Month (April) at the Student Union. We will recruit 12 student volunteers to work the registration drive, each committed to working at least a two-hour shift during the event. ABC’s target is to register 30 new donors during the two-day campaign.

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* PROMOTIONAL PRODUCTS

To ensure quality and brand oversight, all promotional items, like t-shirts, pens, hats and other giveaways, decorated with the registered Donate Life logo must be purchased through one of Donate Life America's licensed promotional companies. Several Donate Life promotional items are available on the Donate Life Store (<http://www.donationmerchandise.com/>), and some are readily available in bulk quantities. Call or email NewClients at **804-560-7000 ext 4** or webstores@newclients.com for more information. If you are interested in placing a custom order, you can contact Robb Anderson at robb@newclients.com.



HOW TO PLAN A DONOR DRIVE OR TABLING EVENT

Once your purpose, goals, team of friends and initial details are in place, you are ready to start planning the specifics of your event to promote organ, eye and tissue donation.

1. Determine the date(s) you want to do your tabling event. Be sure to give yourself plenty of time to plan. Reference a campus event calendar to determine if you can take advantage of an existing event. For example: a health fair, class registration day, blood drives, Greek Week and sporting events also offer good opportunities to have a well-trafficked table.
 2. Coordinate with your SGA and any on campus council that oversees tabling events on campus. Be sure you comply with all the requirements and policy established by these organizations.
 3. Reach out to your local Donate Life representative (<https://www.donatelife.net/get-involved-locally/>). They can provide you with ideas and materials for your tabling, and possibly a volunteer to help answer questions.
 4. Create marketing materials at least three months before the event. Think about including Save the Date announcements (printed and digital) and sharable marketing images suitable for social media. Develop slogans and hashtags, use stats and data; begin using these things in social media as soon as possible. Create geofilters to take full advantage of social media sharing. Enlist the help of a design student to help create professional looking materials. There are some existing materials available on Donatelife.net (<https://www.donatelife.net/things-you-can-do/>), like web banners, print ads and printable take-away cards. There are also resources available for several celebrations and observances throughout the year (<https://www.donatelife.net/celebrations/>).
- Please contact the Donate Life America office (vgray@donatelife.net) if you are interested in using the registered Donate Life logo on your marketing materials. In addition, each state has a state version of the Donate Life logo and may give out permission to use it. Ask your Donate Life representative for more information. Please note there are some counterfeit versions of the logo on the Internet. You do not want to use those!*
5. Find fun and engaging ways to draw people to your table; maybe games, food or giveaways. Think about printing take-away cards (<https://www.donatelife.net/things-you-can-do/>), which are easy to pass out to remind students to register later if they do not have time during your event.
 6. Recruit volunteers. Try to find people who have a connection to donation or transplantation. Stories make an impact and personalize the event.
 7. Connect with leaders in the community. If the president of your college is big on social media, get him/her involved.



8. Assign specific jobs to your volunteers. Consider responsibilities like: Social Media, Operations, Greek Outreach and Publicity.
9. Create a marketing plan to promote your event. Marketing activities should begin no later than 1 month prior to the event. Be sure to include a social media campaign, online event calendars, digital displays, community email blasts, posting of signage and flyers. Encourage all of your volunteers to post and share on social media pages. Continue marketing throughout the entire month and through the end of the event.

10. Organize an educational meeting so your team can gain all the necessary information about organ, eye and tissue donation. You will want your team to be able to talk about donation, so that they will be assets to your event. The Donate Life representative in your state may be able to arrange educational materials or a volunteer to attend your meeting to assist with this step. Refer to the “About Organ, Eye and Tissue Donation” and “Talking About Donation” sections in this guide, as well as DonateLife.net.



11. Two weeks prior to the event create a “day of” schedule with volunteer report times, goals and responsibilities. Also, confirm with any relevant campus organization that you have all the correct permissions to do your tabling event.
12. One week prior to the event do a pre-event “pep rally” to cover last minute details and goals with your team. Also, set up your table so you can see if you have all the materials you need. Remind your team to stand and avoid sitting at the table. Tell them to mingle with passersby and encourage easy-to-remember conversation starters.

Do some role-playing with your volunteers to test their donation knowledge and help them come up with quick and catchy talking points to engage people.

13. Follow up with all volunteers no later than 2 days prior to the event to confirm their participation and responsibilities.
14. On the day of the event, arrive at the location ½ hour prior to event start to ensure you have all materials necessary. Set up your event and have fun!
15. Use social media during your event, including participants in posts and encouraging check-ins and shares. Report your success on social media and thank everyone who made it possible!

OTHER CREATIVE EVENT IDEAS

PARTNER

Co-host your event with another club to help make it a success! Examples include fraternities, sororities, multicultural clubs, PRSSA – Public Relations Student Society of America, pre-med, nursing, and athletic programs.

CONNECT TO THE COMMUNITY

Reach out to and invite community leaders – the mayor or a state representative – to participate. Your Donate Life representative may also have connections with a local transplant hospital or organ procurement organization for additional support.

SHARE A STORY

Find a student, faculty member or a local family that has a connection to transplantation. A “local” story is powerful! This could include someone waiting to receive a transplant or a donor family that is interested in sharing their story. Again, your Donate Life representative may be able to connect you with a local speaker or story.

FUN WITH FOOD

Have treats to give out as a “thank you” to those that register, reaffirm their decision, or stop to find out more about being an organ, eye and tissue donor. Reach out to the local coffee shops, bakeries and grocery stores for food item donations.

- *Lattes for Life* – Partner with your campus coffee shop to give free coffee or a discount.
- *Donuts for Donors* or “*Donut You Want to Be a Donor?*” – Give out donuts.

USE THE STATS

Numbers are powerful. Try integrating some of the donation statistics into your event.

- Sound a bell or horn every 10 minutes to represent a person being added to the national organ waiting list
- To illustrate the 22 people who die each day waiting for a transplant, advertise your event by posting flyers featuring headshots of 22 students.
- OR have 22 people wear t-shirts with a number on it signifying 22 people die each day.

GET CREATIVE!

Do something unique to your school. Create competitions between schools, have a challenge between rival schools to sign up the most students to the registry and award with a trophy! Use your local Donate Life representatives for ideas and resources.



WHAT IS THE DIFFERENCE BETWEEN FUNDRAISING FOR DONATE LIFE AMERICA (DLA) AND FUNDRAISING FOR A DONATE LIFE STATE TEAM?

Donate Life America is the national Donate Life organization. We work to educate the public about the importance of registering as organ, eye and tissue donors. We create educational materials and marketing campaigns that are shared around the country. We also manage the National Donate Life Registry.

Donate Life State Teams work on the local level to spread the message of Donate Life. They hold community events, work with driver's education classes, create materials for high school donor education programs, and more. State Teams are separate 501(c)3 organizations, but work towards the same mission of saving and healing lives through organ, eye and tissue donation.

Choosing between supporting Donate Life America and a Donate Life State Team comes down to choosing between supporting national or local Donate Life efforts.

HOW CAN I FUNDRAISE FOR DONATE LIFE AMERICA?

If you choose to support DLA, we have an online peer-to-peer fundraising platform (www.donatelife.net/fundraise) that allows you to create and personalize a fundraising page that you can send out to family and friends. Proceeds from your fundraising campaign are donated directly to Donate Life America. You can also choose to make a single gift to DLA through our contribute page (<https://www.donatelife.net/contribute/>).

HOW DO I CREATE A PERSONALIZED FUNDRAISING PAGE FOR DONATE LIFE AMERICA?

Creating your personal fundraising page is fast, easy, and fun! Go to www.donatelife.net/fundraise to get started. You will be asked to enter basic information and then – presto! Your personal fundraising page has been created. But don't stop there. Successful fundraising pages include the following:

- A personalized story and explanation of why you want to fundraising for DLA.
- A relevant image. For instance, if you are fundraising in honor or in memory of someone, post a picture of them to motivate and encourage others.
- A goal and timeline. Think about how much you want to raise and when. An end date creates urgency and motivates others to contribute in a timely fashion.
- A call to action to register as an organ, eye and tissue donor at [DonateLife.net!](http://DonateLife.net)

HOW CAN I FUNDRAISE FOR A DONATE LIFE STATE TEAM?

Visit <https://www.donatelife.net/get-involved-locally/> to find your Donate Life State Team contact's information. They are the best person to talk to about options in your state.

***Important* Donate Life logo use and fundraising:** Only use the Donate Life logos in conjunction with fundraising efforts if and when the funds raised go directly to Donate Life America and/or a Donate Life State Team. The recipient of the funds must be clearly stated at your table or during the event where the fundraising is taking place.

DONATE LIFE AMERICA

- Donate Life Representative List: <https://www.donatelife.net/get-involved-locally/>
- Additional Educational Resources: <https://www.donatelife.net/education-resources/>
- National Celebrations & Observances (with resources): <https://www.donatelife.net/celebrations/>
- Extend Your Reach Resources: <https://www.donatelife.net/things-you-can-do/>

OTHER DONATION & TRANSPLANTATION ORGANIZATIONS

The following organizations are related to donation and transplantation. Their websites contain more helpful resources for your educational needs.

- **UNITED NETWORK FOR ORGAN SHARING** (<http://www.unos.org/>) (UNOS) – UNOS is the government-contracted nonprofit that manages the United State’s organ system, including the waiting list and the distribution of donated organs.
- **ORGAN PROCUREMENT AND TRANSPLANTATION NETWORK** (<http://optn.transplant.hrsa.gov/>) (OPTN) – UNOS currently serves as the OPTN, linking professionals with the donation and transplantation system. All of the current national waiting list, donation and transplantation data (sorted by state, organ, donor type, etc.) is housed this website.
- **HEALTH RESOURCES AND SERVICES ADMINISTRATION** (<http://www.hrsa.gov/index.html>) (HRSA) & **ORGANDONOR.GOV** (<http://organdonor.gov/index.html>) – In the United States, the Health Resources and Services Administration of the U.S. Department of Health and Human Services has oversight of the OPTN (see above). OrganDonor.gov is the official U.S. Government website for organ donation and transplantation, managed by HRSA.
- **SCIENTIFIC REGISTRY OF TRANSPLANT RECIPIENTS** (<http://www.srtr.org/>) (SRTR) – This organization is responsible for research and analysis of transplantation outcome data. This website contains high-level reports on national transplant data, transplantation programs and organ procurement organizations.