



GIFT OF LIFE'S 50th ANNIVERSARY

Easy Guide to Helping Save Lives for Gift of Life Staff!

Table of Contents

1. [Toolkit Overview](#)
2. [Talking Points and Overall Campaign Messages](#)
3. [How to Take Action](#)
4. [Social Media](#)
5. [Essential Information](#)
6. [Gift of Life Social Media Challenge](#)

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 – PICK FIVE!

Choose five of these activities (or be an over-achiever and do all ten!) to join in Gift of Life's 50th anniversary throughout the coming year and help reach our "5,000 for 50" campaign goal to sign up 5,000 more donors at donors1.org.

1. **Talk with your family, friends, neighbors and co-workers.** You may think they are signed up to become a donor, but they *may not be*. Use our talking points and "facts versus myths" sections of this toolkit to answer questions and address concerns. Reach out to Gift of Life if you encounter a question you are not able to answer.
2. **Share/post on social media.** Share Gift of Life posts and/or create your own. **Always tag @donors1 and use #GiftofLife50.**
3. **Wear a green Donate Life wristband or lapel pin** wherever you go and tell people what it means when you are standing in line. Carry some with you and give them out every chance you get!
4. **Share our 50th anniversary "registry cards"** that tell people how to sign up to become a donor and are small enough to fit in your pocket or purse. Give them out wherever you go! Spread the word that signing up at donors1.org is fast, easy and private. This confidential donor registry is accessible only to donation professionals after someone dies in a hospital.
5. Proudly display a Gift of Life **"Donors Save Lives" yard sign** and get a few high-profile places in town (e.g. library, community center, school, house of worship, businesses) to display them to support our 50th anniversary.
6. Connect us with a local organization or business that we can partner with for a **donor registration drive**.
7. **Take part in a tabling event** in your town (e.g. health fair, festival, community event) and talk with people about donation. We'll provide you with materials and coaching. Meaningful one-on-one conversations are a powerful way to dispel myths, address concerns and inspire more people to sign up to become a donor (even if they don't sign up on the spot).
8. **Find a speaking opportunity** for yourself or someone from Gift of Life with a local club, school or community group. A presentation can be as short or long as the group would like. We'll provide talking points, handouts and even PowerPoint slides if needed.
9. Get a **local house of worship** involved in [Gift of Life Donor Sabbath](#) this November or any time during the year. If you are not active in an organized religion, connect us with a house of worship through a family member or friend.
10. Ask your local library, community center or other busy public space to **put up a display** of Gift of Life materials (e.g. tabletop sign, registry cards, brochures, wristbands.)

SOCIAL MEDIA

Sharing Gift of Life's Social Posts:

Sharing Gift of Life's 50th anniversary posts to your personal or professional 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. For questions or assistance with social media, contact Phillip Suitts at psuitts@donors1.org.

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

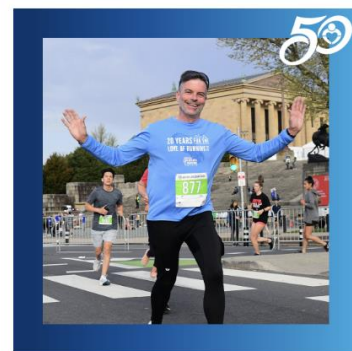
50th Designs: When you share Gift of Life's social posts, 50th graphics, logos or pictures will automatically appear from the original post. It will look something like the following:



50 Fridays, posted every Friday



Donor Family Stories



Branded Graphics

Sample Social Media Posts to Use

Below are sample messages to use with Gift of Life 50th graphics, logos & pictures when posting to your social media accounts. Your posts will make a bigger impact when you share your personal connection to donation or transplantation. Be sure to tag **@Donors1** and use the hashtag **#GiftofLife50**. Here are sample posts to get you started:

- Right now, 5,000 of our neighbors are desperately waiting for the call that an organ for their life-saving transplant is available. The need is urgent. Lives are at stake in our community. You have the power to help! Sign up to become an organ donor today at donors1.org. #GiftofLife50 @Donors1
- Do you know that you have the power to save lives as an organ donor regardless of age, health or medical history? It's amazing – and true! Use your power and sign up to become an organ donor today at donors1.org. Registering is fast, easy and confidential. #GiftofLife50 @Donors1

- Join me in honoring Gift of Life's 50 years of service, by supporting its exciting "5,000 for 50" campaign to sign up 5,000 more organ donors, one for each of our neighbors on the transplant waitlist. Why "exciting"? Because we ALL have the power to make sure no one in our community dies waiting for a life-saving transplant! Sign up at donors1.org today. #GiftofLife50 @Donors1
- Do you know that organ donation is not an option for any family until all hope of saving their loved one in a hospital has been exhausted? Only then does Gift of Life step in to support a hero's family through the donation process with kindness and respect. Learn more and sign up to be an organ donor today at donors1.org. #GiftofLife50 @Donors1
- Signing up to save lives as an organ donor is fast, easy and private. The confidential donor registry is only accessible to organ donation professionals after someone dies. Sign up to become an organ donor today at donors1.org. #GiftofLife50 @Donors1
- Do you think the world needs more kindness? Organ donors leave a legacy of love and live on in the people they save. You have the power to be a donor hero. Learn more and sign up to become an organ donor today at donors1.org. #GiftofLife50 @Donors1
- Would you accept a life-saving organ for yourself or a loved one? If so, pay it forward and help make sure no one in our community dies waiting for a transplant. You have the power to help! Learn more and sign up to become an organ donor today at donors1.org. #GiftofLife50 @Donors1

Social Media: SHARE YOUR STORY

Sharing your personal connection to donation, transplantation or Gift of Life Donor Program is one of the most powerful ways to inspire others to sign up to become a donor. You can even create a brief reel for Facebook or video for TikTok.

Please use this message along with your personal statement for any of the prompts below:

To honor Gift of Life Donor Program's 50 years of service, help us sign up 5,000 more organ donors - one for each person in our community on the transplant waitlist. Register today at donors1.org.

- I support Gift of Life because...
- I'm signed up as an organ donor because...
- Organ donation is important to me because...

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.

GIFT OF LIFE STAFF SOCIAL MEDIA CHALLENGE

Who will be crowned Gift of Life's Influencer Hero?

As a Gift of Life team member, you are the key to the success of our 5,000 for 50 Campaign! Gift of Life needs you to engage and inspire everyone you know to help us register 5,000 more organ donors. We need the passion, energy, and perseverance that you bring to your work every day for this campaign because lives depend upon it!

THE CHALLENGE: Let's make things a little more interesting...

- Which Gift of Life staff member can post the most on social media to inspire others to register to become an organ donor?
- You have the power to inspire more people to sign up as an organ donor and help those on the waitlist.
- Influencer Heroes will be announced at each Gift of Life staff meeting and trophies will be awarded for the most monthly posts!
- A grand prize winner will be announced for the most posts overall from now through April 2025.

HERE'S HOW TO PARTICIPATE

- Each week, Gift of Life will publish 50th-themed content for you to share on your personal social media as part of our 50 Fridays Campaign.
- We also encourage you to add your personal perspective or connection to Gift of Life, donation or transplantation.
- Be sure to tag **@donors1** and use hashtag **#GiftofLife50**.

GIFT OF LIFE INFLUENCER HERO CHALLENGE TRACKER

To be eligible, all participants must add their name, date of social post and link to post, or screenshot of the post, to the Influencer Hero Challenge Tracker.

USING SOCIAL MEDIA PERSONALLY AS A GIFT OF LIFE EMPLOYEE

This challenge is a great opportunity to help Gift of Life increase donor registration. A couple of important reminders as you are posting on social:

- Please follow the 50th content guidelines provided in this toolkit. If you have any questions, please feel free to reach out to a member of our Communications Team in the Public Affairs & Family Services department, psuitts@donors1.org or klathrop@donors1.org.
- If and where appropriate, please make clear you are not an official Gift of Life spokesperson.
- Keep communications professional.
- If a member of the news media, hospital communications team, professional organization, etc. contacts you about your post or commentary, please refer them to a member of our Communications Team.

PLEASE FOLLOW US!

- Social media is a compelling tool to promote our life-saving mission. Please follow us @donors1 on Facebook, Twitter, Instagram and LinkedIn and like and share our inspiring content.
- Learn more at our website: www.donors1.org

Messaging:

Below are sample messages to pair with 50th graphics/logo/frames when posting to your social media accounts. You're encouraged to reword the messaging in your own voice and add your personal perspective or connection to Gift of Life, donation, or transplantation.

Be sure to tag **@Donors1** and use hashtag **#GiftofLife50**.

Use these samples to get started:

- Right now, 5,000 of our neighbors are desperately waiting for the call that an organ for their life-saving transplant is available. The need is urgent. Lives are at stake in our community. You have the power to help! Sign up to become an organ donor today at donors1.org. #GiftofLife50 @Donors1
- Do you know that you have the power to save lives as an organ donor regardless of age, health or medical history? It's amazing – and true! Use your power and sign up to become an organ donor today at donors1.org. Registering is fast, easy and confidential. #GiftofLife50 @Donors1
- Join me in honoring Gift of Life's 50 years of service, by supporting its exciting "5,000 for 50" campaign to sign up 5,000 more organ donors, one for each of our neighbors on the transplant waitlist. Why "exciting"? Because we ALL have the power to make sure no one in our community dies waiting for a life-saving transplant! Sign up at donors1.org today. #GiftofLife50 @Donors1
- Do you know that organ donation is not an option for any family until all hope of saving their loved one in a hospital has been exhausted? Only then does Gift of Life step in to support a hero's family through the donation process with kindness and respect. Learn more and sign up today at donors1.org. #GiftofLife50 @Donors1
- Signing up to save lives as an organ donor is fast, easy and private. The confidential donor registry is only accessible to organ donation professionals after someone dies. Sign up to become an organ donor today at donors1.org. #GiftofLife50 @Donors1
- Do you think the world needs more kindness? Organ donors leave a legacy of love and live on in the people they save. You have the power to be a donor hero. Learn more and sign up to become an organ donor today at donors1.org. #GiftofLife50 @Donors1
- Would you accept a life-saving organ for yourself or a loved one? If so, pay it forward and help make sure no one in our community dies waiting for a transplant. You have the power to help! Learn more and sign up to become an organ donor today at donors1.org. #GiftofLife50 @Donors1

#####