

be **PROUD**
be a **SUPERHERO**
be a **DONOR**

YOUR GUIDE TO

New York Donor Enrollment Day



Thursday, October 8th

**READY..
SET...
ENROLL!**

*In the race to save
lives, every organ &
tissue donor counts!*

Dear Friends,

Thank you for signing up to participate in **New York Donor Enrollment Day** on Thursday, October 8, 2020 - when our goal will be to register as many organ, eye and tissue donors in New York as possible!

Right now, nearly 10,000 New Yorkers are waiting for a lifesaving organ transplant; many of them have been waiting for more than five long years. Sadly, 400 people die each year because the organ they need does not become available in time.

With your partnership and your team efforts, we hope to reach more individuals than ever before - anyone over the age of 16 can enroll in the **New York State Donate Life Registry** (Registry) and document their decision to be a donor. There are no age or medical restrictions!

One person can save 8 lives as an organ donor, and can restore sight and mobility for up to 75 more as an eye and tissue donor. On October 8th, let's come together as a community to share the Donate Life message - that we all have the **SUPERPOWER** to save and heal lives.

If you haven't yet, please contact communications@dlnys.org to request your unique Registry URL so that we can track the success of your enrollment efforts. Enclosed in this toolkit, you'll find the resources you need to promote New York Donor Enrollment Day to colleagues, customers, friends, neighbors and anyone else you can think of!

By choosing to help save lives by enrolling organ and tissue donors, you bring hope to all those who are waiting for the gift of life.

Thank You!

**New York Donor
Enrollment Day**



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READY... SET... ENROLL!

Step 1

Build your own team of superheroes! Working together, you can amplify the Donate Life NYS message and reach every potential donor!

Step 2

Every superhero has a plan. What's yours? Consider the resources and communication channels available to you, or contact Donate Life NYS to discuss your strategy!

Step 3

Get the ball rolling! Announce Donor Enrollment Day plans at staff meetings and video conferences, and through blogs, newsletters and email updates.

Step 4

Ramp up communications in the days lead-ing up to to 10/8. Send emails in advance and on the day, try to get the attention of as many people as possible!

Step 5

On October 8, have emails ready to go and post on all your social media platforms throughout the day. Be sure to tag @DonateLifeNYS!

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Contact Donate Life New York State:
(518) 326-3237 | communications@dlnys.org
donatelifenys.org

SAMPLE EMAIL

Subject: Unleash Your Inner Superhero

Today is **New York Donor Enrollment Day!** [ORGANIZATION/TEAM] has made a commitment to help enroll as many new organ and tissue donors as possible in the race to save lives through donation and transplantation.

Did you know that:

- > In New York, nearly 10,000 people are waiting for a lifesaving organ transplant?
- > One person can save 8 lives as an organ donor, and can help and heal up to 75 more as a tissue donor?
- > New York has one of the lowest percentages of registered donors in the nation?

Today, you can make a difference and give the gift of hope to so many members of our community. It only take a moment to enroll in the New York State Donate Life Registry at [Your Unique Registry Link]

Remember, the ability to help save lives is a **SUPERPOWER** that everyone has. **Please enroll TODAY!**

Thank You!

**LEARN MORE @
donatelifenys.org**

**New York Donor
Enrollment Day**



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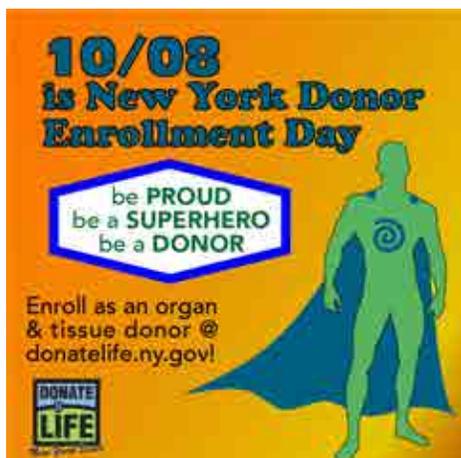
SAMPLE SOCIAL MEDIA



Today is New York Donor Enrollment Day! Join the 6 million NYers already registered as organ, eye and tissue donors in the NYS Donate Life Registry. It only takes a moment to unleash your inner superhero at donatelife.ny.gov/register! @DonateLifeNYS



It doesn't take superpower to save lives. It takes an organ, eye and tissue donor! Celebrate New York Donor Enrollment Day by enrolling in the NYS Donate Life Registry - it only takes a moment at donatelife.ny.gov/register. New York needs YOU! @DonateLifeNYS



Nearly 10,000 New Yorkers are waiting for a lifesaving organ transplant. On New York Donor Enrollment Day, give hope by giving the gift of life. Enroll as an organ, eye and tissue donor and unleash your inner superhero. donatelife.ny.gov/register @DonateLifeNYS

FACTS ABOUT DONATION

One person can save 8 lives as an organ donor & can heal 75 more as an eye & tissue donor.

Every 10 minutes, someone is added to the national transplant waiting list.

All major religions support organ, eye & tissue donation,

Anyone over the age of 16 can enroll in the NYS Donate Life Registry. No one is too old or too sick.

There is no cost to the donor's family or estate for organ, eye or tissue donation.

The decision to donate does not interfere with medical care. Donation becomes an option only after death has been determined.

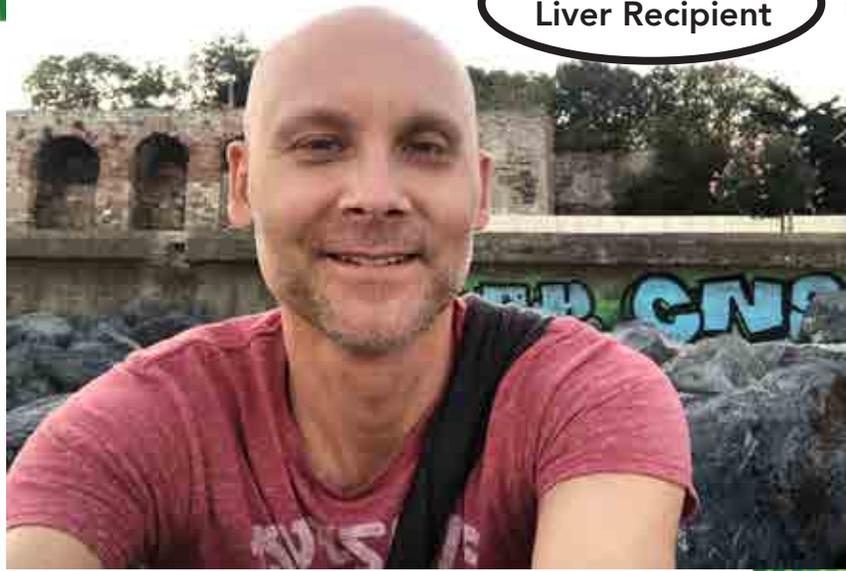
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ANDY
Liver Recipient

Someone like you
can give the gift
of life to a New
Yorker, like...



PAYTON
Heart Recipient



NIKKI
Kidney Recipient



RAEYA
Cornea Recipient



KEN
Heart Recipient

