



INSPIRING & MOTIVATING THE PUBLIC TO ACT

# IMPACT

INFORMATION FOR  
PROSPECTIVE  
DONATE LIFE NYS  
PARTNERS







## DEAR FRIENDS,

Donate Life New York State (NYS) is excited to announce its new **IMPACT (Inspiring and Motivating the Public to ACT)** partnership program aimed at raising awareness of the importance of organ and tissue donation. Each year in New York State, approximately 2,000 lives are saved through organ transplantation and thousands of others benefit from mobility-and sight-restoring tissue and corneal transplants. However, the ongoing need for donated organs and tissues is significant and the New York State Donate Life Registry (a database of people who have signed up to donate their organs, eyes and/or tissues after their death) currently ranks among the lowest in the nation with only one-third of our residents enrolled.

Working together with our partners and supporters, we are building momentum and seeing positive change. A record-breaking 604,163 New Yorkers joined the Registry in 2018. Collaboration has been a cornerstone of our success and the lives of more New Yorkers are being saved and improved through organ, eye and tissue transplantation. With 85% of New Yorkers supporting donation, our efforts must be focused on bridging that gap and moving the public's intent into action. To accomplish this, we rely on the support of partner organizations to help champion our mission and provide New Yorkers more opportunities to Donate Life.

We invite you to become an official **Donate Life NYS IMPACT Partner**, amplifying our efforts as we continue to implement innovative strategies aimed at increasing organ and tissue donation across NYS. Together, we have the power to make a positive and lasting **IMPACT**, providing hope to the nearly 10,000 New Yorkers awaiting a lifesaving organ transplant.

Sincerely,

**Aisha M. Tator**  
*Executive Director*  
Donate Life New York State

**Connect with us**  
**@DonateLifeNYS**



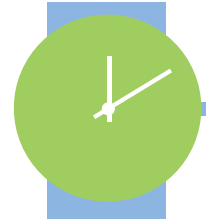
### OUR MISSION

The mission of  
Donate Life New York State  
is to increase  
organ, eye and tissue donation  
through collaborative  
advocacy, education,  
promotion and research to  
ensure a transplant for every  
New Yorker in need.

# THE NEED *and* IMPACT of DONATION



Nearly  
**10,000**  
New Yorkers  
are waiting  
for lifesaving  
organ  
transplants



Every  
**10 minutes**

another person is added  
to the national transplant  
waiting list



Sadly, more than **400**  
New Yorkers die  
each year  
because the  
organ they need is  
not donated in time.

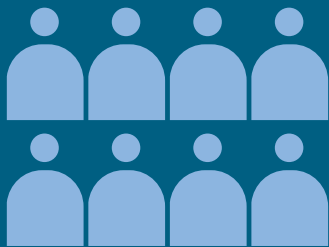


**1,700**  
New Yorkers  
have been  
waiting more than five years  
for an organ transplant

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## BUT

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One donor can  
save **8 lives**  
through organ  
donation and  
enhance **75 more** through  
tissue and corneal donation.

# IMPACT: PARTNERSHIPS to SAVE LIVES

**IMPACT (Inspiring and Motivating the Public to ACT)** is Donate Life New York State's innovative partnership program. Modeled after successful initiatives with the New York State Association of County Clerks and the League of Women Voters of New York State, IMPACT partners educate the public on the critical importance of organ, eye, and tissue donation and provide opportunities for people to join the New York State Donate Life Registry. Partners become advocates and ambassadors who "Make an Impact" by increasing the availability of lifesaving organs and tissues, bringing us closer to meeting our goal of ensuring a transplant for the thousands of New Yorkers in need.

## BENEFITS OF BECOMING AN IMPACT PARTNER

By committing to being a Donate Life NYS IMPACT Partner, you can directly address the public health crisis of organ scarcity affecting thousands of New Yorkers and help provide more lifesaving transplants for the people in need within your community. In addition to saving and healing more lives, your organization will benefit from:

### **IDENTIFYING AS A PROUD DONATE LIFE NYS IMPACT PARTNER**

IMPACT partnerships attach the valuable Donate Life New York State brand to yours, increasing engagement with your community, and giving your organization an opportunity to make positive and measurable IMPACT for those in need. IMPACT partners receive display materials and web graphics indicating that your organization is "Proud to Make an IMPACT with Donate Life New York State."

### **GREATER VISIBILITY**

In addition to a dedicated resource center on our IMPACT Partner Resource Center page, IMPACT Partners are recognized in Donate Life NYS' numerous communications reaching thousands of New Yorkers.

### **INCREASED EMPLOYEE ENGAGEMENT**

Participation in Donate Life NYS' public outreach activities can be a great way to increase motivation and satisfaction across your workforce. Our staff can work with your organization to create an IMPACT Partnership that will embrace all levels of your business and provide leadership and team-building opportunities for all employees.

### **INCREASED EXPOSURE**

IMPACT Partners are acknowledged at important meetings and conferences of donation and transplant leaders and invited to participate in collaborative forums with other IMPACT partners. In addition to developing strategies to increase organ, eye, and tissue donation, these forums provide valuable networking opportunities.

# IMPACT PARTNERS RESOURCES

As an official Donate Life NYS IMPACT Partner, your organization is supplied with customized toolkits and resources to conduct public outreach activities aimed at increasing enrollment in the New York State Donate Life Registry. Donate Life NYS and our members provide support to empower your organization to “Make an IMPACT” by helping save and improve the lives of thousands of New Yorkers who need an organ, eye, or tissue transplant.

## SOME OF THE MANY RESOURCES DONATE LIFE NYS CAN CUSTOMIZE FOR OUR IMPACT PARTNERS INCLUDE:

**Ongoing support from Donate Life NYS and its member organizations.** In addition to providing our partners with education and promotional materials, Donate Life NYS coordinates professionals, volunteers and speakers to support your organization’s awareness activities.

**Partnership co-branding opportunities** and a dedicated resource center on our IMPACT Partner Resource Center page.

**Education and training** on the topic of organ and tissue donation for your employees, members, or stakeholders.

**Measurable online enrollment resources** to promote the New York State Donate Life Registry on your organization’s website and track the IMPACT of your efforts.

**New York State Donate Life Registry materials** including enrollment forms, posters and awareness-raising promotional items to display at your offices or donor enrollment drives.

**Social media content** to amplify the message during Donate Life events and observances.

**Donate Life flag-raising ceremony** toolkit and materials.

**Sample communications content** including email templates, newsletter content, personal stories, press releases and resolutions.



# STORIES *of* HOPE



**Benjamin** *liver recipient*

Benjamin was diagnosed with a rare, life-threatening liver disease when he was just nine weeks old. A liver donor gave Benjamin a future full of possibilities and adventures.



**Valerie** *liver recipient*

A liver transplant when she was a toddler has given Valerie more than 25 years of excellent health. It also made possible a college degree, a great job, a loving marriage and now the joys of motherhood.



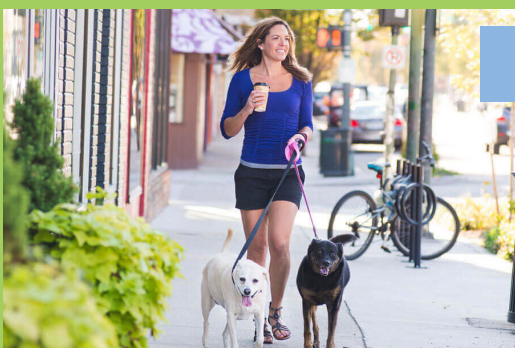
**Shovon** *heart recipient*

Shovon was born with heart defects and needed a heart transplant by age 16. It saved his life, and today he is doing his part to save lives as a paramedic; all made possible by a generous donor.



**Christine** *kidney recipient*

Christine was a hardworking wife, mother of twins and small-business owner until the sudden onset of an autoimmune disease left her kidney function at only 10%. A living kidney donor made it possible for Christine to regain her active life.



**Jessica** *tissue recipient*

An ACL tear from a sports injury severely impacted Jessica's life. Donor tissue made it possible for her to bounce back and do more of what she loves: hiking, dancing and walking her dogs.

# MAKE AN [IMPACT] WITH DONATE LIFE NEW YORK STATE

Donate Life NYS relies on the support of those who believe in our life-saving mission as we continue to focus on identifying solutions to improve organ and tissue donation rates. Becoming an **IMPACT** Partner is an enduring way to demonstrate your organization's commitment to helping save and heal more lives through donation.

You have the power to ***inspire and Motivate the Public to ACT*** by registering as organ and tissue donors. As a trusted voice, your organization can make a difference by explaining why enrolling in the New York State Donate Life Registry is important, thereby providing more lifesaving transplants for those in need within your community.

## READY TO BECOME AN IMPACT PARTNER?

NOW THAT YOUR ORGANIZATION IS READY TO GET STARTED, HERE IS WHAT TO EXPECT

1

### TALK WITH US!

Return the attached form or complete it online at [donatelifenys.org/impact](http://donatelifenys.org/impact). Our staff will contact you to schedule an introductory conversation to learn more about your organization.

2

### BUILD WITH US!

We will work with you to create a plan that makes an IMPACT on your community. Partners are provided with resources to conduct outreach activities to increase organ and tissue donation.

3

### GROW WITH US!

Our staff will provide sustained support for your outreach efforts and are available for consultation as needed. We will also measure progress and celebrate the successes of our IMPACT partners!

ON BEHALF OF THE THOUSANDS OF NEW YORKERS IN NEED OF A TRANSPLANT,  
THANK YOU FOR HELPING US SAVE MORE LIVES THROUGH ORGAN AND TISSUE DONATION.

YOUR INFORMATION

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Office Telephone \_\_\_\_\_

Website \_\_\_\_\_

RETURN THIS FORM TO



By email:  
[communications@dlnys.org](mailto:communications@dlnys.org)

By postal mail:  
Donate Life New York State  
Attn: IMPACT Program  
185 Jordan Road  
Troy, NY 12180



**WE ARE PROUD TO MAKE AN**  
**IMPACT**  
**WITH DONATE LIFE NEW YORK STATE**

Donate Life New York State (NYS) is an independent, statewide non-profit organization whose mission is to increase organ, eye, and tissue donation through advocacy, education, promotion, and research to ensure that every person in New York who needs a transplant receives one.

Donate Life NYS is also contracted by the New York State Department of Health to administer and promote the New York State Donate Life Registry.

**185 Jordan Road  
Troy, NY 12180  
(518) 326-3237  
[communications@dlnys.org](mailto:communications@dlnys.org)  
[www.donatelifenys.org](http://www.donatelifenys.org)**