GIFT OF LIFE'S 50th ANNIVERSARY

Easy Guide to Helping Save Lives

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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.

To honor Gift of Life's 50 years of saving lives, help us register 50,000 more organ donors and provide hope to the thousands waiting for a transplant. ***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 "50,000 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 saving lives, help us register 50,000 more organ donors and provide hope to the thousands waiting for a transplant. Learn more and register at donors1.org.
- 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!

Support Gift of Life Donor Program's 50th Anniversary "50,000 for 50" Campaign to sign up 50,000 more organ donors so you can:

- Save lives in our community and help end the transplant waitlist. Your neighborhood or town likely includes people on the waitlist or members of their family.
- Contribute your voice to addressing a public health crisis that we all have the ability to impact.
- Support communities of color, which make up more than half of the patients on the transplant waitlist.
- Support one of the leading donor programs in the U.S.
- Contribute to the overall health, vitality and productivity of our community.

Here's how you can help:

- Go to donors1.org and make sure you are signed up on the national donor registry. Even if you are already registered on your license, this is national, private and doesn't expire.
- **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.
- **Share/post on social media**. Share Gift of Life posts and/or create your own. **Always tag @donors1 and use #GiftofLife50.**
- **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!
- **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.
- 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.
- Connect us with a local organization/business we can partner with for a **donor registration drive**.
- **Invite us to a tabling event** in your town (e.g. health fair, festival, community event) where we can talk with people about donation, dispel myths, address concerns and inspire more people to sign up to become a donor.
- **Find a speaking opportunity** for Gift of Life with a local club, school or community group. A presentation can be as short or long as the group would like.
- Encourage a **local house of worship** to participate in Gift of Life Donor Sabbath this November or any time during the year to share the fact that all major religions in the U.S. support organ donation as the ultimate act of compassion and generosity.

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

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

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"

Sample Social Media Posts to Use

Below are suggested sample messages to use 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 saving lives by supporting its exciting "50,000 for 50" campaign to sign up 50,000 more organ donors. 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's 50 years of saving lives, help us register 50,000 more organ donors and provide hope to the thousands waiting for a transplant. Learn more and register 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…

SAMPLE BLOG POST OR NEWSLETTER ARTICLE

Title: Gift of Life Donor Program and [INSERT ORGANIZATION NAME] Rally Community to Register as Organ Donors

Signing Up to Save Lives Is Fast, Easy & Private

[INSERT ORGANIZATION NAME] is honoring Gift of Life Donor Program's 50 years of service to our community by joining its "50,000 for 50" campaign to sign up 50,000 more organ donors and provide hope to the thousands waiting for a transplant. Learn more and register at donors1.org. The need is urgent as 17 people die waiting each day in the U.S. The impact of just one organ donor is powerful with the ability to save up to eight lives.

Signing up to become an organ donor at donors1.org is easy, private and takes less than a minute. This confidential registry is accessible to donation professionals only after someone has died.

Gift of Life's tireless work on behalf of donor families, waitlist patients and transplant recipients echoes the dedication of [INSERT ORGANIZATION NAME] in its efforts to [INSERT MISSION STATEMENT]. Together, their strong partnership includes [INSERT DETAIL OF HOW ORGANIZATIONS WORK TOGETHER].

Today, we celebrate this partnership by rallying our community to support Gift of Life's "50,000 for 50" campaign. The more people we can inspire to sign up to become an organ donor, the healthier and more productive our community will be.

To learn more and sign up to become an organ donor, visit donors1.org.

SAMPLE PRESS RELEASE

[INSERT ORGANIZATION NAME] Partners with Gift of Life to Save Lives, Honoring Donor Program's 50 Years of Service

Rallying Community to Sign Up 50,000 More Organ Donors at donors1.org

CITY, STATE - [INSERT ORGANIZATION NAME], [INSERT DESCRIPTION OF ORGANIZATION], is joining Gift of Life Donor Program, our region's vital link between organ donors and patients awaiting transplant, to honor Gift of Life's 50 years of service with a campaign to sign up 50,000 more organ donors and provide hope to the thousands waiting for a transplant. Learn more and register at donors1.org.

"Everyone has the potential to save and transform lives through organ, tissue and cornea donation regardless of age, health or medical history. We are so grateful to [INSERT ORGANIZATION NAME] for spreading the word that donors are heroes and urging everyone to sign up as an organ donor to help end the transplant waitlist. It's fast, easy and private to sign up as a donor today at donors1.org," said Richard D. Hasz, Jr., MFS, CPTC, President and CEO of Gift of Life Donor Program.

Hasz added that donation is never an option 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.

[INSERT BACKGROUND OF THE TWO ORGANIZATIONS WORKING TOGETHER]

[INSERT QUOTE FROM LEADERSHIP OF ORGANIZATION]

To learn more and sign up to become an organ donor, visit donors1.org.

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About Gift of Life Donor Program

Gift of Life Donor Program, founded in 1974 and headquartered in Philadelphia, is the federally designated organ procurement organization (OPO) for the eastern half of Pennsylvania, southern New Jersey, and Delaware. It 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. Thanks to the generosity of its community, Gift of Life has coordinated 14,196 donors and 39,469 organs for transplant, the most of any OPO in the country since the inception of our national donation system in 1988. Overall, Gift of Life has coordinated more than 59,000 organs and more than two million tissue transplants since its founding. One organ donor can save the lives of up to eight people, and a tissue donor can improve the lives of 100 others. To honor Gift of Life's 50 years of saving lives, help us register 50,000 more organ donors and provide hope to the thousands waiting for a transplant. Learn more and register at donors1.org.

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 98. 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 an organ donor hero other than the health of their organs at the time of death. Everyone has the powerful potential to save and transform lives 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 1-2% of 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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