



GIFT OF LIFE'S 50th ANNIVERSARY

Easy Guide to Helping Save Lives for Gift of Life Hospital Partners!

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Overview

Gift of Life's 50th anniversary is a milestone built on the compassion of families, tireless work of staff, commitment of hospital partners and support of volunteer ambassadors, government, and our community.

Thanks to our generous region, Gift of Life has coordinated the most donor heroes and life-saving organs for transplant since the start of our national donation system. Now, our 50th anniversary is a launchpad to energize our community to meet the urgent need for more registered donors.

Join us to honor our 50 years of saving lives by helping to sign up 5,000 more donors – one for each of our neighbors on our region's transplant waitlist. We're calling it our "5,000 for 50" campaign. **You are our essential partner** in reaching this ambitious goal. Encourage everyone to go to donors1.org to learn more and register. Let's seize this opportunity to make a great stride towards ending the waitlist.

The following toolkit gives Gift of Life's key supporters the information and action steps to engage every corner of our community in our life-saving mission: hospitals, schools, houses of worship, businesses, and **your** neighborhood. Tell our story – a story of heroes, hope and kindness that saves lives.

On behalf of each family desperately waiting for their loved one to receive a second chance at life, thank you.

For materials, guest speakers and other resources, email communityoutreach@donors1.org.

Talking Points & Overall Campaign Messages

Every conversation is an opportunity to dispel myths, answer questions and inspire someone to sign up to become a donor. Myths and misconceptions are major barriers to having more people sign up. Use these talking points along with your personal connection to/reason for supporting donation to increase understanding and help us reach our “5,000 for 50” goal. Be sure to check out our “Essential Information” section for more myths and facts.

Remember, please direct everyone to www.donors1.org to learn more and sign up!

Campaign Messages

- Every one of us has the potential to save and heal lives through organ and tissue donation regardless of age, race, health or medical history. We need everyone to use their power so we can end the transplant waitlist.
- To honor Gift of Life’s 50 years of service, we’re rallying our community to sign up 5,000 more donors, one for each of our neighbors on the transplant waitlist. It’s our “5,000 for 50” campaign!
- Basic human kindness is the essential ingredient in the success of donation and transplantation. One word – “YES” – saves lives.
- Right now, 5,000 families in our community are desperately waiting for their loved one to receive a life-saving organ. Lives are at stake. The need is urgent.
- Organ and tissue donation are not options for any family until all hope of saving their loved one has been exhausted. Only then does Gift of Life step in to support a hero’s family through the donation process with compassion and respect.
- Signing up to save lives as a donor is fast, easy, and private at donors1.org. It takes less than a minute! Only donation professionals have access to this confidential registry after someone dies.

TAKE ACTION!

Benefits of Supporting Gift of Life Donor Program's 50th Anniversary "5,000 for 50" Campaign to sign up 5,000 more organ donors:

- Save lives in our community and help end the transplant waitlist.
- Provide families with a legacy of hope and comfort if their loved one cannot be saved.
- Contribute to the overall health, vitality, and productivity of our community.
- Support communities of color, which make up more than half of the patients on the transplant waitlist.

Here's how you can help:

- Wear a Donate Life wristband or lapel pin to show your support.
- Display an "Organ Donors Save Lives" yard sign.
- Share our "5,000 for 50" campaign on your Facebook page.
- Include the campaign in your newsletter.
- Provide Gift of Life materials in your public spaces.
- Feature a public-service organ donor message with registration link to donors1.org on your website home page.
- Host an organ donor registration drive.

Together, we can create a future of hope and honor the legacy of donor heroes.

SOCIAL MEDIA

Sharing Gift of Life's Social Posts:

Sharing Gift of Life's 50th anniversary posts to your social media channels is a fast and easy way to spread the importance of donation and encourage more people to sign up to become a donor at donors1.org. Visit the Gift of Life social media accounts listed below and watch for **weekly** 50th-branded-anniversary posts to share.

- **Facebook:** click "Share"
- **Instagram:** click "Share"
- **Twitter:** click "Repost" or "Repost with Thoughts"
- **LinkedIn:** click "Repost" or "Quote Post"

ESSENTIAL INFORMATION

Donation & Transplantation

Myths and misconceptions are some of the greatest barriers to having more people sign up to become an organ donor. Use the facts below in response to some of the most prominent questions and concerns about donation. Incorporate these into your conversations and social media posts.

Myths and Facts:

- **Myth 1:** I have a medical condition so I can't be an organ donor.
- **Fact 1:** Don't rule yourself out. Everyone has the potential to save and transform lives as an organ and tissue donor regardless of age, health or medical history. A person's ability to donate is evaluated after they die in a hospital.

- **Myth 2:** I'm too old to be a donor.
- **Fact 2:** There's no age limit for organ donation. In fact, organs from older donors can be used for older patients who need a transplant. The oldest U.S. donor to date was 93. You never know what individual organs may still be healthy enough to save lives!

- **Myth 3:** I don't think my religion supports donation.
- **Fact 3:** All major religions in the United States support organ donation as a generous, final gift of kindness toward others.

- **Myth 4:** If I'm registered as a donor on my license, they won't try to save me if I'm sick or in an accident.
- **Fact 4:** In a hospital or at an accident scene, the one and only priority is to save your life. Period. Donation is not an option for any family until all hope of saving their loved one is gone. Only then does Gift of Life step in to support a hero's family through the donation process with kindness and respect.

- **Myth 5:** Rich or famous people on the transplant waitlist get organs faster.
- **Fact 5:** A national computer system matches donated organs to recipients. The factors used in matching include blood type, time spent waiting, other important medical information, how sick the person is, and geographic location. Race, income, and celebrity are NEVER considered.
- **Myth 6:** My family will have to pay for the donation.
- **Fact 6:** There is no cost to donors or their families for organ or tissue donation.
- **Myth 7:** Somebody could take my organs and sell them.
- **Fact 7:** Federal law prohibits buying and selling organs in the U.S. Organ donation and transplantation is a very complex process regulated by law and using a national database to carefully match organs with recipients. Donor programs, hospitals and transplant surgeons follow the highest ethical standards and federal laws to save lives through the generosity of donors and their families.
- **Myth 8:** My family won't be able to have an open casket viewing if I'm a donor.
- **Fact 8:** All types of funeral and burial arrangements are compatible with organ, tissue, and cornea donation. A donor hero is treated with the utmost care, respect, and dignity throughout the donation process.
- **Myth 10:** People in the LGBTQ community can't donate.
- **Fact 10:** There is nothing to prohibit members of the LGBTQ community from being a donor hero other than the health of their organs at the time of death. Everyone has the powerful potential to save and transform lives through organ and tissue donation and is urged to sign up to become a donor.

Additional Fast Facts:

- **95% of people support organ donation**, according to surveys.
- The impact of one donor is powerful! **One organ donor can save the lives of up to eight people**, and a tissue donor can improve the lives of 100 others.
- The need for more registered donors is urgent: **17 people die each day waiting** for an organ transplant.
- In our region, about **5,000 children and adults** need an organ transplant to survive.
- Nationally, **more than 100,000** children and adults are on the organ transplant waitlist.
- **More than half** of the patients on the transplant waitlist are from **communities of color**.
- Close to 90% of waitlist patients in Gift of Life's region need a kidney transplant.
- **Every eight minutes**, another person is added to the national transplant waitlist.
- Being registered to become an organ donor does **not** affect the medical care someone receives when sick or injured and is compatible with any type of funeral arrangements a family chooses.
- Organ donation is a possibility only after all efforts to save a patient's life have been exhausted, tests have been performed to confirm the absence of vital signs, and brain death has been declared.

- **Organ donation is extremely rare**, making the need for more registered donors so critically important. Only 3 in 1,000 people die in a way that allows for organ donation after death in a hospital.
- The recovery of precious organs and tissues for transplant is done with extreme **care, sensitivity, and respect**.
- **Tissue donation** includes bone for orthopedic and sports injuries, skin for burn patients and reconstructive surgery for breast cancer patients, heart valves to repair life-threatening defects and corneas to provide the gift of sight.
- **About Gift of Life Donor Program:**
 - Since 1974, Gift of Life has coordinated more than 59,000 organ transplants and more than 2 million life-enhancing tissue transplants.
 - Gift of Life's region is the eastern half of Pennsylvania, southern New Jersey and Delaware.
 - Gift of Life works with 126 acute care hospitals and 12 transplant centers in its region, as well as hundreds of transplant centers throughout the country, to provide the most comprehensive array of services available in the U.S. to the donation and transplantation community.

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