

The background of the entire page is decorated with several interlocking gears of various sizes and shades of blue and grey. The gears are arranged in a way that suggests movement and interconnectedness. The largest gear is at the bottom left, and several smaller ones are clustered at the top left. A medium-sized gear is on the right side, and another is at the bottom right.

A DONOR ALLIANCE PROGRAM

WORKPLACE

PARTNERSHIP *for Life*

ENROLLMENT KIT

*Engaging local businesses
to promote the lifesaving
gift of organ and tissue
donation in their
communities.*



About Donor Alliance

Donor Alliance is the federally-designated, non-profit organ procurement organization and an American Association of Tissue Banks (AATB) accredited tissue bank serving Colorado and most of Wyoming. As a recognized leader in facilitating the donation and recovery of transplantable organs and tissues, Donor Alliance's mission is to save lives through organ and tissue donation and transplantation.

Our goal is to save the lives of people in need.

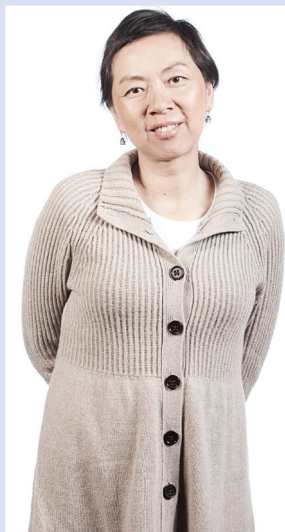
To achieve our mission, Donor Alliance employs an effective family approach and recovery programs in more than 100 hospitals. Donor Alliance also inspires the public to register as organ, eye and tissue donors through community partnerships, public outreach and education campaigns throughout its donation service area.



About Donate Life Colorado and Donate Life Wyoming

Donate Life Colorado is the official brand of Colorado's state donor registry, officially named the Donate Life Colorado Organ and Tissue Donor Registry. Likewise, Donate Life Wyoming is the brand of Wyoming's

Judy had been healthy for most of her life but one day she went to her doctor with what she thought was the flu. It took a long time for her doctors to determine what was wrong but eventually Judy was diagnosed with LIP, lymphocytic interstitial pneumonia, and a connective tissue disorder called Sjögren's Syndrome. Ultimately, Judy had to be listed for a double-lung transplant to save her life.



Her road to transplant was a long one, but now, thanks to her donor, Judy lives an active life with her husband and two children, no longer pulling a heavy oxygen tank by her side.

"I am so very grateful for my transplant." Judy says, "I would not be alive today if I had not received this gift."

Visit DonorAlliance.org to read her full story.

state donor registry. The Donate Life Colorado and Donate Life Wyoming brands and registries are managed by Donor Alliance.

Why promote organ and tissue donation?

Nationwide, more than 113,000 people are waiting for a lifesaving organ transplant. Another name is added to this list every 10 minutes. Of those waiting for lifesaving organs, approximately 2,100 live in Colorado and Wyoming.

Every year worldwide, more than 1.5 million lives are saved and healed through organ and tissue donation and transplantation. Just one donor can save up to eight lives through organ donation and can save or heal more than 100 lives through tissue donation!

Donor Alliance seeks community leaders through the Workplace Partnership for Life Program to join us in raising awareness about the importance of giving the gift of life.

Though Colorado and Wyoming lead our nation in donor designation rates, the percentage of people who say "yes" to organ and tissue donation when they get their driver's license or state identification, the need is immense and more donors are needed. Donor Alliance seeks community leaders through the Workplace Partnership for Life Program to join us in raising awareness about this need and about the importance of giving the gift of life.



About Workplace Partnership For Life

Created in 2001, Workplace Partnership for Life (WPFL) is a national initiative that unites the U.S. Department of Health and Human Services with the organ and tissue donation community and businesses, organizations and associations to spread the word about the importance of donation and to encourage citizens to register as donors. This nationwide network of more than 11,000 Workplace Partners includes local, regional and national companies and academic, volunteer, philanthropic and community-focused organizations of all kinds. Their shared goal is to promote a donation-friendly America by fostering donation education and creating opportunities for individuals to designate their decision to save lives through organ and tissue donation.

Donor Alliance has taken the traditional Workplace Partnership for Life Program and combined it with our own approach to create a fun and unique program that works in Colorado and Wyoming.

Get Involved

Donor Alliance needs your help to spread the word about the importance of organ and tissue donation in our community. Your organization can make a difference today by signing on as a Workplace Partner. Here are just some of the ways you can participate:

YOU PICK THREE

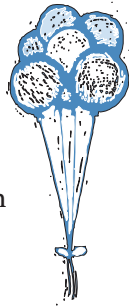
*To be recognized as an official partner for the year, please participate in **at least three** of the following activities or contact the WPFL representative to design your unique campaign or event.*

☐ Host one or several Donor Designation Drives

Host an educational table (staffed by trained Donor Alliance Advocates) in a high-traffic area to encourage employees and customers to learn more about donation and to have the opportunity to register. Donor Alliance will provide information and brochures for employees, customers and community members. Host a drive as part of a company social, health or wellness fair or Donate Life Day.

☐ Incorporate a challenge

Encourage departments, offices or store locations to challenge each other to see who can register the most donors. Examples include CU vs. CSU, West Metro Fire vs. South Metro Fire or Burt Ford vs. Burt Toyota. Treat the group who registers the most donors (or the highest percentage relative to the group size) to a prize like a pizza party.



☐ Display Donate Life posters and brochures around your business

Post Donate Life “myth-busting” posters on community bulletin boards and on windows and doors. You can also display educational brochures in convenient locations around your business.



☐ Provide articles and information

Share information, videos and/or stories about organ, eye and tissue donation on your company website, intranet, newsletter, etc. Our article template means you don’t have to start from scratch.

☐ Host an inspirational/educational speaker

Organize a get together where your staff and customers can hear an inspiring story from one of Donor Alliance’s trained speakers who has been directly impacted by donation as a transplant recipient or donor family member. If you are a healthcare organization, we can also help you set up a “lunch and learn” for your staff to learn specific facts and information about organ and tissue donation to provide ongoing education.



☐ Appoint a donation champion/share a personal connection

Has someone at your workplace been touched by organ, eye and tissue donation as a recipient, donor family or living donor? Tell their story through internal and external channels like an article in the company newsletter, a video on the company website, bulletin boards, internal cable systems, etc.



❑ Form a company team for the 2012 Donor Dash



Help us reach our goal of 5,000 participants for the 13th

Annual Donor Dash on Sunday, July 15th in Denver's Washington Park! To encourage participation, you may decide to reimburse all or a portion of member registration fees, though this is not necessary. Wear your company t-shirts during the race to show your support as a Workplace Partner! Prizes will be offered to the largest corporate team.

Of course, these aren't your only options. After you have chosen the main ways your organization will participate, you can always add on some of the following optional activities to make an even bigger impact!

Additional Ways To Make An Impact

❑ Partner with Donor Alliance for a "Donate Life Day"

Donor Alliance has plans to host one special Donate Life Day each month beginning in 2012. Whether it's a ski day on the slopes, a legislative forum, the Parade of Lights or a college football game, we are seeking community leaders to help us make an even bigger impact in the community through events.

❑ Connect with us through social media

Show your company's support by linking to Donate Life Colorado or Donate Life Wyoming via social media! A few examples include writing a blog post about donation during National Donate Life Month, tagging Donate Life Colorado or Donate Life Wyoming on Facebook and encouraging your followers to "like" our page to show support for donation, or linking to more information about becoming a donor.

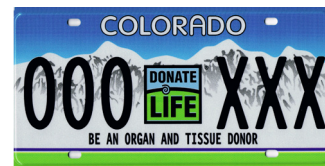


❑ Fly the Donate Life Flag

Fly the Donate Life flag every day or during National Donate Life Month in April. Some hospitals have honored donors through a flag-raising ceremony.

❑ Promote the Donate Life license plates

Did you know that Colorado has its very own Donate Life license plate? These specialty plates are available for a one-time, \$50 fee at Title and Registration Offices throughout Colorado. We need your help to meet the goal of 3,000 plates issued by July 1, 2013. You can help make this a reality by promoting the plate to employees and customers or on your company vehicles.



❑ Share a link on your website

Post a link to DonateLifeColorado.org and/or DonateLifeWyoming.org on your company website and on your intranet, if applicable. Explain your company's dedication to the cause and encourage visitors to join the registry.

❑ Donate advertising space

If your company offers advertising or public service announcements, please consider donating space/time to Donor Alliance to share the message of the importance of organ and tissue donation! Your donation will amplify the message and help us reach thousands more people – people with the potential to save lives. We have prepackaged ads, PSAs and B-roll to help keep production costs low.

Other Cross-Promotional Ideas

❑ Provide a discount

Customers who show the donor heart on their driver's license could receive a small discount on a product or service.

❑ Help host a contest

Donor Alliance could host a contest on Donate Life Colorado's and/or Donate Life Wyoming's Facebook page to win prizes from your company.

The sky's the limit...
use your imagination!



Proven Success In Corporate Partnerships

Donor Alliance has a strong history in developing mutually beneficial partnerships with community supporters. Companies and organizations that have supported Donor Alliance through past and present partnerships and/or sponsorships include:



Visit DonorAlliance.org > *Events and Programs* to learn about existing campaigns.

Your contact from Donor Alliance will gladly take a look at your unique workplace and help you come up with creative strategies to educate your employees, partners and clients about donation and provide them with opportunities to register.

Renewal

You will have the opportunity to renew as a Workplace Partner each year. This allows Donor Alliance to improve the Workplace Partnership for Life Program year after year and allows your organization to participate in a multitude of ways given your interests and budget.

After Donor Alliance receives your signed enrollment form, we will send you an electronic toolkit with resources, customizable articles and even more ideas of ways your organization can be inspired to save lives.



Perks of signing on as a Workplace Partner

When you commit to becoming a Workplace Partner in 2012, your organization will enjoy the following benefits:

- Doing something *positive and lifesaving* for your local community by promoting organ, eye and tissue donation
- Logo and link on the WPFL page at DonorAlliance.org
- Name recognition on the national WPFL page through HRSA at OrganDonor.gov
- An alert, issued from Donor Alliance, publicly announcing your company's commitment to saving lives through organ, eye and tissue donation through the WPFL Program
- Name recognition in one issue of Donor Alliance's biannual newsletter, *Perspectives*

- A special Donate Life gift* to thank you for your participation, presented to the WPFL "team" at your organization. Choose one gift and indicate the quantity on the Commitment Form:

Donate Life Coffee Mugs

Free for up to 10 people



Donate Life Car Magnets

Free for up to 20 people



Retractable Donate Life Badge Holders

Free for up to 20 people



**We are happy to customize a gift with you! Please contact us if you would like to incorporate your company's logo on the gifts. This may carry an additional cost and minimum order.*

Workplace Partner Recognition

At the end of the year, the top Workplace Partners will be honored with customized awards from Donor Alliance and will receive recognition in a special news release:

Highest Total Donor Designations in 2012

Top Organization

Highest Percentage of Donor Designations in 2012

(i.e., the highest percentage relative to the total number of employees)

Top Three Organizations

If you sign on for an available Donate Life Day, your company may enjoy additional benefits!



720 South Colorado Boulevard | Suite 800 North | Denver CO 80246
303.329.4747 Main 888.868.4747 Toll Free 303.321.1183 Fax
DonorAlliance.org DonateLifeColorado.org DonateLifeWyoming.org



Commitment Form

Yes! My organization wants to join as a Workplace Partner for Life in 2012.

COMPANY/ORGANIZATION NAME _____

Brief Description of Your Company/Organization: _____

Number of Employees: _____ Number of Members: _____

CONTACT INFORMATION

Full Name: _____ Title: _____

Address: _____

City, State ZIP _____

Phone: _____ Fax: _____

Email: _____

DETAILS OF THE PARTNERSHIP

Our organization will sign on as a Workplace Partner for Life and will promote organ, eye and tissue donation as indicated below.

You Pick Three (Required)

Designate at least three of the following activities. (explanations on pages 3-4 of this packet)

- | | |
|---|--|
| <input type="checkbox"/> Host one or several Donor Designation Drives | <input type="checkbox"/> Incorporate a challenge |
| <input type="checkbox"/> Display Donate Life posters and brochures | <input type="checkbox"/> Provide articles and information |
| <input type="checkbox"/> Host an inspirational/educational speaker | <input type="checkbox"/> Appoint a donation champion/share a personal connection |
| <input type="checkbox"/> Form a team for the Donor Dash | |

Add On Activities (Optional)

- | | |
|---|---|
| <input type="checkbox"/> Connect with us through social media | <input type="checkbox"/> Fly the Donate Life flag |
| <input type="checkbox"/> Promote the Donate Life license plates | <input type="checkbox"/> Share a link on your website |
| <input type="checkbox"/> Donate advertising space | |

Cross-Promotional Ideas (Optional)

- ☐ Provide a discount
- ☐ Help host a contest
- ☐ Please check this box if you would like more information about participating in a "Donate Life Day" this year.

YOUR GIFT

Please choose one gift and indicate the quantity:

- ☐ Donate Life Coffee Mugs (10 max) _____ qty
- ☐ Donate Life Car Magnets (20 max) _____ qty
- ☐ Donate Life Badge Holders (20 max) _____ qty

Notes, Questions or Comments: _____

Signature: _____ Date: _____

When complete, please fax this form to 303.300.9157 or mail to:

WPFL Program, c/o Donor Alliance, 720 S. Colorado Blvd, Suite 800-N, Denver, CO 80246



Organ & Tissue Donation

720 South Colorado Boulevard | Suite 800 North | Denver CO 80246

303.329.4747 Main 888.868.4747 Toll Free 303.321.1183 Fax

DonorAlliance.org DonateLifeColorado.org DonateLifeWyoming.org

A  ORGANIZATION