



A DONOR ALLIANCE PROGRAM
WORKPLACE
PARTNERSHIP *for Life*

ENROLLMENT KIT

Engaging local organizations 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 state donor registry. The Donate Life

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.

Colorado and Donate Life Wyoming brands and registries are managed by Donor Alliance.

Why promote organ and tissue donation?

Nationwide, more than 117,000 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 2,200 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 raise awareness about the importance of donation and to encourage citizens to register as donors. This nationwide network of Workplace Partners includes companies and organizations of all kinds. In 2011, HHS placed renewed emphasis on recruiting hospitals and hospital associations as part of WPFL's **Hospital Campaign**.

The shared goal between Donor Alliance and all types of Workplace Partners 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. Both businesses and hospitals are encouraged to join Donor Alliance as Workplace Partners!

The **Hospital Campaign** was launched in an effort for hospitals and hospital associations to coordinate activities with their staff, patients and community members to register new organ, eye and tissue donors. Look for the green cross (+) throughout this pamphlet for hospital-specific examples!

Get Involved

To gain recognition as a Workplace Partner, all participants must take these three steps:

1. Showcase Colorado's or Wyoming's organ and tissue donor registry on your website

Add a short paragraph about your organization's support for organ and tissue donation with logo/banner and link to the organ and tissue donor registry (DonateLifeColorado.org/ / DonateLifeWyoming.org) to your website or intranet.

2. Display posters and brochures around your workplace

Post Donate Life posters on community bulletin boards, in break rooms and on windows and doors during a designated timeframe. You could also display educational brochures and/or table tents in convenient locations around your business.

3. Choose *at least one* additional activity from the following options:

Provide Articles and Information

Share information, videos and/or stories about organ, eye and tissue donation through your company website, intranet, newsletter, social media accounts or other communication channels. Our article templates mean you don't have to start from scratch!

Examples

- Include a short article about why your company supports organ, eye and tissue donation in the next issue of your newsletter or an email blast
- Share facts about organ, eye and tissue donation with your followers on Facebook and link to the registry

Hospital Examples +

- Send an email from the hospital CEO announcing your hospital's participation as a Workplace Partner and the impact organ and tissue donation has in your hospital and community
- Host a coffee cart tour with staff and volunteers from Donor Alliance to ensure your clinical staff have the most up-to-date information



Make it big! Tell the story of someone at your workplace who has been touched by organ, eye and tissue donation as a recipient, donor family or living donor!



□ Host a Donor Designation Drive

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

Examples

- Host a donor designation drive in front of your business during National Donate Life Month (April)

Hospital Examples +

- Combine a donor designation drive with a celebration like a monthly awards ceremony, staff meeting or cake day and invite staff, patients and patient families to partake in the festivities

□ Donate Advertising Space

If your company offers advertising or public service announcements, consider donating space/time to Donor Alliance to share 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.

Examples

- Donate space for a web banner ad on your company's website
- Broadcast pre-packaged public service announcements on your organization's internal cable system or communication board

Hospital Examples +

- Work with Donor Alliance to incorporate Donate Life messaging into some of your hospital's existing web campaigns
- Include a myth-busting ad in a hospital publication

□ Participate in Blue and Green Day at Your Workplace

Each year, Donate Life America designates one day during National Donate Life Month (April) as Blue and Green Day. Participate in the fun by encouraging your employees and customers to dress up in their best blue and green outfits to show their support for donation. Announce the Blue and Green Day activities via email and make sure to include information on *why* donation is important.

Examples

- Provide an incentive for the employee, department or customer who makes the most effort on their blue and green getup

Hospital Examples +

- Brighten the day for patients by providing fun ways for staff to dress up, such as Donate Life leis or other swag
- Institute a staff costume contest for hospital personnel

Make it big! Encourage departments, offices or store locations to challenge each other to see who can register the most donors during a designated timeframe. Treat the group who registers the most donors (or the highest percentage relative to the group size) to a prize like a pizza party.

Make it big! Donate space on a traditional or digital billboard to showcase your commitment to saving lives through organ, eye and tissue donation.

Make it big! Post photos of your employees in their blue and green getup to your Facebook page, blog, intranet or website. Make the day even more fun by offering prizes for the employees or customers who wear the most creative outfits.



❑ **Form a Company Team for the Donor Dash**

The Donor Dash is Donor Alliance's signature 5K run/walk held in Denver's Washington Park each July to honor organ and tissue



donors, celebrate organ and tissue recipients and recognize those still waiting for a lifesaving transplant. Wear your company t-shirts during the race to show your organization's support for organ, eye and tissue donation. You may choose to reimburse all or a portion of member registration fees. Prizes will be awarded to the largest corporate team.

Make it big! Consider becoming a sponsor or exhibitor at this celebratory annual event!

❑ **Fly the Donate Life Flag**

Fly the Donate Life flag every day or during National Donate Life Month (April).

Examples

- Fly the Donate Life flag in front of your business

Hospital Examples +

- Order a Donate Life flag and hold a flag-raising ceremony for employees and community members for National Donate Life Month
- Honor donors and donor families from your hospital by hosting a flag-raising ceremony in their honor or by providing yard flags to donor families

❑ **Create a customized campaign with Donor Alliance**

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.

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

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, budget and priorities.

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



Perks of signing on as a Workplace Partner for Life

When you commit to becoming a Workplace Partner, 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 organization's commitment to organ, eye and tissue donation through the WPFL Program
- Name recognition and link in one issue of Donor Alliance's biannual newsletter, *Perspectives*, both print and email
- A special Donate Life gift to thank you for participating, 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.

Recognition

Donor Alliance will host an annual luncheon to recognize Workplace Partners. Top performing Workplace Partners will be honored locally and nationally for their campaigns!

"Being a Workplace Partner has been very rewarding for Swedish Medical Center. Bringing donor families and recipients in front of medical staff has given our mission new meaning.

Hosting flag-raising ceremonies with donor families has been particularly



Nicole Williams with Dan Miller, Swedish Medical Center COO

rewarding, allowing both the families and staff working with them to grieve the loss of their loved one and celebrate the gifts that

person gave through donation.

Swedish is proud to serve the community by doing our part to help save lives through organ, eye and tissue donation."

Nicole Williams
Assistant Vice President of Marketing & PR
Swedish Medical Center



Commitment Form

Submit this form electronically at www.DonorAlliance.org/WPFL

Yes! My organization wants to join Donor Alliance as a Workplace Partner for Life.

COMPANY/ORGANIZATION NAME _____

Brief Description of your mission/services: _____

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.

Showcase the organ, eye and tissue donor registry on your website REQUIRED

Display posters and/or brochures around your workplace REQUIRED

Select **at least one** additional activity from the following options:

- Provide Articles and Information Fly the Donate Life Flag Participate in Blue and Green Day
- Host a Donor Designation Drive Donate Advertising Space Form Company Team for Donor Dash
- Create a Customized Campaign with Donor Alliance

SET A GOAL

Please set a goal for the number of **new** organ, eye and tissue donors you would like to register through this campaign.

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
- Customized Gift

On behalf of the Donor Alliance Workplace Partnership for Life Program, thank you for supporting organ, eye and tissue donation in our community! A representative from Donor Alliance will contact you soon.

Notes, Questions or Comments: _____

Signature: _____ Date: _____

When complete, please fax this packet with completed forms to 303.300.9157 or mail to: WPFL Program, c/o Donor Alliance, 720 S Colorado Blvd, Ste 800-N, Denver, CO, 80246.

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 www.DonorAlliance.org/WPFL to learn about existing Workplace campaigns.



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303.329.4747 Main 888.868.4747 Toll Free 303.321.1183 Fax
DonorAlliance.org DonateLifeColorado.org DonateLifeWyoming.org

A  ORGANIZATION