



Donate Life Community Toolkit

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I. Toolkit intro

Thank you so much for pledging your community's dedication to the important cause of organ, eye, and tissue donation by becoming a Donate Life Community. This toolkit is a one-stop-shop for the resources and tools to promote and raise awareness about the topic locally.

For additional communications support, please reach out to Donoralliance@fletchergroupllc.com. Please also sign up here for regular communication, including tips, tricks and reminders on amplifying the importance and impact of organ, eye, and tissue donation locally.

II. Announcing Your Community's Designation

A. Press release

Once you've made the important decision to designate your community a "Donate Life Community", Donor Alliance will work with you to create a press release (following a similar template to below) that will be used to pitch local news. You can amplify this press release on your community's social channels.

Draft release

DATE, LOCATION - Demonstrating a strong commitment to the cause of organ, eye, and tissue donation, [community name] today declared itself a Donate Life Community. These efforts are in support of the need to raise awareness and advocacy for donation, while honoring the generosity of donors and their families. This proclamation also commemorates all transplant donors and recipients in the [community name] community.

To save and heal lives and create a culture where donation is embraced as a fundamental human responsibility, [community name] is partnering with Donor Alliance and xx other communities across [Colorado/Wyoming] to become a part of the Donate Life Community program. The program aims to inspire [community name] to work with their Donate Life recovery agencies to promote organ, eye and tissue donation to its community residents through education and donor registration opportunities.

[Placeholder for custom quote from someone from community, like Mayor]

[Placeholder for stats about organ donation at the state and community level]

[Placeholder for custom quote from Donor Alliance]

[State, community name] residents can register their decision to be donors by saying Yes each time they obtain or renew a driver license or state ID, or at DonorAlliance.org.

About Donor Alliance

Donor Alliance is a non-profit organization dedicated to saving and healing lives through organ, eye, and tissue donation. The organization is an organ and tissue recovery agency for Colorado and most of Wyoming – one of 56 federally designated in the U.S. – and serves more than 6.3 million residents and 112 hospitals. Donor Alliance respectfully works with the families of organ and tissue donors, maintains partnerships with hospitals, educates residents on the life-saving benefits of donation, and inspires people to be a registered donor through [Donate Life Colorado](#) and [Donate Life Wyoming](#). For more information, please visit DonorAlliance.org.
Donate Life Colorado Organ, Eye and Tissue Donor Registry

Donate Life Colorado - Organ, eye & tissue donation and transplantation saves lives. Say Yes online today or at the DMV.

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B. Website promotion

Please consider adding this blurb and this Donate Life Community logo to the homepage of your community's website.

[Insert community name here] is proud to be a Donate Life Community. Learn more about how organ, eye, and tissue donation heals and saves lives at donoralliance.org.

III. Internal Communications

Use the content below to raise awareness of what it means to be a Donate Life Community with your city's employees.

A. Employee Newsletter

Use the content to educate employees on what it means to be a Donate Life Community and how they can contribute to the cause. From the newsletter, link to [this employee fact sheet](#).

Employee newsletter content:

Dear **[community name]** employees -

*We are excited to share some wonderful news with you – our community has officially chosen to become a Donate Life Community! This community designation reflects our commitment to an important local cause: raising awareness about organ, eye, and tissue donation right here in **[community name]**.*

Organ, eye, and tissue donation can transform lives, offering a second chance, a renewed vision, and a better quality of life to those in need. As members of this vibrant community, we have the power to make a lasting impact and become catalysts for change.

So, what can you do to participate? By visiting DonorAlliance.org, you can learn valuable information and facts about organ, eye, and tissue donation. Moreover, you have the opportunity to take your commitment a step further by considering registering as a donor. Your decision has the potential to save lives and create a legacy of generosity that extends far beyond your own.



Thank you for being an integral part of our community's commitment. Download [this fact sheet](#) for more information on what it means to be a Donate Life Community.


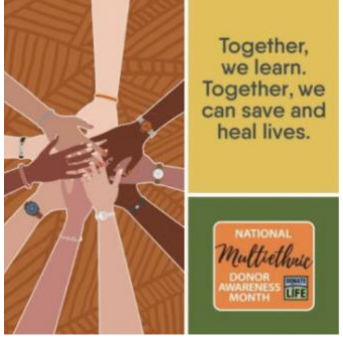


IV. Print Materials



To order print materials, including custom stickers with your community's name on them or a custom fact sheet with information about organ, eye and tissue donation (see images below) please email donoralliance@fletchergrouplc.com.

V. Social Media

Spread awareness about your community's designation status and educate your citizens about the importance of organ, eye and tissue donation using the suggested social posts below. Please tag Donate Life Colorado or Donate Life Wyoming on Instagram (@donatelifeco, @donatelifewy) and Facebook depending on where your community is located. You can find high-resolution imagery that aligns with the posts here. Feel free to get creative and customize the copy to resonate with your community - you know it best!

Timing	Suggested copy	Imagery
<p>To use when first announcing designation <i>(Note: consider putting a link to DonorAlliance.org in your bio when this post goes live to help drive traffic to the Donor Alliance site where folks can learn more/register).</i></p>	<p>Did you know that [community name] is a Donate Life Community in Colorado? Our community is dedicated to raising awareness about organ, eye, and tissue donation. Learn more about how donation heals and saves lives at donoralliance.org. link in bio #donatelife #organdonation #tissuedonation</p>	
<p>April Donor Dash - WY</p>	<p>Help support our Donate Life Community goal of raising awareness for organ, eye, and tissue donation by registering for the 2023 Donor Dash today: https://www.donoralliance.org/get-involved/outreach-programs/wyoming-donor-dash #donatelife #organdonation #tissuedonation</p>	

<p>July Donor Dash - CO</p>	<p>Help support our Donate Life Community goal of raising awareness for organ, eye, and tissue donation by registering for the 2023 Donor Dash today: www.DonorAlliance.org/DonorDash #donatelife #organdonation #tissuedonation</p>	
<p>August - National Multiethnic Donor Awareness Month</p>	<p>Together, we can save lives, [community name]. Learn more and register at DonorAlliance.org. #donatelife #organdonation #tissuedonation #NDAM</p>	
<p>August - National Multiethnic Donor Awareness Month (Spanish)</p>	<p>¡Juntos Podemos Salvar Vidas, [community name]! Infórmate y Regístrate a DoneVidaColorado.org.</p>	
<p>Anytime</p>	<p>As a proud Donate Life Community, we want to remind you that a little heart on your driver's license goes a long way. Learn why it's important to say yes to organ, eye and tissue donation at DonorAlliance.org. #donatelife #organdonation #tissuedonation</p>	

<p>Anytime</p>	<p>Fun fact Friday: Did you know that one donor can save up to eight lives through organ donation? Learn more [@donatelifeco or @donatelifewy] #donatelifelife #organdonation #tissuedonation</p>	 <p>ONE DONOR CAN SAVE UP TO EIGHT LIVES THROUGH ORGAN DONATION.</p>
<p>October</p>	<p>As a Donate Life Community, we want to remind you that October is National Liver Awareness Month. There are nearly 1,500 people in our area waiting on a lifesaving transplant. Learn more at [@donatelifeco or @donatelifewy] #donatelifelife #organdonation #tissuedonation</p>	
<p>November</p>	<p>There's lots to be thankful for. As a proud Donate Life Community, we're extending our thanks to those who have chosen to give the gift of life by registering to be organ, eye, and tissue donors. #donatelifelife #organdonation #tissuedonation</p>	

[If applicable, insert promo code registration information here]

Questions? Reach out to wyoingdonordash@donoralliance.org and learn more about the importance of organ, eye, and tissue donation at DonorAlliance.org.

2. Promote your community's participation on social media

Choose from/customize the following social posts on your community's Facebook, Instagram and Twitter channels.

Did you know that **[community name]** is a Donate Life Community? Help support our community goal of raising awareness for organ, eye, and tissue donation by registering for the annual Donor Dash 5k run/walk, which will take place on **[insert date]**. Be sure to keep an eye out for #Team**[community name]** made up of **[community name]** employees: www.DonorAlliance.org/DonorDash. @donatelifeeco #donatelife #organdonation #tissuedonation

VII. July Donor Dash (Colorado)

Each year Donor Alliance hosts its annual Donor Dash 5k run/walk event in Washington Park, Denver. Registration for the event opens in March. Your community may choose to support/promote the Donor Dash in the following ways:

1. Register your community as a team

Designate a team captain and encourage city/municipal employees to register under your team name. Please reach out to xx for community-specific discount codes to incentivize employee participation. Use this template newsletter copy to promote participation:

Join Team **[insert community name]** at the 202X Donor Dash 5k in July!

As a proud Donate Life Community, **[community name]** is participating in the annual Donor Dash 5k event to help raise awareness of the importance of organ, eye, and tissue donation. Join Team **[insert community name]** in Washington Park as we walk, run, or skip alongside community members who have been impacted by donation or want to show their support for the cause.

Sign up today by visiting DonorAlliance.org, and look for Team **[insert community name]**.

[If applicable, insert promo code registration information here]

Questions? Reach out to DonorDash@donoralliance.org and learn more about the importance of organ, eye, and tissue donation at DonorAlliance.org.

2. Promote your community's participation on social media

Choose from/customize the following social posts on your community's Facebook and Instagram channels.

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www.DonorAlliance.org/DonorDash. @donatelifeco #donatelife #organdonation #tissuedonation

IX Holiday and New Year Festivities

Host an annual holiday parade, light display, or tree lighting in your town or city? Think about ways you can incorporate the important message of organ, eye, and tissue donation into your community festivities. Here are some ways communities can participate:

1. Coordinate with Donor Alliance to include a "gift of life" table/display at your holiday event. Email donoralliance@fletchergroupllc.com for more information on coordinating a table for your upcoming event.
2. Mention your community's dedication to organ, eye, and tissue donation during your annual tree lighting ceremony and remind folks about the importance of learning more about the gift of life during the season of giving. Here's a short script that can be customized as you see best fit to reach your community:

As we gather here during this festive holiday season, a time of giving and gratitude, let us take a moment to reflect on the most precious gift of all: the gift of life. In the spirit of the holidays, we have the opportunity to shine a light on a cause that holds immense significance. As a dedicated Donate Life Community, [community name] is dedicated to raising awareness about the importance of organ, eye, and tissue donation.

Amidst the celebrations and joyful moments, we are reminded of the profound impact we can have on the lives of others. The act of donating organs, eyes, and tissues is a testament to the boundless compassion and generosity within us. It's a gift that extends beyond borders, beliefs, and backgrounds – a gift that truly transcends the season.

Every day, countless individuals and families experience the transformative power of this noble act. Lives are saved, sight is restored, and the quality of life is improved for those who have been through the depths of despair. Let this holiday season be a time of not just personal reflection, but also collective action. By spreading awareness, we are sowing the seeds of hope and healing in our community.