**NDLM 2024 Key Messages**

*In preparation for media interviews, practice and memorize the following key messages:*

**What is National Donate Life Month?**

* April is National Donate Life Month and we’re raising awareness on the importance of registering as an organ, eye, and tissue donor.
	+ Since 2003, Donor Alliance and the nation have been observing April as National Donate Life Month. It’s a month to honor the heroic donors and their families who said “yes” to organ, eye, and tissue donation.
	+ It’s also a month to encourage our community about the importance of being a registered donor. Nearly 1,300 people are waiting for a lifesaving organ transplant in our community, and thousands more are in need of a lifesaving and healing tissue transplant.
* *For flag raising ceremonies:* When a donation occurs in a hospital, a Donate Life Flag is often flown to honor the gift of life. During April, this cornerstone event expands beyond the hospital to include the entire community. Across the country, flags are on display to provide an opportunity to come together to honor deceased donors and their families.
* *For lighting events:* Donor Alliance is ***shining a light*** on the importance of registering to be an organ, eye, and tissue donor and ***spotlighting*** the need and to save and heal more lives in our community.

**How is it recognized?**

* Cities across Colorado and Wyoming are proclaiming April “Donate Life Month”.
	+ Other events include illuminating government buildings, hospitals, and driver license offices in blue and green lights.
	+ Many hospitals and businesses across the region will also be holding flag raising ceremonies, the cornerstone of National Donate Life Month. These ceremonies honor the donors, celebrate transplant recipients, and recognize those in our community still waiting for a lifesaving organ transplant.
* Donor Alliance also encourages residents to shine their *own light* to help raise awareness in April.
	+ Donor Alliance will be distributing at-home light kits. People can visit decidingondonation.org for more information and to request a kit.

**How many people are waiting for transplants in our community right now?**

* Today, nearly 1,300 people across Colorado and Wyoming continue to wait for a lifesaving organ transplant.

**How can people help?**

* The wait list does not wait. The best thing you can do is register to be an organ, eye, and tissue donor.
	+ Say Yes, the next time you obtain or renew your driver license/state ID. Or you can register anytime at DonateLifeColorado.org or DonateLifeWyoming.org. It’s also important to discuss your decision with your family.
	+ One person’s decision can save up to eight lives through organ donation and save and heal up to 75 lives through tissue donation.
* Last year, **more than 300 heroic donors across Colorado and Wyoming provided** **more than 900 lifesaving organ transplants**. And nearly **1,700 tissue donors provided more than 100,000 tissue grafts** to those in need.
	+ Each year, tissue transplants provide hope to tens of thousands of people suffering from injury, disease, trauma, or blindness.
* Colorado and Wyoming remain two of the most generous states in the country when it comes to donor registration.
	+ Our region is above the national average of 48.9%.
	+ About 66% of residents have said Yes to donation in Colorado and about 58% are registered in Wyoming.

**How is Donor Alliance involved?**

* Donor Alliance is a nonprofit organization that facilitates organ and tissue donation for transplantation in Colorado and most of Wyoming.
	+ We honor a donor’s decision to give the gift of life and walk alongside the family during the organ recovery process to ensure their loved one’s gifts are safely received at transplant centers in a timely manner.
	+ Donor Alliance also recovers tissue to save and heal more lives across our community.
* Donor Alliance manages the Donate Life Colorado and Donate Life Wyoming donor registries. If you have the little heart on your driver license, that means you have joined the Donate Life registry.
	+ Through Donate Life, the symbol of the cause, Donor Alliance educates and inspires the community about the importance of registering to be an organ, eye, and tissue donor.

**Recommended Remarks for Flag Raising Ceremonies**

* *Why National Donate Life Month so important:*
	+ Since 2003, Donor Alliance and the nation have been observing April as National Donate Life Month. It’s a month to honor the heroic donors and their families who said “yes” to organ, eye, and tissue donation. It’s also a month to encourage our community about the importance of being a registered donor. Nearly 1,300 people are waiting for a lifesaving organ transplant in our community, and thousands more are in need of a lifesaving and healing tissue gift.
	+ Raising a Donate Life flag is the cornerstone of National Donate Life Month. As you know, hospitals raise a flag when donation is occurring. During National Donate Life Month, hospitals and community partners raise a flag in unity, remembrance, and support while raising awareness to honor those touched by donation and transplantation.
* *Why this is an important partnership:*
	+ Donor Alliance is proud to partner with [insert hospital] on this lifesaving and healing mission. Together, we support families through the most difficult moments in their lives by honoring the decision of their loved one and facilitating the gift of life. In short, this partnership saves and heals lives. Donor families often share that donation and support they received from the hospital and Donor Alliance was a bright spot in a dark time. It is our honor to work with you to care for our patients and families we jointly serve.
* *Looking ahead:*
	+ The wait list does not wait. Donor Alliance’s vision is to maximize all donation opportunities to save and heal more lives in our community. [Colorado or Wyoming] is one of the most generous states in the country when it comes to donation and consistently surpasses the national average for donor registration rates. *(As of year-end 2023: Colorado 66.21%, Wyoming 58.47%, and national average is 48.9%.)*
	+ Thank you so much for all you do to save and heal lives!