



# 2025 Donate Life Month TOOLKIT

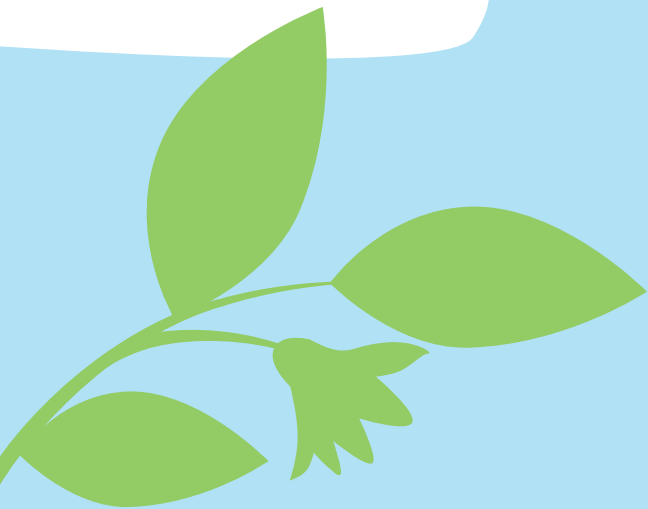




*New York State*



APRIL IS  
**National  
Donate Life  
MONTH**





# WELCOME TO Donate Life Month



Every April, Donate Life New York State (NYS) celebrates National Donate Life Month, raising awareness of the lifesaving impact of organ, eye, and tissue donors, and honoring those who have saved lives through the gift of donation. By providing the opportunity for the public to enroll in the NYS Donate Life Registry, your DMV office is the key to saving and healing the lives of the thousands of New Yorkers in need of a transplant! Collectively, DMVs throughout the state have helped nearly 6.5 million New Yorkers join the Registry to date!

## 2025 DONATE LIFE MONTH THEME: *Let Life Sing!*

Birds are known across many cultures as one of the most welcomed and visible signs of spring. They represent both new beginnings and visits from loved ones who have passed away. For 2025 National Donate Life Month, join us to honor and remember donors who bring new life and inspiration to those waiting for a second chance at life.

## MAKE NATIONAL DONATE LIFE MONTH a *Rousing Success!*

Donate Life NYS is providing you with egg-cellent materials and resources to help you make your customers chirping about enrolling in the Registry. On the following pages, discover ideas for celebrating Donate Life Month, an inspirational Story of Hope, a Donate Life Month calendar, and contact information for your local Donate Life partners.

## BE “Owl-In” WITH OUR DONATE LIFE MONTH CONTESTS!

Also included in this toolkit is information on our Donate Life Month contests, including:

- “Let Life Sing!” Enrollment Competition
- “Egg-Sighting Space Transformation” Office Decorating Contest
- “Im-peck-ably Creative” Blue & Green Day Photo Contest
- “Wind Beneath Our Wings” Fundraising Competition
- “Harmony Hero” Peer Recognition Award Contest

## Egg-spl<sup>ore</sup> OUR ONLINE RESOURCES

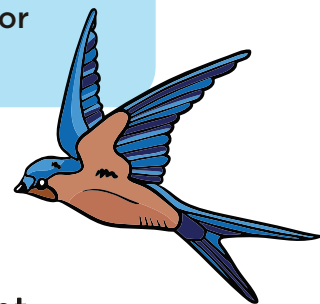
Swoop over to [donatelifenys.org/DLM-DMV](https://donatelifenys.org/DLM-DMV) where you'll discover our owl-some resources including social media posts, graphics, digital resources, press releases, PSAs, and much more!

If your office needs additional materials or support during Donate Life Month, contact us at (518) 326-3237 or [info@dlnys.org](mailto:info@dlnys.org).



# MAKE DONATE LIFE MONTH A Rousing Success!

Thank you for joining our “wing-tastic” celebration of National Donate Life Month! This eggs-traordinary observance will make your numbers of registered donors soar, giving hope to those in need of organ, eye, and tissue transplants. Below are eight real tweet fun ideas to feather your nest in promoting donor registration in your DMV office.



## EIGHT TWEET WAYS TO CELEBRATE

- 1 CREATE A *Tree of Life***  
Transform a wall into an empty tree mural, and then invite customers who enroll as organ and tissue donors to populate its limbs with decorative birds, compliments of Donate Life NYS.
- 2 HOST A *Kick-Off Event***  
Eggs-plore hosting a mission-connected event, including speakers and volunteers. Give a hoot by holding a press conference, issuing a press release, or passing a county resolution. You can find sample materials on our website.
- 3 CONDUCT A DONATE LIFE *Flag-Raising Ceremony***  
Contact us at [info@dlmys.org](mailto:info@dlmys.org) to request a Donate Life flag for your building.
- 4 LEVERAGE THE POWER OF *Social Media***  
Shake your tail feathers using the sample posts and graphics found on our website. Connect with and tag [@DonateLifeNYS](https://www.facebook.com/DonateLifeNYS) on Facebook, Twitter, and Instagram.
- 5 DESIGNATE *“Donate Life” Days***  
Encourage employees to proudly strut in Donate Life t-shirts or blue and green attire - perfect for **Blue & Green Day on Friday, April 11, 2025**. “Beak” careful not to forget - make sure to capture the moment(s) for our Blue & Green Day photo contest!
- 6 PARTICIPATE IN OUR *Five Owl-some Contests***  
Offer an egg-sighting prize or recognition to the employee who garners the most registrations each week, such as a gift card or a special parking space.
- 7 *Chirp About ORGAN, EYE, AND TISSUE DONATION THROUGH YOUR OFFICE’S COMMUNICATIONS***  
Include Donate Life content in your workplace’s voice mails and hold messages. You can find sample scripts on our website.
- 8 LET THE LEADERSHIP *Flap Their Wings WITH ENTHUSIASM***  
Encourage employees to “flock” to Donate Life Month events, activities, and contests.

You'll be pheasantly surprised at all the activities found on our website at [donatelifenys.org/DLM-DMV](https://donatelifenys.org/DLM-DMV). Have a creative idea you'd like to share? Email [info@dlmys.org](mailto:info@dlmys.org) or call (518) 326-3237.



# Raise Funds FOR DONATE LIFE NYS



## WHY Fundraise?

**Save Lives:** Your fundraising efforts directly support Donate Life NYS' mission to increase organ, eye, and tissue donation – offering hope to thousands of New Yorkers in need of lifesaving transplants.

**Make a Meaningful Impact:** Every dollar raised helps change lives. Your support strengthens communities, uplifts families, and highlights the power of collective action.

**Build Team Spirit:** Fundraising is a great way for County Clerks to rally their teams, boost morale, and create a sense of camaraderie – all while making a real difference.

**Support Lifesaving Initiatives:** Funds raised go directly toward raising awareness, increasing donor registrations, and expanding organ, eye, and tissue donation programs. Your contributions ensure these vital efforts continue to grow.

## HOW TO Get Started

**Form a Team:** Gather a group of staff, volunteers, or even local student organizations to help plan your fundraiser.

**Pick a Date:** Choose a day (or multiple days) that works best for your event.

**Engage Local Leaders:** Invite officials and community leaders to participate and spread the word. Photo opportunities can help generate buzz and increase attendance.

**Share Your Success:** Snap photos, celebrate your fundraising milestones, and send updates to [mcohn@dlmys.org](mailto:mcohn@dlmys.org) – we'd love to highlight your efforts!

## BE A Lifesaving CONNECTOR

As community leaders, your fundraising efforts serve as a bridge, connecting Donate Life NYS with organizations and individuals eager to advance our lifesaving mission. Your role as a connector helps establish meaningful partnerships within your community.



## Case Study: CAYUGA COUNTY CLERK BRIAN SCANLAN'S ATV FUNDRAISER

Cayuga County Clerk, Brian Scanlan, is dedicated to raising awareness and funds for Donate Life NYS. His late mother was a liver transplant recipient. In his first year in his new role, **Brian conducted an ATV raffle fundraiser that raised \$7,200 to benefit Donate Life NYS!**

## LET'S GET Started

Have an idea or need inspiration? We're here to help! Contact Meredith Cohn, Director of Development and External Relations, at [mcohn@dlmys.org](mailto:mcohn@dlmys.org) or call (518) 326-3237 to start planning your fundraising initiative today.



# DONATE LIFE MONTH Competitions:



## TIME TO SHAKE YOUR TAIL FEATHERS!

Don't let these five owl-some contests fly by! We've orchestrated a flock of activities designed to amplify awareness and pay tribute to the lifesaving and healing legacy of organ and tissue donors. Contest winners will be honored on Donate Life NYS' communications channels and receive a special Donate Life NYS prize. Discover a roost of resources and inspirational photos from past Donate Life Month celebrations at [donatelifenys.org/DLM-DMV](https://donatelifenys.org/DLM-DMV).

### "Let Life Sing!" REGISTRY ENROLLMENT COMPETITION

Throughout April, soar to new heights by enrolling New Yorkers as organ and tissue donors in the NYS Donate Life Registry.

- **"Soaring High" Award:** One state-operated and one county-operated DMV with the highest percentage of registered donors during April will each be recognized as "Soaring High" offices.

- **"Taking Flight" Award:** The "Taking Flight" title awaits one state-operated and one county-operated DMV office with the greatest one-year increases in their donor registration rates.

Winners are determined by calculating the percentage of eligible transactions per office resulting in a Registry enrollment (data provided by NYS Department of Motor Vehicles). Winners will receive their awards and recognition during DMV Appreciation Month (September).

### "Egg-Sighting SPACE TRANSFORMATION" OFFICE DECORATING CONTEST

Wren-ovate your office into a nest to be proud of! Decorate your workspace (and yourselves) in an egg-squisite style and submit photos to [communications@dnys.org](mailto:communications@dnys.org) by April 30, 2025. Entries will be judged based on impact, originality, and creative conveyance of the Donate Life cause. Winners will be announced at the NYSACC Annual Spring Conference.

**ADDITIONAL DETAILS ON THE FOLLOWING CONTESTS CAN BE FOUND ON PAGES 6-8 OF THIS TOOLKIT**

### "Wind Beneath Our Wings" FUNDRAISING COMPETITION

Conduct fundraising activities supporting Donate Life NYS. Offices will be recognized for their outstanding fundraising efforts will receive special acknowledgment at the NYSACC Annual Spring Conference.

### "Im-peck-ably Creative" BLUE & GREEN DAY PHOTO CONTEST

**Friday, April 11 - Sunday, April 13, 2025**

Visit Donate Life NYS' Facebook page and add your best blue & green photo in one of eight im-peck-able categories.

### "Harmony Hero" PEER RECOGNITION AWARD CONTEST

Shine the spotlight on your colleagues with the "Harmony Hero" Peer Recognition Award Contest. Nominate someone in your office who has demonstrated exceptional dedication to the cause of donation. Winners will receive a prize and special recognition during DMV Appreciation Month in September.

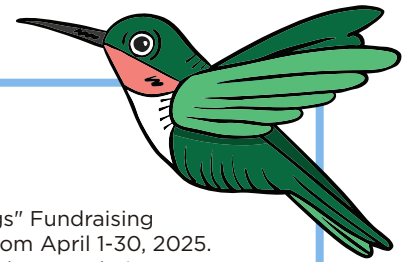




# “Wind Beneath Our Wings”

## FUNDRAISING COMPETITION

Don't "sparrow" another minute! Make sure to participate in our "Wind Beneath Our Wings" Fundraising Award Competition. This April, transform your office into a warbling world of hope and generosity, and you could be named Donate Life NYS' top fundraiser!



### WHY PARTICIPATE?

Every note counts! Even if your office isn't the top fundraiser, your participation supports our lifesaving mission. Fundraising for Donate Life NYS goes beyond raising money - it's about uniting your team for a noble cause, building harmony in your workplace, and making a significant impact on countless lives within your community.

### TIMEFRAME

- The "Wind Beneath Our Wings" Fundraising Competition will take place from April 1-30, 2025.
- All participating offices should report their Donate Life Month fundraising totals to [mcohn@dnys.org](mailto:mcohn@dnys.org) by Tuesday, May 6, 2025.
- Winners will be recognized at the NYSACC Annual Spring Conference.

### Awards AND RECOGNITION

- The Top Fundraising County Clerk's Office will earn the "Wind Beneath Our Wings Award."
- The 2nd and 3rd top fundraising offices will be honored as "High Note Heroes."
- All participating offices will be recognized as "Keynote Contributors."

### Ideas TO HELP YOUR FUNDRAISER Take Flight

- Organize a bake sale featuring bird's nest cupcakes.
- Make it spicy with a chicken wing competition, featuring a selection of savory dipping sauces.
- Launch a bottle drive with a collection bin for staff and customers.
- Organize a build-your-own-birdhouse event, where families contribute a small fee for admission.

### WHERE TO Send Funds

Visit [donatelifenys.org/DLM-DMV](http://donatelifenys.org/DLM-DMV) to submit contributions online or mail to:

Donate Life New York State  
Attn: Meredith Cohn, Director of Development and External Relations  
185 Jordan Road, Suite 8  
Troy, New York 12180

Note: If sending by mail, please convert cash donations into checks made payable to Donate Life NYS.

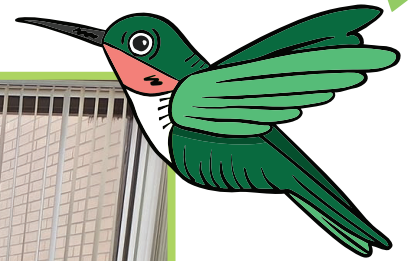
### MORE Information

For more information, visit [donatelifenys.org/DLM-DMV](http://donatelifenys.org/DLM-DMV), contact [mcohn@dnys.org](mailto:mcohn@dnys.org), or call (518)326-3237. Puff up your feathers and join us in this flight of fancy. Your efforts will help us soar to new heights and save more lives. Let's make this Donate Life Month sparrow-tacular!



# Blue & Green Day

## PHOTO CONTEST



# 1

### Friday, April 11, 2025 until Sunday, April 13, 2025: Submit Your Photos

Visit Donate Life NYS' Facebook page and add your best blue & green photo in the comments of the pinned post. All photos must be posted by 11:59 p.m. EST on Sunday, April 13, 2025.

Categories include:

- Adults & Groups
- Clinical Partners
- DMV
- Light It Up!
- Food & Art
- Home & Garden
- Kids & Teens
- Pets

\*Please make sure to submit original photos - photos with collages, borders, or filters cannot be accepted.

# 2

### Vote for Community Choice Award Winner

Vote by liking your favorite photos submitted for the contest until April 17, 2025 at 11:59 p.m. EST. The photo with the most likes will be the Community Choice Award winner and receive a \$50 Amazon Gift Card!

# 3

### Top Five Photos to National Photo Contest

The five photos with the most likes will be submitted to the national photo contest held by Donate Life America for a chance to win a \$100 gift card.

## MORE Information

For more information, visit [donatelifenys.org/DLM-DMV](https://donatelifenys.org/DLM-DMV) or contact [info@dlmys.org](mailto:info@dlmys.org), or (518)326-3237.



# DONATE LIFE NYS

# “Harmony Hero”

## PEER RECOGNITION AWARD



**2024 Peer Recognition Contest Winner:**  
Motor Vehicle Cashier  
Cayuga County DMV

### CHIRP ABOUT OUTSTANDING CONTRIBUTORS DURING DONATE LIFE MONTH!

Join us in recognizing outstanding contributors to the cause of organ and tissue donation through Donate Life NYS' Peer Recognition Award Contest. This contest honors DMV employees who have shown exceptional dedication and made a significant impact promoting donation awareness.

**Submission Period:** April 1, 2025 through May 31, 2025.

### Nomination PROCESS:

- Fellow employees, supervisors, or anyone within the DMV office can make nominations.
- Nominate a colleague who excels in supporting and promoting organ and tissue donation, whether by initiating donation conversations, creatively embodying the Donate Life Month theme in their personal appearance or workspace decor, or actively promoting awareness.
- Submit nominations online at [donatelifenys.org/DMV-peer-recognition](https://donatelifenys.org/DMV-peer-recognition) between April 1, 2025 and May 31, 2025. Include photos and/or other supporting materials that showcase their dedication.

### Selection PROCESS:

Our Donation Advisory Council will carefully review each nomination and assess the nominee's impact on promoting donation awareness and registration. Judges will consider qualities such as leadership, innovation, dedication, and overall embodiment of the Donate Life spirit.

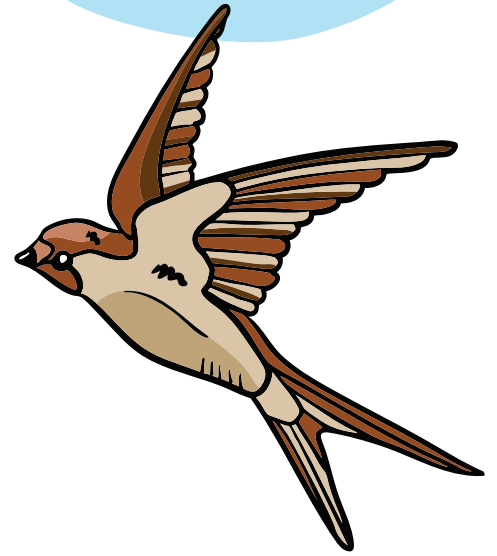
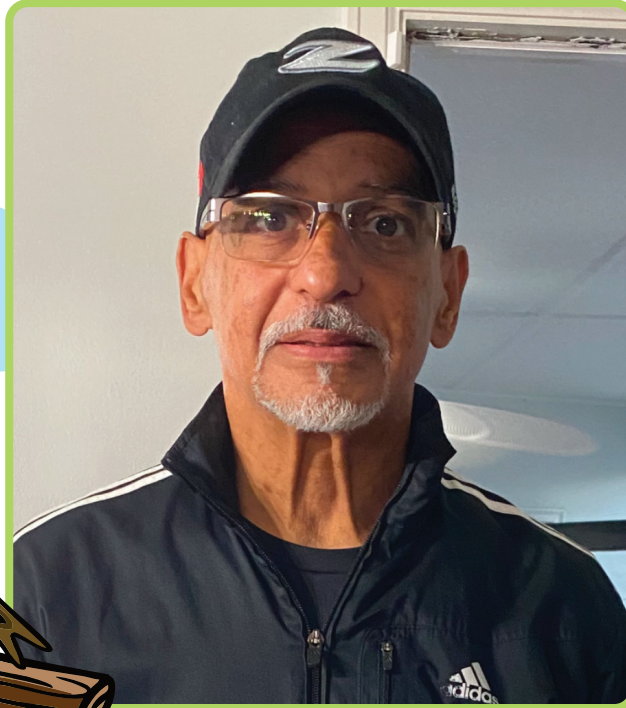
### Awards AND RECOGNITION

- One winner from a State-operated and one winner from a County-operated DMV will be selected to receive "Harmony Hero" awards, symbolizing their exceptional commitment to the donation cause.
- Each winner will receive a \$100 gift card and be recognized during ceremonies taking place during DMV Appreciation Month in September.
- Winners' District Office Manager/County Clerk will be notified in advance of DMV Appreciation Month.

### JOIN THE Chorus:

The "Harmony Hero" Peer Recognition Award Contest is a chance to spotlight those whose dedication brightens the path toward saving and healing lives through donation. Nominate your colleagues today!

For more information, visit [donatelifenys.org/DLM-DMV](https://donatelifenys.org/DLM-DMV), contact [info@dlnys.org](mailto:info@dlnys.org), or call (518)326-3237. Let's make Donate Life Month truly sparrow-tacular by celebrating the exceptional individuals who make a difference every day!



# Angel Galban's STORY OF HOPE

Second chances in life should never be taken for granted. Angel Galban, a 58-year-old Orange County, NY, resident, knows this firsthand. In November 2022, he received a double-lung transplant after battling pulmonary fibrosis, a devastating disease that scars the lungs and makes breathing nearly impossible. Thanks to his donor hero, Angel was given the gift of life just when time was running out.

Angel's journey began in 2017 with what seemed like a routine cold, but it quickly progressed into bronchitis, pneumonia, and eventually a diagnosis of pulmonary fibrosis—the same disease that had claimed his mother's life at just 46 years old. For five years, experimental treatment slowed the disease, but by April 2022, Angel's condition had worsened so much that he was placed on the transplant waiting list. By November, he was hospitalized and told he had only days to live unless a donor match could be found.

On November 15, after two false alarms, Angel's doctors delivered miraculous news: They had found a match. Following a 12-hour double lung transplant at Montefiore Medical Center in the Bronx and months of recovery with the steadfast support of his wife, Sylvia, Angel regained his strength and returned to the life he thought he had lost.

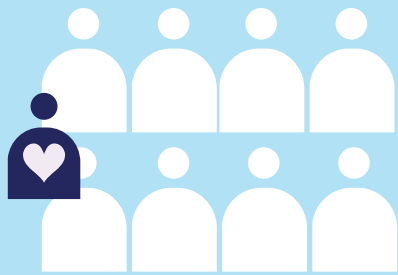
Today, Angel cherishes every moment—running with his grandchildren, traveling with Sylvia to visit family, and celebrating milestones like weddings and graduations. He even fulfilled a dream of driving a sports car on a racetrack.

Grateful for his second chance, Angel is committed to honoring his donor by raising awareness about organ donation. "As someone helped me and my family by giving me this gift of life, it's my job now to help others," he said.

Angel hopes his story inspires others to register as organ, eye, and tissue donors and bring hope to the nearly 8,000 patients in New York State waiting for lifesaving transplants. Register today at [donatelifenys.org/register](https://donatelifenys.org/register).

# Get the Facts

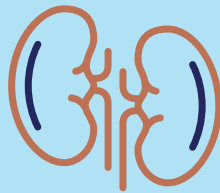
## ABOUT ORGAN AND TISSUE DONATION



**ONE ORGAN DONOR  
CAN SAVE 8 LIVES**

AND HEAL 75 MORE THROUGH  
EYE AND TISSUE DONATION

**NEARLY 8,000**  
NEW YORKERS ARE WAITING  
FOR A LIFESAVING ORGAN  
TRANSPLANT



**MORE THAN 1,000**  
HAVE BEEN WAITING MORE  
THAN FIVE YEARS



**MORE THAN 350**  
NEW YORKERS DIED IN 2024  
BECAUSE THE ORGAN THEY  
NEEDED WASN'T DONATED  
IN TIME



**EVERY 8 MINUTES**

ANOTHER PERSON IS ADDED TO THE  
NATIONAL TRANSPLANT WAITING LIST

**NO ONE IS TOO  
OLD OR TOO SICK  
TO REGISTER**



ANYONE AGE 16+ CAN JOIN THE NYS  
DONATE LIFE REGISTRY

**REGISTERING AS A DONOR  
DOES NOT INTERFERE  
WITH MEDICAL CARE**



DONATION BECOMES AN OPTION  
ONLY AFTER DEATH HAS BEEN DETERMINED



**ALL MAJOR  
RELIGIONS**

SUPPORT ORGAN AND  
TISSUE DONATION, VIEWING  
IT AS AN ACT OF LOVE AND  
GENEROSITY



**THERE IS NO COST TO  
THE DONOR'S FAMILY**

OR ESTATE FOR ORGAN AND TISSUE DONATION



# ANNUAL DONATE LIFE Observances

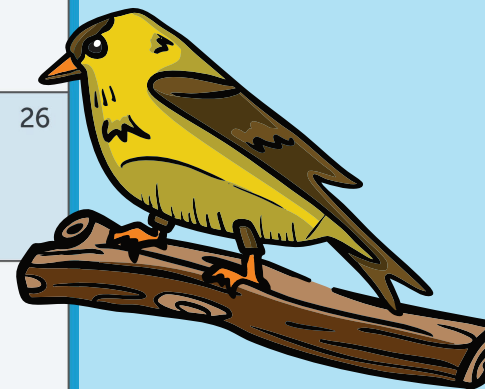
## FEBRUARY 14: NATIONAL DONOR DAY

A day to honor donors who have given the gift of life, patients who have received a donation, those who are currently waiting, and those who died because the organ they needed was not donated in time.

## APRIL: NATIONAL DONATE LIFE MONTH

An entire month of activities to help encourage Americans to register as organ, eye, and tissue donors and to honor those that have saved lives through the gift of donation.

SUN	MON	TUE	WED	THU	FRI	SAT
	31	1	2 Donate Life Living Donor Day 	3	4	5 Spirit Week  Dress Up Your Pets
6 Make Blue & Green Treats 	7 Thank Your Healthcare Team 	8 Write a Message of Hope 	9 Donate Life Flag Raising Day 	10 Create Donate Life Art 	11 National Donate Life Blue & Green Day 	12 Share Your Decision Day 
13	14 Volunteer Appreciation Week 	15	16	17	18	19
20 National Pediatric Transplant Week (April 20-26) 	21	22	23	24	25	26
27	28 	29 	30 			



## AUGUST: NATIONAL MULTIETHNIC DONOR AWARENESS MONTH

A nationwide observance to save and improve the quality of life of diverse communities by creating a positive culture for organ, eye, and tissue donation.

## SEPTEMBER: NATIONAL DMV APPRECIATION MONTH









A time for the donation community to say “thank you” to our DMV partners who serve as the front line of donor registration, helping more than 6.5 million New Yorkers enroll as organ, eye, and tissue donors to date.

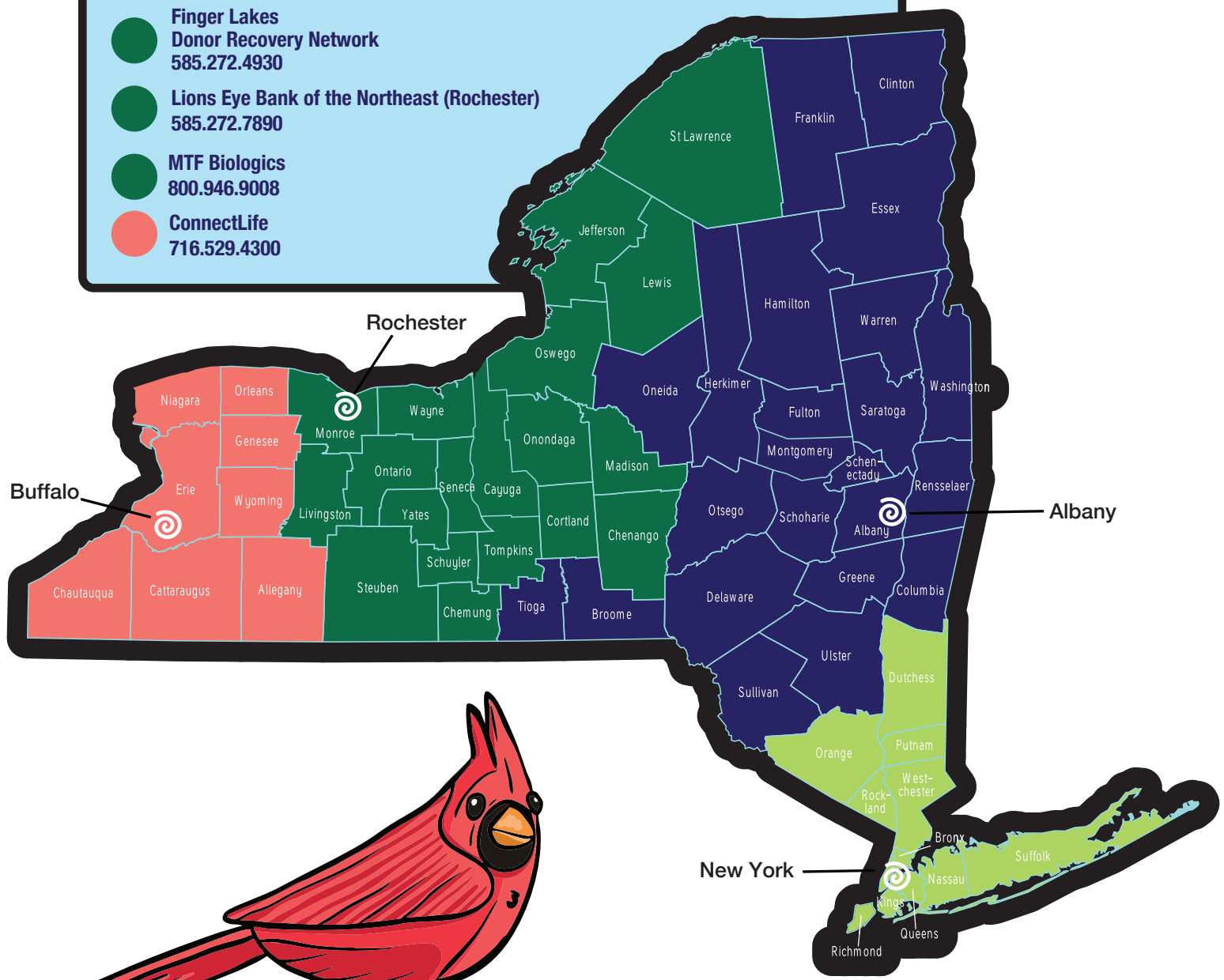
## NOVEMBER AND DECEMBER: SEASON OF GIVING

Spread the joy of giving during the holiday season by supporting Donate Life NYS through various festive fundraisers. Your financial contributions are crucial to saving and healing lives through increased organ, eye, and tissue donation. Explore ideas like candy cane or bake sales, holiday-themed auctions, ugly sweater contests, gift-wrapping stations to make a meaningful impact.

# CONTACT YOUR Local Partners



-  **Center for Donation & Transplant**  
518.262.5606
-  **Lions Eye Bank of the Northeast (Albany)**  
518.489.7606
-  **Finger Lakes Donor Recovery Network**  
585.272.4930
-  **Lions Eye Bank of the Northeast (Rochester)**  
585.272.7890
-  **MTF Biologics**  
800.946.9008
-  **ConnectLife**  
716.529.4300
-  **LiveOnNY**  
646.291.4444
-  **Eye-Bank for Sight Restoration**  
212.742.9000







# NEW YORK STATE County Data

Statewide, 51% of the population has enrolled in the New York State Donate Life Registry.  
Donor Designations on December 31, 2024

County	Donor Designations Number of residents enrolled in New York State Donate Life Registry	Donor Designation Share Percentage of residents age 18+ enrolled in NYS Donate Life Registry	County	Donor Designations Number of residents enrolled in New York State Donate Life Registry	Donor Designation Share Percentage of residents age 18+ enrolled in NYS Donate Life Registry
Albany	151,789	58%	Oneida	96,691	54%
Allegany	24,327	65%	Onondaga	249,087	67%
Bronx	323,071	31%	Ontario	70,300	77%
Broome	98,808	62%	Orange	154,553	51%
Cattaraugus	45,123	76%	Orleans	19,650	62%
Cayuga	40,958	68%	Oswego	64,381	68%
Chautauqua	72,135	72%	Otsego	32,483	63%
Chemung	49,826	77%	Putnam	47,923	60%
Chenango	25,485	69%	Queens	570,590	31%
Clinton	45,394	71%	Rensselaer	78,252	60%
Columbia	37,645	73%	Richmond	134,722	35%
Cortland	24,828	66%	Rockland	104,305	43%
Delaware	23,263	62%	Saint Lawrence	52,033	60%
Dutchess	142,410	58%	Saratoga	142,195	73%
Erie	478,415	63%	Schenectady	75,187	60%
Essex	23,124	74%	Schoharie	16,058	64%
Franklin	25,931	70%	Schuyler	11,286	79%
Fulton	25,832	61%	Seneca	15,992	62%
Genesee	34,675	76%	Steuben	57,218	78%
Greene	25,498	64%	Suffolk	653,357	54%
Hamilton	3,498	78%	Sullivan	33,486	53%
Herkimer	27,695	58%	Tioga	29,534	77%
Jefferson	70,432	80%	Tompkins	68,711	76%
Kings	756,698	38%	Ulster	94,935	63%
Lewis	14,598	71%	Warren	40,210	74%
Livingston	34,969	69%	Washington	31,368	63%
Madison	39,100	71%	Wayne	49,628	69%
Monroe	393,187	66%	Westchester	393,291	50%
Montgomery	21,183	56%	Wyoming	22,081	68%
Nassau	455,575	42%	Yates	12,509	66%
New York	836,631	61%	<b>NYS TOTAL</b>	<b>7,949,398</b>	<b>51%</b>
Niagara	116,442	69%			

ABOUT



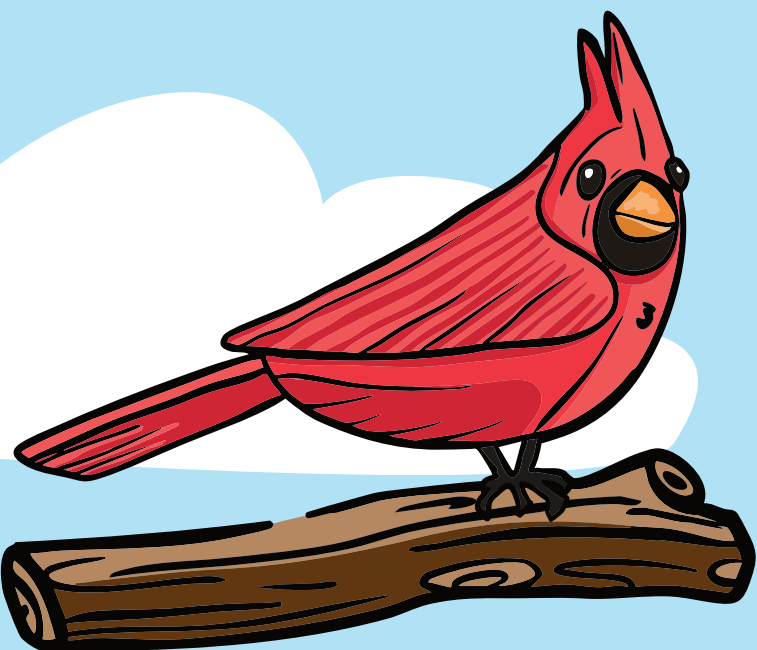
*New York State*



DONATE LIFE NEW YORK STATE IS THE STATEWIDE NON-PROFIT ORGANIZATION WHOSE MISSION IS TO INCREASE ORGAN, EYE, AND TISSUE DONATION IN NEW YORK STATE.

OUR GOAL IS TO  
*Ensure a Life-Changing Transplant*  
FOR EVERY NEW YORKER IN NEED.

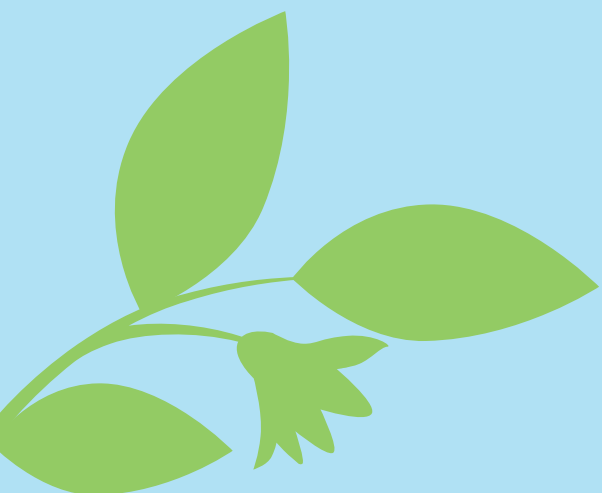




THANK YOU FOR  
**Supporting**  
NATIONAL DONATE LIFE MONTH

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FOR FURTHER INFORMATION OR SUPPORT, CONTACT  
DONATE LIFE NEW YORK STATE AT **INFO@DLNYS.ORG**  
OR CALL **(518) 326-3237**



VISIT US ON THE WEB: [DONATELIFENYS.ORG](http://DONATELIFENYS.ORG)  
FOLLOW US ON SOCIAL MEDIA: [@DONATELIFENYS](https://www.instagram.com/DONATELIFENYS)