



UNLEASH YOUR INNER HERO!

(ORGAN, EYE & TISSUE)

DONOR ENROLLMENT DAY

October 7, 2021

DIGITAL TOOLKIT



DONOR ENROLLMENT DAY

Spearheaded by LiveOnNY in 2015, Donor Enrollment Day is an annual event with one goal –

**REGISTER AS MANY NEW YORKERS AS POSSIBLE
AS ORGAN, EYE AND TISSUE DONORS IN A
SINGLE DAY.**

We can only do that with your help!



MAKE AN ORDINARY DAY EXTRAORDINARY

Donor Enrollment Day is an initiative to bring hope to the thousands of New Yorkers in need of lifesaving and healing organ, eye, and tissue transplants.

To support your efforts, this toolkit contains resources such as templates for emails, newsletters, and social media content for partners to use on October 7, 2021 when encouraging willing individuals to enroll in the New York State Donate Life Registry.

1 BUILD A TEAM OF SUPERHEROES!

[Register to participate](#) and receive a unique trackable link to encourage your friends and family to enroll online as organ, eye, and tissue donors. Using your unique trackable link in your outreach efforts allows us to track how many enrollments you've generated.

2 MAKE A PLAN!

Use the resources in this toolkit and on our website to come up with your plan. Need help or materials? Contact Donate Life NYS at info@dlnys.org or (518) 326-3237.

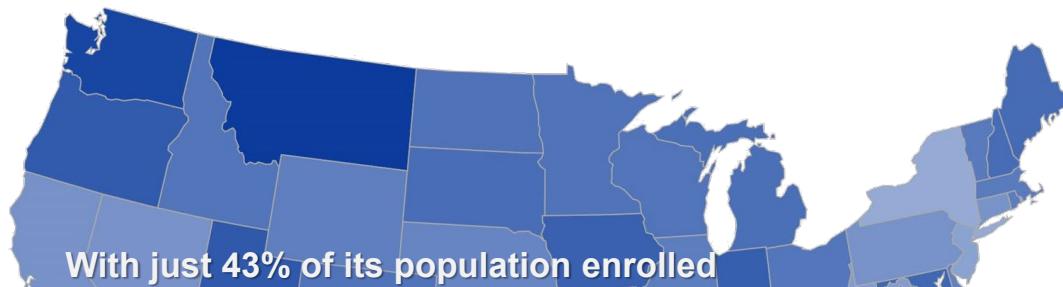
3 GET THE BALL ROLLING!

Announce New York Donor Enrollment Day plans during staff meetings, video conferences, on your social media, website, blog, or in your email and newsletter updates. Try to get the attention of as many people as possible!

4 GET OUT THERE (VIRTUALLY)!

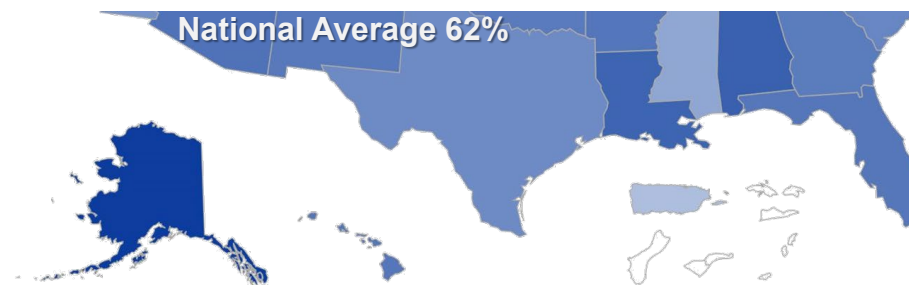
To ensure everyone's health and safety, it's best to keep your efforts online. There are plenty of great ways to save lives from your desktop, laptop, or mobile device!

THE NEED



New York's Donate Life Registry ranks

50th out of 52 registries



8,500

New Yorkers are waiting for a lifesaving organ transplant

1,500

have been waiting



years for a transplant



Every 15 hours

a New Yorker dies waiting



500

New Yorkers die each year because the organ they need is not donated in time

THE POWER OF DONATION



Janella
Kidney Recipient



Tyler
Liver Recipient



Chris
Lung Recipient



Payton
Heart Recipient

ONE ORGAN DONOR CAN SAVE EIGHT LIVES
AND HEAL 75 MORE AS AN EYE AND TISSUE DONOR



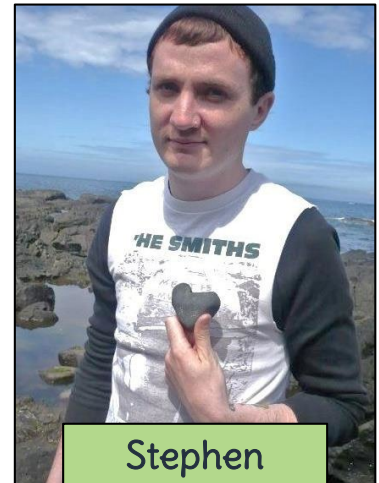
Glenda
Kidney/Pancreas Recipient



Angela
Tissue Recipient



Raeya
Cornea Recipient



Stephen
Organ Donor



SPREADING THE WORD: EMAIL COPY

EMAIL COPY

Subject: Save the Date - Save Lives on Donor Enrollment Day!

On Thursday October 7th, [ORGANIZATION/TEAM] will be joining forces with **Donate Life New York State** to make a difference in the lives of New Yorkers.

Did you know that 8,500 children and adults in New York are currently waiting for a lifesaving organ transplant and thousands of others in need of tissue and corneal transplants? These are our friends, family, and neighbors who need our help. Every fifteen hours, a New Yorker dies because the organ they needed to save their life was not donated in time.

To help change this, we will join **Donate Life New York State** and hundreds of others for New York's seventh annual Donor Enrollment Day. It's a single to day to ask everyone to consider becoming a lifesaving organ, eye and tissue donor. It's easy to do online and only take a couple of minutes.

Consider signing up as a lifesaving organ donor and encourage friends and family to do the same. Together we can help save even more lives! Click on the below link and take 2 minutes to help. One organ donor can save up to eight lives and heal 75 more as an eye and tissue donor!

[donatelife.ny.gov/register or contact Donate Life NYS to obtain unique trackable link]

REMINDER EMAIL COPY

Subject: Today's the Day - Unleash Your Inner Superhero!

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

Did you know that:

- In New York, 8,500 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. The ability to help save lives is a SUPERPOWER that everyone has. Please enroll as an organ, eye, and tissue donor TODAY at [donatelife.ny.gov/register or contact Donate Life NYS to obtain unique trackable link].



SPREADING THE WORD: NEWSLETTER COPY

DONOR ENROLLMENT DAY: A DAY TO INSPIRE NEW YORKERS TO SAVE LIVES

Did you know that 8,500 New Yorkers are currently waiting for a lifesaving organ transplant, and thousands of others are in need of healing tissue and cornea transplants? These are our friends, family, and neighbors and they need our help. October 7 is Donor Enrollment Day, a day focused on creating awareness of the power of registering as an organ, eye, and tissue donor.

Currently, New York has a shortage of donated organs, which means those in need wait for a long time, often five years or more, before receiving the transplant they need to save their lives. Many people can't wait that long – last year, more than 600 New Yorkers died because the organ they needed to save their life was not donated in time. We can restore hope to those who wait by enrolling in the New York State Donate Life Registry.

Here are some things to keep in mind:

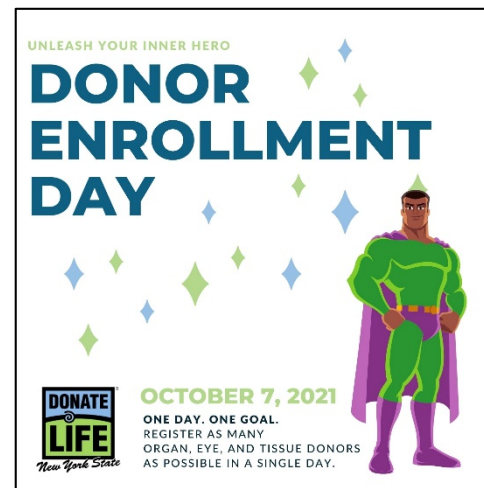
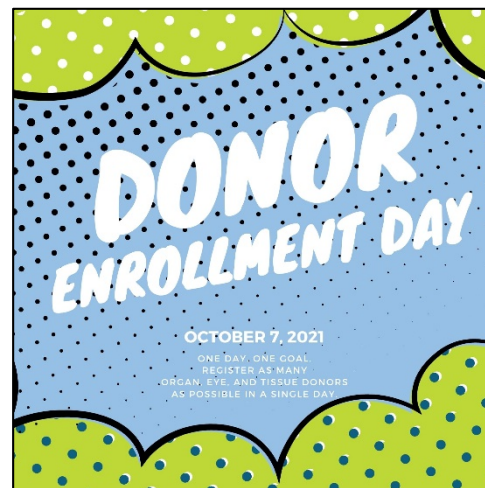
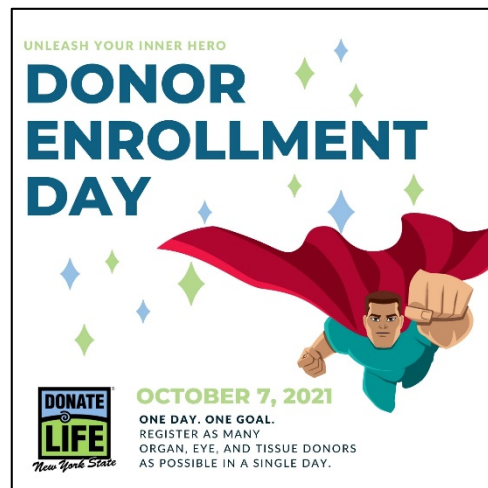
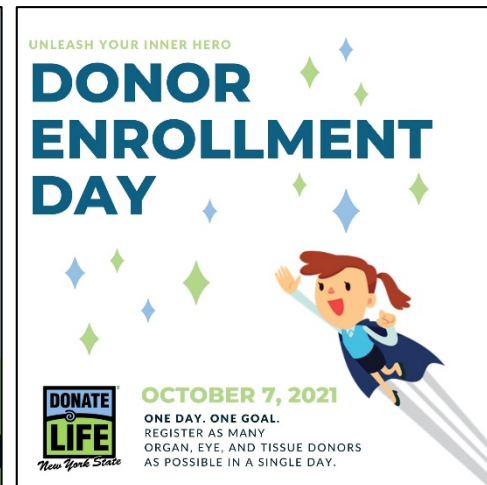
- **One organ donor can save eight lives**, and heal seventy-five more through eye and tissue donation.
- **All major religions support organ, eye and tissue donation**, viewing it as an act of love and generosity.
- **No one is too old or too sick to register an organ, eye, or tissue donor** - Doctors conduct thorough medical evaluations of potential donors to ensure donated organs and tissues are safe for transplant.
- **Registering as a donor does not affect your medical care**. Doctors and medical staff are legally obligated to save your life, and donation only becomes an option after death has been determined.



Lauren was added to the heart transplant waitlist in 2016 - five years has passed, and she is still waiting. Each day the list of things she can no longer do with her family continues to grow. Yet, she remains resilient and strong in her fight for her family, and most of all for her young daughter Sophia. Register as an organ and tissue donor at [\[donatelife.ny.gov/register or contact Donate Life NYS to obtain unique trackable link\]](https://donatelife.ny.gov/register) and bring hope to the thousands of New Yorkers just like Lauren waiting for lifesaving and healing organ, eye, and tissue transplants.

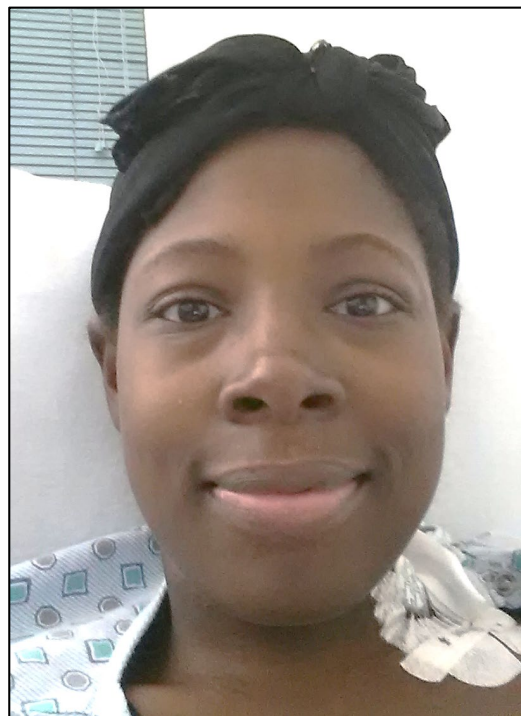


SPREADING THE WORD: SOCIAL MEDIA



STORY OF HOPE

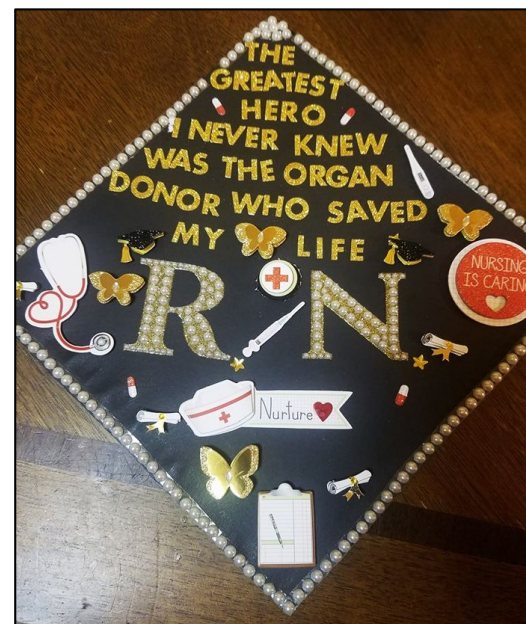
Janella Bryant was the mother of four young children, engaged to be married, working full-time, and attending nursing school when, in 2008, she suddenly began having severe back pain and noticed blood in her urine. She visited a urologist, who diagnosed her with nephritis. Her disease progressed quickly, and less than a year later Janella found herself in kidney failure. She began hemodialysis, requiring a time commitment of three times a week for 3-5 hours a day.



Shortly after beginning dialysis, Janella had to make the difficult decision to leave her job and withdraw from school. She said, *"I went from being a completely healthy person to having kidney disease, just like that."*

When her fiancé died suddenly and unexpectedly, she worried more than ever about leaving her children behind. *"I feared all the time, what if something happened to me? What would happen to my kids?"*

During her time on dialysis, Janella suffered complications including



shakes, chills, cramps, and even seizures. Finally, after four long years, Janella received her kidney transplant on July 19, 2014.

Janella's transplant allowed her to return to nursing school, from which she graduated in 2017. Following graduation, she worked as a nurse for St. Peter's Health Partners and Albany Medical Center. She is focusing on keeping her new kidney healthy so she can stay with her four children for a very long time. She shares her story so people understand that *"this can happen to anyone."*



ABOUT US



Donate Life New York State is the statewide non-profit organization dedicated to increasing organ, eye, and tissue donation in New York State through collaborative advocacy, education, promotion, and research. Since 2002, we have served as the voice for New York's organ and tissue donation community.

Our goal is to ensure a transplant for every New Yorker in need.

We bring together recovery organizations, health professionals, community based organizations, people whose lives have been affected by donation and skilled professionals dedicated to our mission.

Donate Life New York State operates and promotes the New York State Donate Life Registry, and educates the public and professionals about organ, eye, and tissue donation under contract with the State of New York.

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Donate Life New York State

 donatelifenys.org

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 (518) 326-3237

 DonateLifeNYS

FOR MORE INFORMATION AND RESOURCES VISIT
<https://donatelifenys.org/event/donor-enrollment-day>