

Volunteering with DNA

Outline

- Why volunteer with DNA?
- What type of volunteer opportunities are there?
- What are the expectations of a volunteer?
- What is the language we use when talking about donation?
- What are the rules of a registration table?
- What are some of the resources for a DNA volunteer?

Why volunteer with DNA?

DNA Volunteer Mission Statement

Register Arizonans as organ and tissue donors through public education efforts and support.

- You can be a part of saving and healing lives through organ and tissue donation!
- Read the stories of the people in the next few slides who have been impacted forever by donation. Our volunteers are a direct part of making this possible.

Donation has given him a normal life...

Most 10-year-old boys don't even know the meaning of the word dialysis, but Diego Terán's life depended on it. Diego spent ten hours every night hooked up to dialysis machines after he and his mother, Lupita Arnet, discovered that his kidneys were functioning at just 12 percent.

As his condition worsened, it became clear that he would need a kidney transplant. After an agonizing wait, a kidney became available in August 2015. While Lupita was overjoyed that her son received the gift he so desperately needed, she was also mindful of what it meant for another family.

"We all grieved with them and prayed for them," says Lupita. That donor's generosity is what allows Diego to attend school, baseball practices and live his life as a normal 12-year-old.

"Words will never be enough to thank Diego's donor," says Lupita.



*Diego Terán
Kidney Recipient*

His love of humanity is still alive...

In March 2008, Eric and Grace Gregory were awakened by a 5 a.m. phone call. Their 19-year-old son Christopher had unexpectedly collapsed and was taken to the hospital. A few days later, the athletic, seemingly healthy teen passed away.

In the midst of their grief, Eric and Grace recalled that Chris had told them of his wish to become an organ donor. They saw that wish fulfilled when Chris' organs saved five lives. After meeting four of the recipients, the Gregorlys found comfort knowing that their son lives on in others. They are positive that donation was the best possible outcome.

“Organ donation represents humanity at its very best,” says Eric. “It’s a story of what good can happen to the nth degree of such a tragedy.”



*Eric and Grace Gregory
Donor Family*

She can return to doing what she loves...

Although Tara Thorbin had always been an advocate of donation, she never imagined that she would one day be a recipient. In 2011, Tara was told by her doctor that she had torn her ACL. For someone who lived an active lifestyle and had played softball for 37 years, this news was hard to digest.

The following year, Tara underwent surgery to repair her ligament with the help of donated tissue. After eight months of rehab, she was back on the field.

Even though it was not a lifesaving organ, Tara has come to realize that her donor's gift has impacted her life deeply.

“I am so truly thankful and appreciative,” says Tara. “Donation has restored my life.”



*Tara Thorbin,
third from right,
with her family*

Why does volunteering to register organ and tissue donors matter?

Because registering as a donor matters!

- Registering donors equals more lives saved and healed
- More education around donation leads to more registrations
- This is why DNA volunteers are so IMPORTANT!

Am I already a registered organ and tissue donor?

If you're not sure, register again!

All duplicates in the DonateLifeAZ Registry are checked and removed.



What type of volunteer opportunities are there?

There are many ways to be involved as a DNA volunteer!

Registration Tables

- Tables at community events to inform and register the public

Speaking Engagements

- At hospitals, schools, workplaces, ect.

Media

- Talking to TV, radio or print media

Office Projects

- Supply packing
- Promotional item organizing
- Mailing projects

Member Events

- Quarterly meetings
- Volunteer Appreciation Event
- Donate Life Day at the Diamondbacks

What is expected of a DNA Volunteer?

Honor commitments

- If you sign up for an event, show up on time
- If you have a change of plans and cannot attend an event you committed to:
 - ✓ A week or more before an event: email or call community relations coordinator
 - ✓ 24 hours or less before an event: text or call coordinator's cell phone as soon as possible so other arrangements can be made
 - ✓ Help find a replacement volunteer through the Facebook group or others you know

Show dedication

- When you show up to volunteer you show up to work
- Make the most of your volunteer time
- Take every opportunity to educate and register the public

Stay educated

- Keep looking for opportunities that may be right for you
- Stay up-to-date on new donation information by attending meetings and trainings that are offered

What is the language we use when talking about donation?

Something tragic happened and because of generosity, life-saving and life-healing gifts were given.

Always use language that shows:

- Respect for donors
- Respect for cultures
- Respect for the process

Donation Terminology

Using the right words creates a more positive image and emotion in those you are talking to.

- Recover NOT harvest
- Deceased NOT cadaveric
- Ventilator NOT life support
- Donated organs and tissues NOT body parts

What are the Rules of a Registration Table?

- Stand in front of table
- Keep table organized and clear of clutter
- Ask everyone you see:
 - Are they sure they are registered?
- Motivate with promotional item
- Communicate clearly the information and process
- Be passionate, positive and eager!

Registration Tables



Objections

Be ready for objections and prepared on how to overcome it

- Respond with a casual “Why?”
- Dispel myths
- Keep the conversation going after the first “No.”
- End positive!

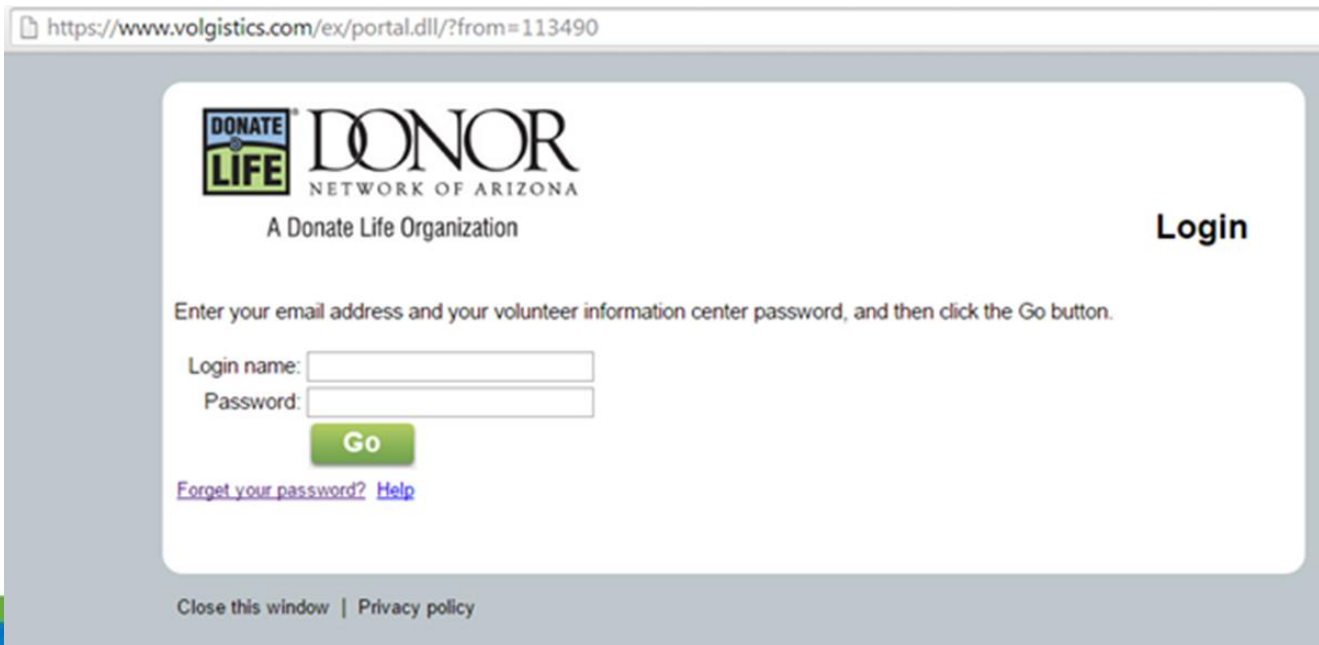
What are some of the resources for DNA volunteers?

- VicNet Portal (details to follow)
- [Donate Life and Done Vida Arizona Volunteer's Facebook Page](#)
- Monthly e-Newsletters – *Volunteer Connection*
- Donation Education Meetings

Using VicNet

VicNet is the online portal where volunteers can sign in to see the calendar of available events and update their profile.

<https://www.volgistics.com/ex2/vicnet.dll?from=113490>



The screenshot shows a web browser window with the URL <https://www.volgistics.com/ex/portal.dll?from=113490>. The page features the logo for the Donate Life Network of Arizona, which includes the text "DONATE LIFE" in a stylized font, "DONOR NETWORK OF ARIZONA" in a serif font, and "A Donate Life Organization" below it. To the right of the logo is the word "Login". Below the logo, there is a text prompt: "Enter your email address and your volunteer information center password, and then click the Go button." This is followed by two input fields: "Login name:" and "Password:". A green "Go" button is positioned below the password field. At the bottom left of the form area, there are two links: "Forget your password?" and "Help". At the bottom of the browser window, there are links for "Close this window" and "Privacy policy".

Volunteer information for

Ashley

[Home](#) [Mail](#) [My Profile](#) [Calendar of Events](#) [Account](#)

Check your schedule

Check messages

Sign-up

Volunteer Forms

All volunteers must have a Confidentiality Statement, Media Release and Donor Media Release (if applicable) signed. If you have not previously signed the forms below, please print, complete and return to DNA.

[Confidentiality Statement](#)
[Media Release](#)
[Donor Media Release](#)

News

Welcome to the Volunteer Information Center. This new online feature gives you an easy way to keep in touch with the volunteer program. You can view the calendar of events, sign up for volunteer opportunities and meetings, check your schedule and much more!

Check out the tabs above and the informational videos to the right to see the different things VicNet has to offer.

Keep an eye out for emails letting you know when new opportunities or updates are available to view on VicNet!

Your Assignments

Ambassador Meeting - Phoenix [Meeting] (Assigned)
Get It Done Community Fair [Tabling] (Assigned)
Tucson Airport Authority Health & Safety Fair [Tabling] (Assigned)
University of Arizona Welcome Back Fair [Tabling] (Assigned)

VicNet Training Video

Please click below to watch a short training video.



How to use VicNet: A brief guide

For a more in depth guide to VicNet, click below.



Note: Not everything included in this guide will exactly reflect DNA's VicNet portal.

Exit

Once you log in, you'll be taken to your profile homepage.

- Click on the Calendar of Events tab to see what's coming up.

Your calendar will show you days that need volunteers.

- Select a day that you are available and has a HELP WANTED icon on it.

HELP WANTED

Sign-Up!

We have events or meetings on days that have the 'Help wanted' symbol. Click any of these days to learn more or to sign-up.

Show openings in

Prev month

Next month

August 2017

Sunday

Monday










Tuesday

Wednesday

Thursday

Friday

Saturday

		1	2	3	4	5
6	7	8	9	10	11 	12 
13 	14 	15 	16 	17 	18 	19
20	21 	22 	23 	24 	25	26
27 	28 	29	30 	31		

Prev month

Next month

Select "Schedule me" to volunteer for that date and time.

DONATE LIFE DONOR NETWORK OF ARIZONA
A Donate Life Organization

Donate Life Arizona VicNet Portal

Volunteer information for **Ashley Siegel**

Home Mail My Profile Calendar of Events Account

Schedule for
Tuesday, August 15, 2017

Schedule

Lexus-Earnhardt Auto Center's Annual Health and Wellness Fair [Description](#)
1:30 p to 4:00 p Open
Note: Registration Table
HELP WANTED Would you like to serve on this date? Click the **Schedule me** button to schedule yourself here **Schedule me**

NS Hyundai -Earnhardt Auto Center's Annual Health and Wellness Fair [Description](#)
8:30 a to 11:00 a Open
Note: Registration Table
HELP WANTED Would you like to serve on this date? Click the **Schedule me** button to schedule yourself here **Schedule me**

Calendar view

Exit

Once you confirm your commitment you are good to go!

VicNet will send you a reminder prior to your volunteer event in addition to detailed information the community relations coordinator will send you.

Sign-Up!

Sign-up for an event or meeting.

You are signing-up to serve:

Date: **Tuesday, August 15, 2017**

Assignment: **Lexus-Earnhardt Auto Center's Annual Health and Wellness Fair [Tabling]**

Note: **Registration Table**

From: **1:30 p**

To: **4:00 p**

Is this correct?

Yes

No

Event Information Sheet

- The next slide has an example of the form you will be sent several days prior to your event
- It will give you all the details you need to know for the event
- Always review in full

Public Education Program Request

Date Turned In: [redacted]

GENERAL INFORMATION			
Event Name	Coolidge Cotton Days	Company/ Organization	Coolidge Chamber of Commerce
Date of Event	3-4-17	Time	8:30a.m.-4:30p.m.
Address/Location	San Carlos Park Coolidge AZ	Event Goal	100
Parking	Event Parking	Staff Requestor (if applicable)	[redacted]
Brand	<input checked="" type="checkbox"/> Donate Life Arizona <input type="checkbox"/> Done Vida Arizona <input type="checkbox"/> Donor Network of Arizona		
EVENT DESCRIPTION			
Type of program	Registration Table	Cost	\$15
Audience Type	General Public	Audience Size	3,000
Type of Staffing Required	Volunteer	Number of Staffing Required	4
Attire Requested	Volunteer Mustache shirts		
CONTACTS			
Key Contact Name	Amy Norwalk	Key Contact Number	520-723-9410
Key Contact Email Address	info@coolidgechamber.org		
TYPE	NAME	PHONE NUMBER	
Event Contact	Amy Norwalk	520-723-9410	
DNA	Ashley Siegel	602-828-6979	
Volunteers	Hank & Sue Rausch(8:30am-12:30pm)	480-433-2759	
	Irene Marra (12:30-4:30p.m.)	480-228-3159	
	David Peterson (12:30-4:30p.m.)	520-850-7411	
	[redacted]	[redacted]	
SUPPLIES			
<input type="checkbox"/> Tent <input type="checkbox"/> Table <input type="checkbox"/> Chairs <input type="checkbox"/> Tablecloth <input type="checkbox"/> Swipe to Donate Life			
OTHER INFORMATION			
Hank and Sue have the supplies for this event and will set up at 8:30 a.m. [redacted]			
Dave can take supplies back to Tucson office at the end of the day. There is a return address envelop that you can send in the cards with. Please keep track of donor hearts that you see on licenses while you're there!			

Donation Facts & Statistics

Outline

- What is Donor Network of Arizona?
- Why register as an organ and tissue donor?
- Who is waiting for organ transplants?
- Who are getting transplants?
- What are the facts?
- How do you register as a donor?
- What is organ donation?
- What is tissue donation?
- What is cornea donation?
- What are some other resources for donation?

What is Donor Network of Arizona?

Donor Network of Arizona (DNA) is the federally designated, nonprofit 501(c)3, organ procurement organization (OPO) for the state of Arizona and a full service organ, eye and tissue recovery organization.

Why register as an organ and tissue donor?

Because:

- You could provide over 50 life-saving and life-healing gifts
- Every 10 minutes another name is added to the transplant list
- More than 7,000 candidates died in 2016 while on the wait list

Donation Education = Arizonans Registered = Lives Saved

Who is waiting for an organ transplant?

Pamela Kostakos had no idea she was sick until a routine doctor visit revealed she was in kidney failure. The news came as a shock to Pamela, and she was added to the national organ transplant waiting list in October 2013.

Pamela is still waiting for the phone call that will change her life, and she says each time the phone rings, she wonders whether it will be her doctor calling with news about a donor.

Pamela is eager for the day she can tell her three grandsons, John, Jaden and Justin Weber, that she will receive a life-saving transplant.

"A transplant would change my life completely," Pamela says. "For me, donation means renewed life and watching my grandsons grow."



Transplant Waiting List

- More than 116,561* people are waiting for an organ transplant in the U.S.
- More than 2,277* Arizonans are waiting for an organ transplant
- 20 people die every day while waiting for a transplant
- Current donation statistics can always be found at www.unos.org

**Based on UNOS data as of October 2017*

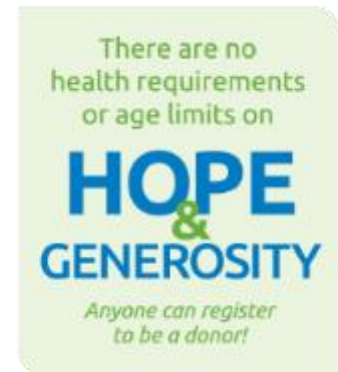
Who is getting transplants?

- An average of 92 transplants take place every day in the United States
- A record 33,610 transplants were performed in 2016
- More than 1.5 million tissue transplants take place every year
- More than 50,000 cornea transplants take place every year

Statistics from www.unos.org

What are the facts?

- **Anyone** over the age of 15 ½ can register
 - *There are no age limits or health requirements to registering*



DNA assumes all expenses related to organ and tissue donation. There is no cost to the family.

A grey rounded rectangular box containing text and a green "\$0" icon in a white circle.



It is a federal crime to buy or sell human organs and tissues in the U.S. (National Organ Transplant Act, 1984).

DNA administers the secure DonateLifeAZ Registry database. Registered AZ donors are provided with a username and password. Your information is never sold or shared.



More facts

- Donation does not impact funeral plans
- All major religions support donation



The first responsibility of medical professionals is to save lives. Donation is an option only after all life-saving measures have failed.



DNA coordinates organ and tissue donation for transplantation. We will work in cooperation with whole body for research organizations as directed by donors or their families.

Registered Donors

There are over 3.1 million Arizonans registered in the DonateLifeAZ Registry.

Am I already a registered organ and tissue donor?

If you're not sure,
register again!

All duplicates in the DonateLifeAZ Registry are checked and removed.



How do you register as a donor?

- There are several ways we are going to review
 - Online
 - At Motor Vehicle Division
 - Paper registration form
 - Swipe to Donate Life app

Register on any of our websites!

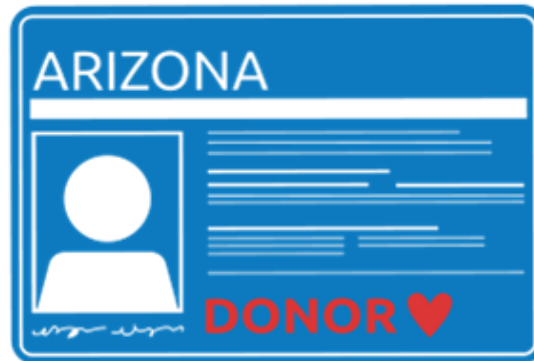
Encourage people to go to www.DonateLifeAZ.org or www.DoneVidaAZ.org to register at any time!



The image shows a screenshot of the Donate Life Arizona website. At the top, there is a green header with the "DONATE LIFE" logo on the left and "English | Español" and "Edit My Profile" on the right. A blue arrow points to a green "Register Now" button with a right-pointing arrow. Below the header is a blue navigation bar with the "Arizona" logo and menu items: "About Donation", "Get Involved", "Wall of Life", and "Stories". The main content area features a large image of two people holding Arizona driver licenses. Below the image is the text "Put Your ♥ in the Right Place" and "Get DONOR ♥ printed on your license >". Below this is a white banner that says "Join the 3,082,062 Arizonans in the DonateLifeAZ Registry". At the bottom, there are four circular icons representing "Facts on Donation", "Event Calendar", "Volunteer", and "How Donation Works". The footer on the right contains the "DONATE LIFE" logo, the "DONOR NETWORK OF ARIZONA" logo, and the text "A Donate Life Organization".

Motor Vehicle Division (MVD)

- Most people register as donors when they go to the MVD.



Arizonans can register to be a donor and have **DONOR** ♥ printed on their license when they apply for or renew their driver license or ID at the Arizona Department of Transportation Motor Vehicle Division (ADOT MVD). You can also register online.

Paper registration form

- People can fill out a hard copy form, which we have at our events

Donor Registration Form

I want to be an organ, eye and tissue donor.

DONATE LIFE Arizona

* Required

* First Name _____ * Last Name _____

* Address _____

* City _____ * State _____ * Zip _____

* Date of Birth _____ * Gender: Male Female
M M D D Y Y Y Y

* Driver's License / ID# _____

Email _____

How did you hear about the registry? _____

* Signature _____ * Date _____
M M D D Y Y Y Y

Your donation decision will be entered in the DonateLifeAZ Registry. If this is your first time registering, you will receive a confirmation letter within four weeks. If you have questions about your registration, contact Donor Network of Arizona at 1-800-94-DONOR.

201 W. Coolidge St. • Phoenix, AZ 85013 • DonateLifeAZ.org

Swipe to Donate Life

- Swipe to Donate Life is an application that can be downloaded by volunteers to any smartphone to register individuals using their license.
- It scans the barcode on the back of a license and syncs that data with the DonateLifeAZ Registry.
- Review the presentation: Swipe to Donate Life for instructions on using the application as well as how to download it on your phone.



What is organ donation?

- The donation process begins with a decision. You decide you want to help people with end-stage disease by donating your organs when you die.
- People most frequently become organ donors following a stroke, heart attack or severe head injury.

The basic path of organ donation

Even though cases vary, the following describes the basic steps in donation from deceased donors.

Transport

A specialized team of EMTs and paramedics begin life-saving efforts at the scene. They also contact emergency room doctors during transport.

Treatment

When the team arrives, ER doctors and nurses evaluate injuries and continue life-saving measures, including a ventilator, IV fluids, blood replacement and medicine to help the heart keep beating.

Intensive Care

After vital signs stabilize, the patient is transferred to the ICU, where a doctor performs special tests to see how much damage has been done to the brain and organs. The medical team continues advanced life-saving measures during the tests.

Brain Death Declared

Brain death is diagnosed as an irreversible loss of blood flow to the whole brain, causing the brain to die. After brain death, the donor's body is supported by artificial means, such as a ventilator.

Evaluation

Specially-trained medical practitioners from the organ procurement organization (OPO) go to the hospital to see if the patient is medically suitable for organ donation.

The path continued

Authorization

The doctor talks to the family about the patient's death. Then, someone from the OPO, or specially-trained hospital staff, talks to the family about donation. If the patient signed up to be a donor in his/her state or national registry, that information is shared with the family and the OPO family counselor talks to the family to explain the donation process and answer all of the family's questions. The OPO and hospital work together as a team to support the family and honor the patient's wishes. If the patient has not signed up in a state or national registry at the time of his/her death, the patient's family takes time to think and ask questions before they decide. The donation decision is easier if the family has previously discussed donation.

Placement

The donor's blood type, height, weight, the hospital zip code and other data are entered into UNOS' national computer system to begin the organ allocation process. Appropriate candidates are found for whom the donor's organs are the best match. Timing is especially important at this step and during recovery.

Organ Recovery

The donor is taken to an operating room, where organs are surgically removed. After that, the organs are sent to the transplant hospitals where candidates are waiting for them. The donor is treated with honor and respect throughout the donation.

Funeral

After donation, the donor is taken to a funeral home, and the OPO works with the funeral director to honor the donor and donor family's funeral wishes. An open casket funeral is possible after organ donation.

Follow-up

A few weeks later, the OPO sends a letter to the donor's family, letting them know which organs were transplanted, and keeping the names of the recipients confidential. Most OPOs continue to provide support to donor families, such as bereavement counseling and later, memorial events.

This information comes from www.unos.org

Circulatory Death

- **Circulatory death** is the irreversible cessation of all circulatory and respiratory function. Patients who die through circulatory death can donate tissues, eyes and in some cases, organs.
- In order for donation after circulatory death (DCD) to occur, the following circumstances must exist:
 - Non-survivable ventilator dependence stemming from:
 - Permanent and irreversible neurological injury (e.g. upper spinal cord injury)
 - Permanent and irreversible disease (e.g. end-stage musculoskeletal or pulmonary disease)
 - Planned withdrawal of life-sustaining medical treatment/ventilator support

For further information on donation after circulatory death you can go here:

<https://www.dnaz.org/partners/hospital/brain-circulatory/>

Organs for Transplant



**One person can donate up to 8
lifesaving organs.**



Heart



2 Lungs



Liver



Pancreas



2 Kidneys



Intestines

What is tissue donation?

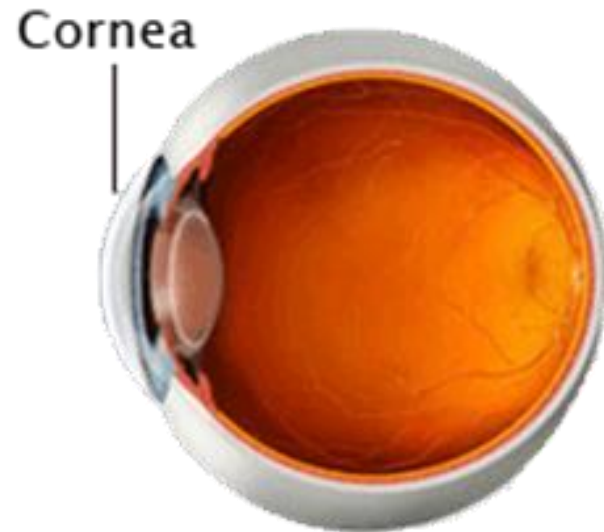
One tissue donor could heal more than 50 people.

Types of donated tissue:

- Bone and associated tissue
- Pericardium (sack around the heart)
- Heart valves
- Veins and arteries
- Skin
- More information about tissue donation can be found here:
<https://www.donatelife.net/types-of-donation/tissue-donation/>

What is cornea donation?

Through cornea donation the gift of sight can be given for two people.



What are some other Donation Resources?

- **United Network of Organ Sharing** – www.unos.org

The private, non-profit organization that manages the nation's organ transplant system under contract with the federal government

- **American Association of Tissue Banks** – www.aatb.org

Supports the advancement of tissue bank professionals and tissue banking technologies so no one suffers from the lack of donated human tissue.

- **Donate Life America** – www.donatelife.net

Nonprofit alliance of national organizations across the United States dedicated to educating the public and advocating for organ, eye and tissue donation

- **American Liver Foundation** – www.liverfoundation.org

- **The National Kidney Foundation** – www.kidney.org

Multicultural Awareness

Outline

- Why is it important to be culturally aware?
- How can I show cultural awareness?
- What are some of the religious perspectives on donation?
- Why is it important to increase the donor designation rate among minorities?
- What is the cultural representation on the organ wait list?
- What are some factors of cultural influence?
- How do you handle obstacles?

Why is it important to be culturally aware?

- You will work and speak with people from all sorts of backgrounds and heritage as a DNA volunteer
- Having an understanding and awareness will foster better outcomes for your interactions
- It is important to show respect for everyone you encounter as a DNA volunteer

How can I show cultural awareness?

When speaking with the public:

- Be respectful and courteous
- Be open-minded
- Be aware of beliefs and values

What are some of the religious perspectives on donation?

- Major religions support organ and tissue donation, seeing it as a gift of life to a fellow human being.
- To review common religions found in the U.S. and their view on donation you can visit here:
<https://organdonor.gov/about/donors/religion.html>

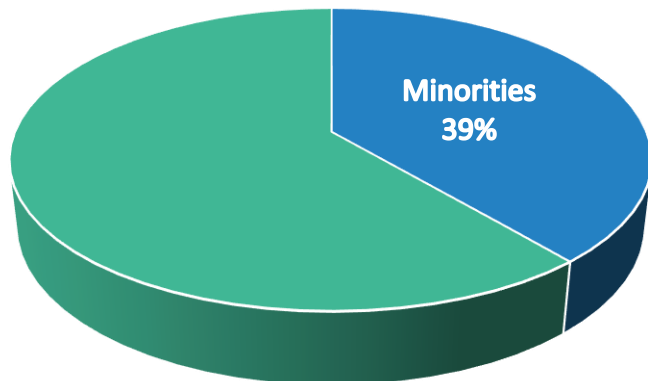


Why is it important to increase donor designation rate among minorities?

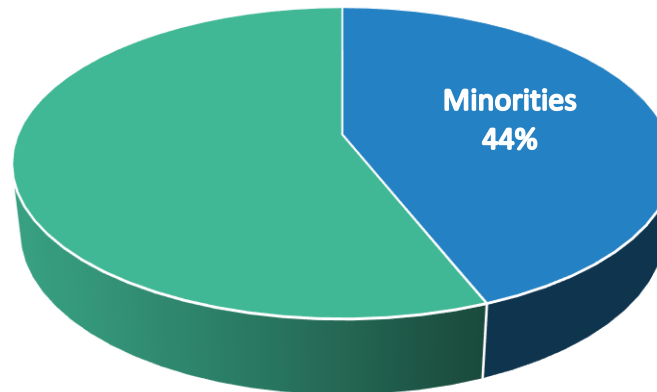
- Although donation and transplantation can take place between individuals from different racial or ethnic groups, transplants have a higher likelihood of success when organs are matched between members of the same racial or ethnic background.
- DNA works directly with minority groups in Arizona to share donation and transplantation information in a way that speaks to each community's particular beliefs and values in a sensitive and relevant way.

Total population

United States Population



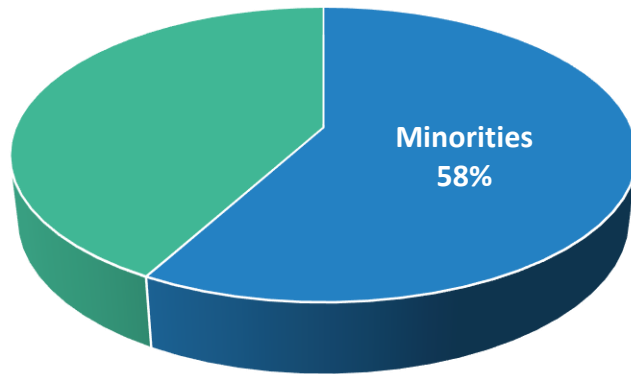
Arizona Total Population



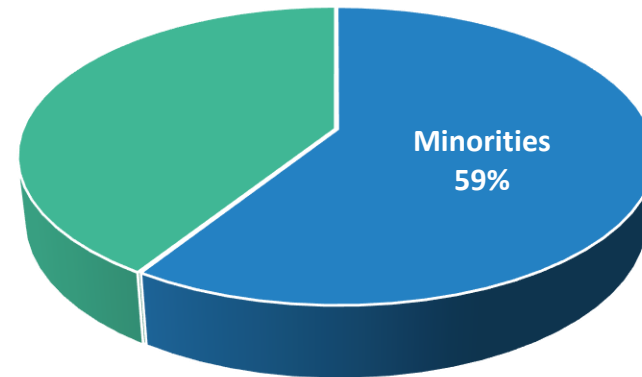
Based on 2010 Census data.

Wait List Disparity

United States Transplant
Waiting List

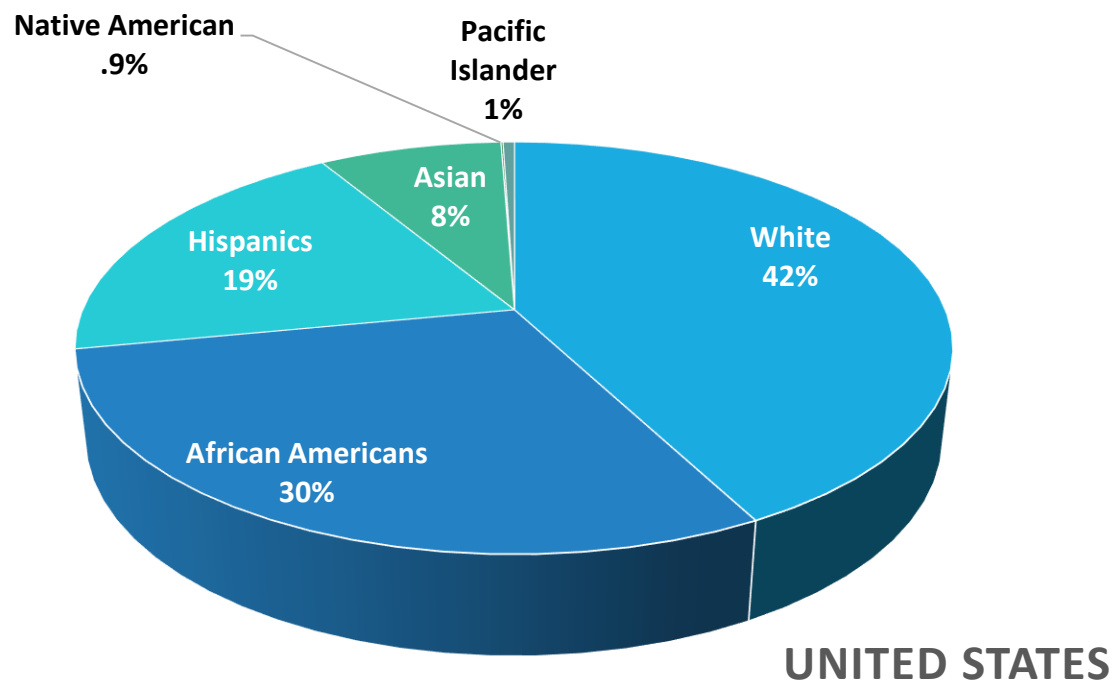


Arizona Transplant
Waiting List



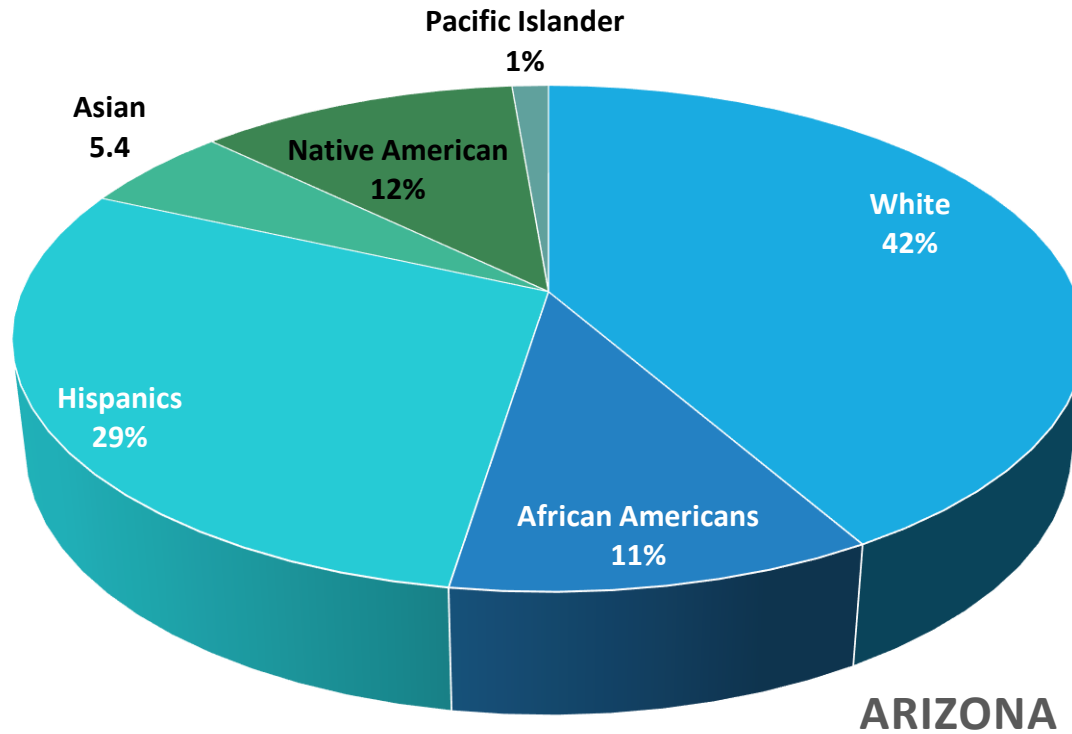
Data found at <https://www.unos.org/data/>

Wait List Breakdown-National



Data found at UNOS: <https://optn.transplant.hrsa.gov/data/view-data-reports/national-data/>

Wait List Breakdown-Arizona



Data found: <https://optn.transplant.hrsa.gov/data/view-data-reports/state-data/>

What are some cultural factors of influence?

- Language/vocabulary
- Family history
- Donation education
- Unfamiliarity with donation

How do you handle obstacles?

What do you do if someone says no to donation for religious or cultural beliefs?

- Suggest talking to religious leader about donation for transplantation specifically
- Give information sheet and ask them to think about it
- It is a decision to be made for oneself, but a good discussion to have with family

Speaking Engagements

Outline

- Why prepare to speak about donation?
- What to do if interested in speaking engagements?
- What to do if approached to speak?
- What are key talking points?
- Why talk to media?
- What are some additional reminders?

Why prepare to speak about donation?

- You may be invited to speak about donation to various audiences.
- Even having a conversation informally at a registration table is like giving a speech!
- Representing Donor Network of Arizona (DNA) and donation to the public is an important role.
- We'd like to help you prepare!

What to do if interested in speaking engagements?

- Want to share your story through public speaking?
 - Let the community relations coordinator know
 - Express a synopsis of your story and any experience with public speaking you have
 - Attend our Speaker Workshop, held annually!



What to do if approached to speak?

- Asked by media?
 - Touch base with DNA's media relations coordinator to ensure they are available to help or answer questions
- Asked by a group?
 - Get them in touch with the community relations coordinator at DNA
 - Ask community relations coordinator for supplies and give a rundown of presentation

Tips to Remember

- Prepare for your presentation
- Speak clearly and precisely
- Stay on message
- Express what was unique and special about your experience
- Share why you are grateful for donation
- If you don't know the answers –state that and offer to find the answers and get back to the person
- Always end with a call to action -direct everyone to www.DonateLifeAZ.org

Tie it back to donation

- Explain what part donation played in your story and why it was important
- Tell what you think would have happened without donation
- Express why you think donation is important for others as well and how it might affect more people

Why talk to media?

- Media stories garner public attention and interest
- Interesting or heartfelt stories get families talking about it at home
- It creates a more positive attitude about donation

All of that equals more people registered!



Talking with media -TV

- Use clear, concise sentences
- Be conversational (not formal)
- Bring photos or videos that are related and important to your story

Suggestions:

- Donor family – a photo of your loved one
- Recipient – a photo of what you looked like right before your transplant
- TV is visual, it's ok to get emotional

<http://www.abc15.com/news/region-phoenix-metro/central-phoenix/young-organ-donor-and-family-honored-at-fiesta-bowl-parade>



Talking with Media-Print

- You have more time than on TV to go into details
- Slightly formal speaking, or as you would speak to someone on the phone
- Be prepared to share photos via email or in-person

http://www.myheraldreview.com/free_access/a-final-act-of-generosity/article_273bce32-bce3-11e6-98ff-137dc0fe5a9e.html

A final act of generosity

Five recipients benefit from Perez family's decision to donate son's organs

By Kay Phillips, For the Herald/Review Dec 8, 2016 0



Michelle Perez is consoled by her son Dante's friend, Bryan Jefferson, at a gathering at the Blackout MMA & Fitness studio on Fry Boulevard Saturday. Dante Perez died on Thanksgiving due to a car accident. More than 200 mourners showed up at the studio to pay their respects for the 31-year-old Perez. [Buy Now](#)

Talking with Media - Radio

- It's a conversation between you and the host – more informal
- Speak clearly and use good inflection

<https://inspiredmedia360.com/turning-tragedy-into-miracles-eric-gregory/>



Talking with a live audience

- **Organize your speech** in a logical sequence: opening, main points, summary.
- **Practice and rehearse** a speech frequently prior to delivering it. Ask friends to be your audience, or practice in front of a mirror. Be sure to use a timer to help you pace your speech.
- **Become familiar with the stage or the setting** where the speech will take place. Get a sense of the size of the stage, where any steps or obstacles might be, and where to enter and exit.
- **Choose comfortable clothes to wear**, but always maintain a professional appearance.
- **Visual aids** should fit a speech, whether they are funny, serious or technical. The main goal of visual aids is to help the audience understand what is being said, and reinforce the points of a speech in unique and interesting ways.

Tips from Toastmasters International.

What are some additional reminders?

- Use sensitive donation language
- If you're not sure, don't guess
- Know your important points (encourage donor registration, visit website, etc.)
- Emphasize the meaning of donation (kindness, gratitude, generosity, healing, etc.)
- Tell your story from the heart



Social Media and Branding

Outline

- Why do I need to understand DNA social media and branding?
- What are the different logos used by DNA?
- What social media platforms does DNA use?
- How can I engage with DNA on social media?
- What is LiveOnAZ.org?
- How can I engage on LiveOnAZ.org?

Why do I need to understand DNA social media and branding?

- As a DNA volunteer you represent DNA to the public
- We want you to be aware of the way we brand and engage with the public on a large scale
- Most importantly: We want you to engage with us!

What are the different brands/logos that I may come across?



A Donate Life Organization





- **Donor Network of Arizona (DNA)** is the federally designated, nonprofit 501(c)3, organ procurement organization (OPO) for the state of Arizona and a full service organ, eye and tissue recovery organization.



- **Donate Life Arizona** is a public brand used by Donor Network of Arizona for public education.



- **Done Vida Arizona** is a public brand used for public education in Spanish-speaking communities.

Donate Life America



- DLA manages and promotes Donate LifeSM
 - The national brand for the cause of donation
 - Motivates the public to register as organ, eye and tissue donors
 - Provides education about living donation
 - Manages the National Donate Life Registry at [RegisterMe.org](https://www.RegisterMe.org)
 - Develops and executes effective multi-media campaigns to promote donation

Logos

- Permission must be given to use any of the logos in this presentation for personal purposes.
- All logos in this presentation have brand usage policies that must be adhered to in order to use the logos.
- If you have questions about use of any of these logos you can contact the community relations coordinator.

What social media platforms does DNA use?

Follow us by clicking on the links below!

- [Donate Life Arizona Facebook Page](#)
- [Done Vida Arizona Facebook Page](#)
- [Donate Life and Done Vida Arizona Volunteer Facebook Group](#)
- [Donate Life Arizona Twitter Page](#)
- [Donate Life Arizona Instagram](#)
- [Donate Life Arizona SnapChat](#)



How can I engage with DNA on social media?

See something Donate Life Arizona posted on Facebook?

Hit the 'Like' button!

Comment on the post to become a part of the narrative.

Think others in your network would enjoy it too? Click 'Share' and write why you think others should take a look.

Donate Life Arizona
August 10 at 5:00pm · 🌍

We celebrate August as [Arizona Department of Transportation MVD Saves Lives Month](#) as a way to show appreciation for their important role in helping save and heal lives. This crucial partnership makes the most of life through the gift of organ and tissue donation, as 95 percent of donor registrations come from Arizonans making the generous decision to check the box when applying for or renewing their driver license or ID.

Arizona Mother Saves Her Son's Life | Donor Network of Arizona
Jaimy Burdine, 33, from Buckeye, Arizona, was kind, fearless and a devoted mother of two kids. Her children were her life, a life she sacrificed for them. According to Jaimy's mother, Vikki Burdine, Jaimy wasn't afraid of...
DNAZ.ORG

Like Comment Share

Ari Peery, Blake Loyland and 176 others

64 shares

Write a comment...

Carole Jean Tower This is a true story about a woman, a mother who was and will always be a true hero. If you have not made the decision to register as an organ donor, please do it now. You will never regret this decision.
Like · Reply · 6 · August 10 at 11:20pm · Edited

Susan Velez Beautiful tribute to Jaime 🥹🙏 I miss her everyday and think of her whenever I see the number 11
Like · Reply · 2 · August 12 at 12:10am

Donate Life & Done Vida Volunteer Facebook Page

What can you do on the Volunteer Facebook page?

- Share photos from volunteer events
- Share stories from volunteering
- Discuss upcoming events



What is LiveOnAZ.org?

- A place for donor families, transplant recipients, those waiting for the gift of life and registered donors to come together to share their stories and support for donation.
- The homepage of LiveOnAZ.org features the Wall of Life, a visible and powerful symbol that bears testimony to selfless giving and offers tangible hope to those who are in need of transplants.



How to participate on LiveOnAZ?

- Add your name and story to the Wall of Life.
- View and share donation stories.
- Comment on stories and interact with other users through comment sections.
- Register to be a donor in honor of someone.

- See examples of stories at LiveOnAZ.org in the slides to follow.



Arizona

English | Español

Edit My Profile



Register Now →

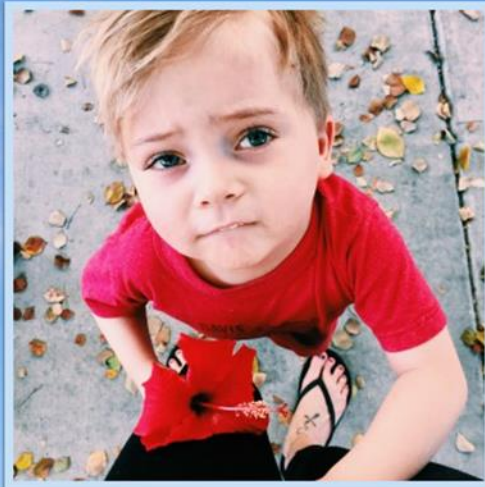
About Donation →

Get Involved →

Wall of Life →

Stories →

Jaxson Dahl, Waiting For the Gift of Life



He has been awaiting his transplant for two years...

Jaxson Dahl was born 10 weeks premature on April 25, 2013, with a birth defect called gastroschisis. Gastroschisis leaves an opening in the abdominal wall, which leaves intestines and other organs exposed while in utero. When Jaxson was born, all but 12 centimeters of his small intestine had to be removed. This left him with a condition called short bowel syndrome. Due to the lack of small intestine Jaxson cannot digest food. He instead relies on IV nutrition (TPN) via a broviac (central line) for nutrition. He has been in and out of the hospital quite a bit in his four years of life and has undergone numerous medical procedures. He needs a multi-visceral transplant (small intestine, liver and pancreas) to be able to eat normally. He has been awaiting his transplant for two years. I have created a blog, mainly as an outlet for me to be able to write everything down & keep family updated. You can view it at www.JaxsonsGotGuts.wordpress.com.

♥ Register in honor of Jaxson

Share Jaxson's story with others:

Become a part of Jaxson Dahl's story. [Click Here.](#)




A Donate Life Organization

Matthew Santiago Jr. "MJ", Donor



So far, **15** people have registered in honor of MJ. You can too.

 **Register in honor of MJ**

Share MJ's story with others:

Twinkle, Twinkle Little Star...

Twinkle, twinkle, little star,

How I wonder what you are!

Up above the world so high,

Like a diamond in the sky.

Twinkle, twinkle, little star,

How I wonder what you are!

When the blazing sun is gone,

When he nothing shines upon,

Then you show your little light,

Twinkle, twinkle, all the night.

Twinkle, twinkle, little star,

How I wonder what you are!

Then the traveller in the dark,

Thanks you for your tiny spark,

He could not see which way to go,

If you did not twinkle so.



A Donate Life Organization

Jessica Drey, Transplant Recipient



After my transplants, my whole world changed...

I was diagnosed with Type 1 diabetes at age 9. Over the years I had complications, which include congestive heart failure, neuropathy in my stomach and legs, seizures and high blood pressure. I was sick and in and out of the hospital for most of my life. I had to take several medications, and at age 30 I was diagnosed with end stage kidney failure. I started dialysis immediately. For six years I was on dialysis. Four of those years I was jumping through hoops to get on the transplant list. I was unable to travel, I had no energy and my kidneys stopped producing urine. I was approved to be on the kidney/pancreas transplant list. The first two phone calls I got about donors being available didn't work out, but the third call did. On April 29, 2015, I had a successful kidney/pancreas transplant. After my transplants, my whole world changed. I have so much energy. I feel wonderful. I can now go traveling, camping, hiking and run around with my children. My health is great. My donor was a young girl who loved cheerleading. I'm so lucky to have her be a part of me. I have met her whole family. We are forever connected I am forever grateful.

♥ Register in honor of Jessica

Share Jessica's story with others:

Become a part of Jessica Drey's story. [Click Here.](#)

1. July 8th, 2017 | Anonymous |

So happy for you and your family ♥

[Reply](#) | [Flag](#)

Swipe to Donate Life

Outline

- What is Swipe to Donate Life?
- What are the benefits to using Swipe to Donate Life?
- What are the requirements?
- How can you get the app on your phone?
- How do you install the app on an iPhone?
- How do you install the app on an Android?
- How do you use Swipe to Donate Life?
- What is the National Registry?

What is Swipe to Donate Life?

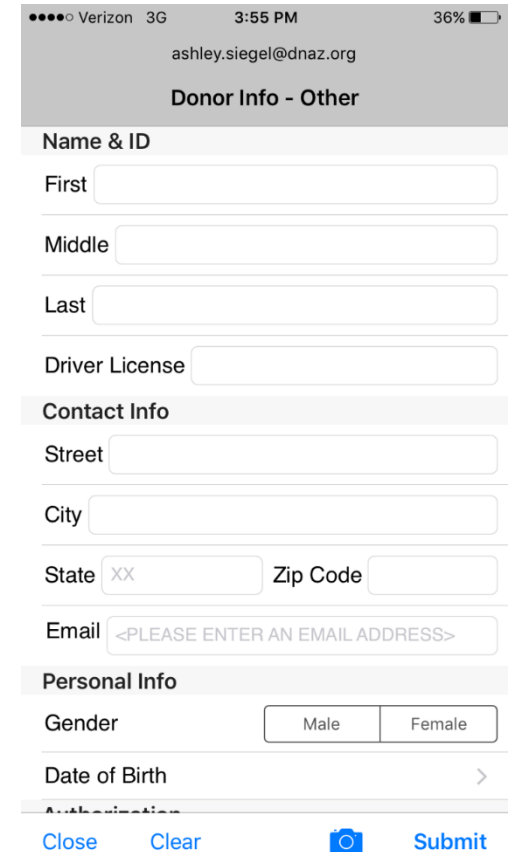


- Swipe to Donate Life allows Donor Network of Arizona to make the most of life by allowing Arizonans to register their wishes in a quick, secure and convenient way.
- Using an app on a smartphone, it can scan the barcode of a driver's license and pull identifying information.
- Once a person confirms their wish to register, it syncs with the DonateLifeAZ registry in real time to either: let us know they were already registered or that they are now successfully registered.

What are the benefits to using Swipe to Donate Life?

Swipe to Donate Life has many benefits!

- ***Faster*** than card for registrants & DNA.
- ***Automatically*** adds individual to the DonateLifeAZ Registry.
- People are given the option to join the ***National Registry*** (only on Apple version).
- ***Checks for duplicates*** to see if they are already registered.
- ***Convenient*** for you!



The screenshot shows a mobile app interface for registration. At the top, the status bar displays 'Verizon 3G', '3:55 PM', and '36%' battery. Below the status bar, the email 'ashley.siegel@dnaz.org' is shown. The form is titled 'Donor Info - Other' and is divided into several sections: 'Name & ID' with fields for First, Middle, and Last names, and a Driver License field; 'Contact Info' with fields for Street, City, State (dropdown), and Zip Code (dropdown); 'Email' with a placeholder '<PLEASE ENTER AN EMAIL ADDRESS>'; and 'Personal Info' with a Gender selection (Male/Female) and a Date of Birth field with a right arrow. At the bottom, there are 'Close', 'Clear', a camera icon, and 'Submit' buttons.

What are the requirements?

Apple Devices

- iPhone (4, 5 or higher – does not work with 4s)
- iPad (2 or higher)
- Operating system of iOS7 or higher
- Redemption code sent after user agreement signed

Android Devices

- Android OS v4.0 (Ice Cream Social) or higher
- Rear-facing camera
- Link to app in google play, sent after the user agreement is signed

All Devices

- Data plan
- Username & password
- Signed User Agreement

How can you get the app on your phone?

1. Contact the community relations coordinator
2. Sign a User Agreement
3. Review this presentation
4. Pass the quiz, linked to at the end of this presentation

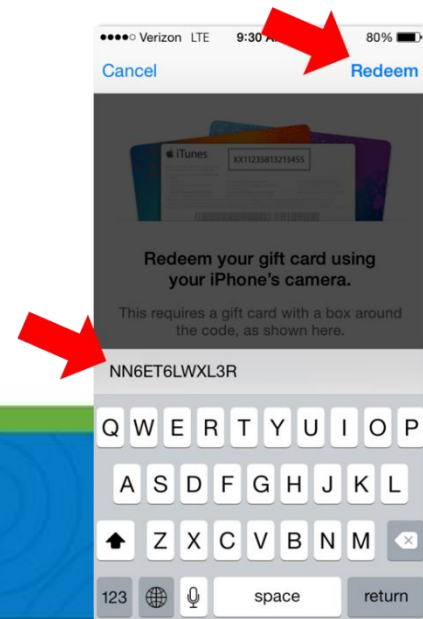
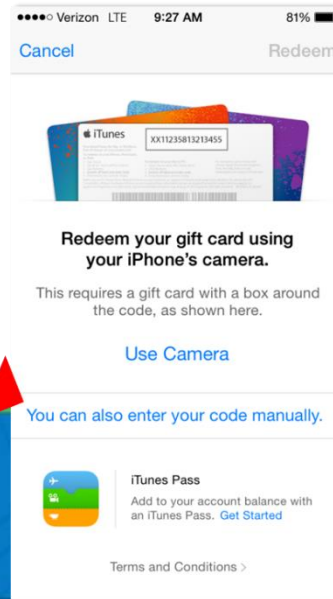
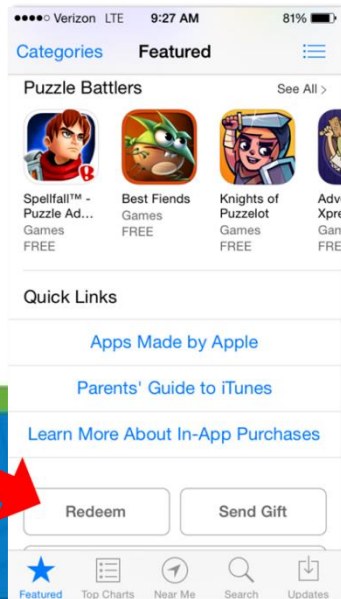
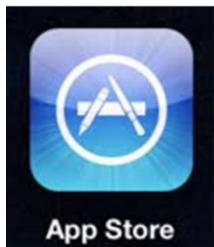
You'll receive the redemption code (for iPhones) or the link to download (for Androids) within a week.

User Agreement

- The Swipe User Agreement must be signed and turned in to community relations coordinator.
- Users agree to upload updates to app, but otherwise make no changes to app.
- Users also agree that any data charges incurred or damage to personal devices are the sole responsibility of the user.

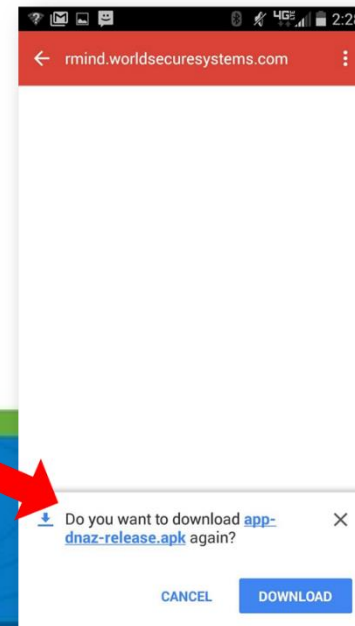
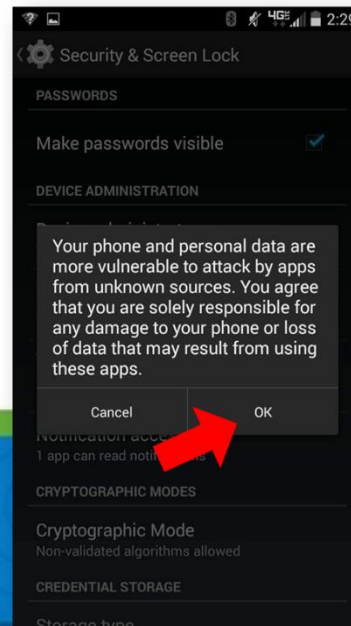
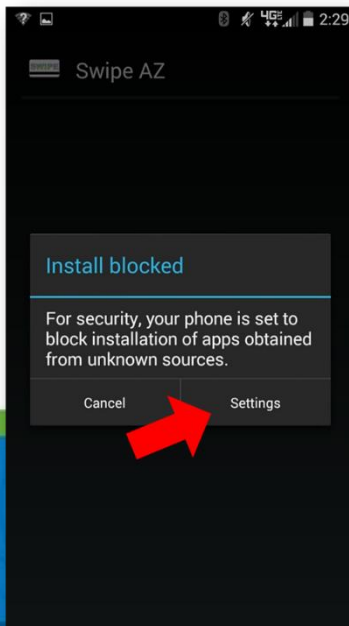
Download instructions-iPhone

1. Redemption code will be sent to you after sending in User Agreement
2. Open App Store
3. Scroll to the bottom of app store and click on "Redeem"
4. If prompted, enter your iTunes Store password
5. Click "You can also enter your code manually."
6. Paste or type redemption code
7. Click redeem in upper right corner
8. Swipe to Donate Life will now be downloaded to your phone



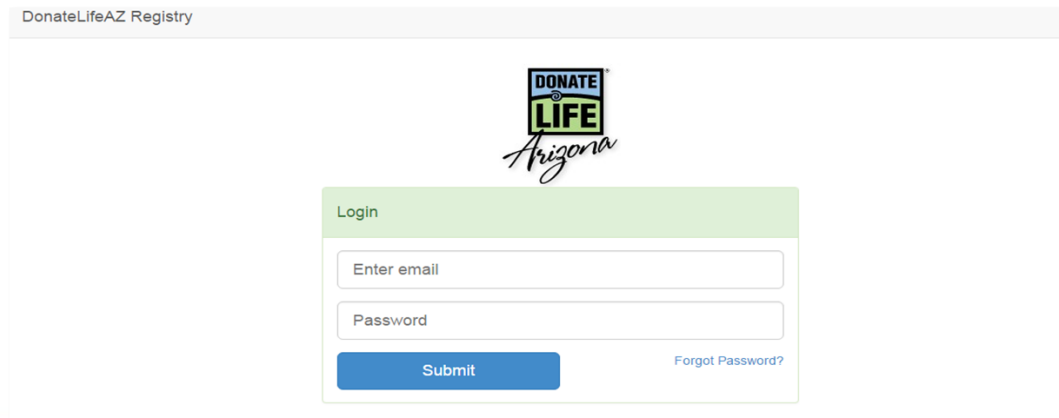
Download instructions-Android

1. Download link will be sent to you
2. Go to Android security settings and enable apps from “unknown sources” while installing the app
3. Click on download link while on Android phone to start the installation
4. Swipe to Donate Life will now be downloaded to your phone
5. After installing the app, disable apps from “unknown sources” once again



Username & Password

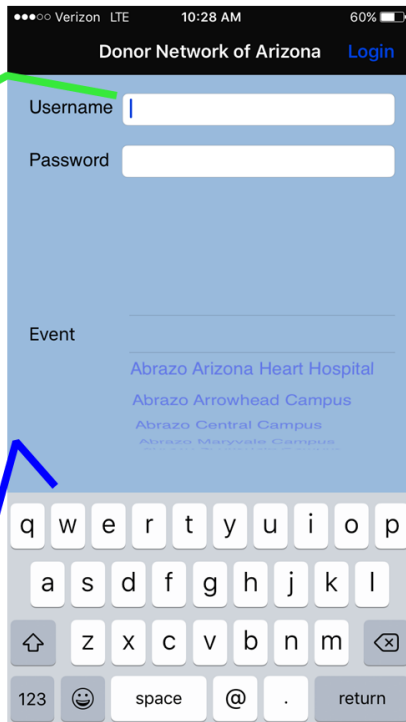
- Username will be your email address.
- If you do not know your password, go here: <https://register.donatelifearizona.org/admin/login> and click “Forgot Password” to have a reset email sent to you.
- This email will come from AZDonorregistry.org, with a temporary password to use to login within 24 hours and reset your password.
- DO NOT SHARE YOUR PASSWORD WITH OTHERS! For security measures, each person must use their own username and password.



The screenshot shows the login page for the DonateLifeAZ Registry. At the top, it says "DonateLifeAZ Registry". Below that is the logo for "DONATE LIFE Arizona". The main content area is titled "Login" and contains two input fields: "Enter email" and "Password". Below these fields is a blue "Submit" button and a link for "Forgot Password?".

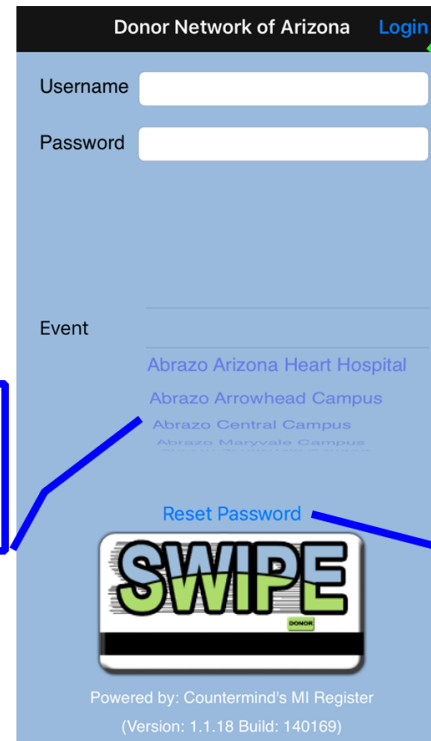
How do you use Swipe to Donate Life?

1) Touch here to open keyboard



2) Use keyboard to enter username & password

3) Scroll to select your event



4) Click login

If you forgot your password, click here to reset

Option 1: Camera Feature

1. Press the camera button.
2. Hold back of driver license vertically and align the red bar in the center of the barcode to allow the camera to focus and scan.

Tips:

- Good lighting.
- Barcode should take up majority of screen.
- Tap the screen to help camera focus on license.

Verizon LTE 10:16 AM 80%
KBenton

Donor Registration

NAME & ID

First

Middle

Last

Driver License


CONTACT INFO

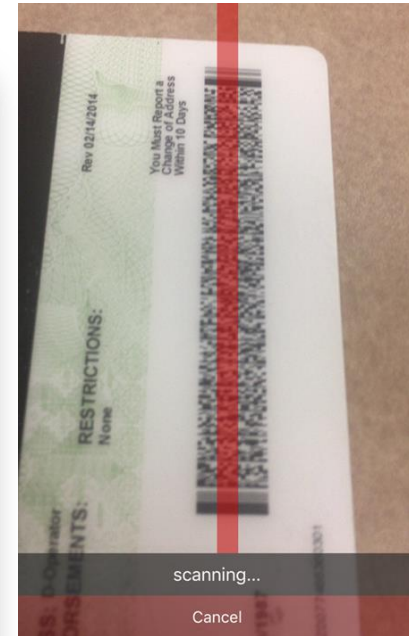
Street

City

State

Zip Code

Back Clear  Submit

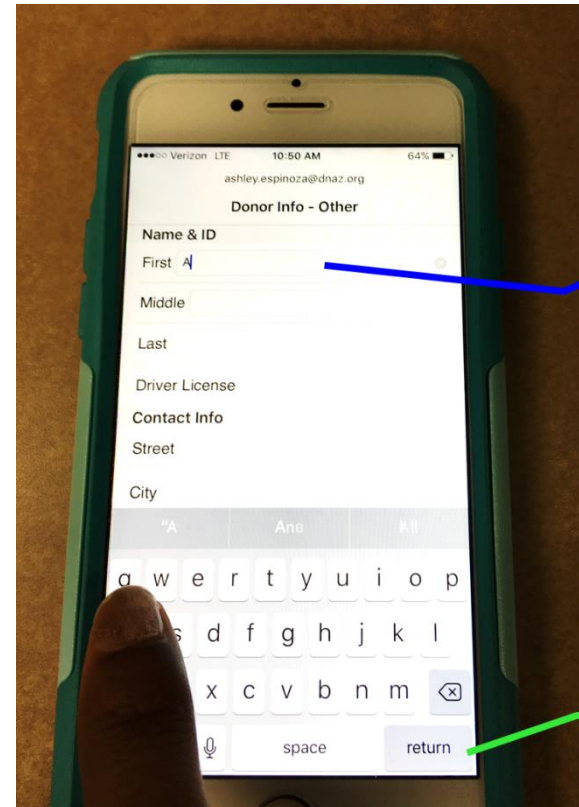


Select
Camera

Option 2: Manual Entry

As a backup, use manual entry:

- Touch the text box and the keyboard will appear.
- Fill out information.



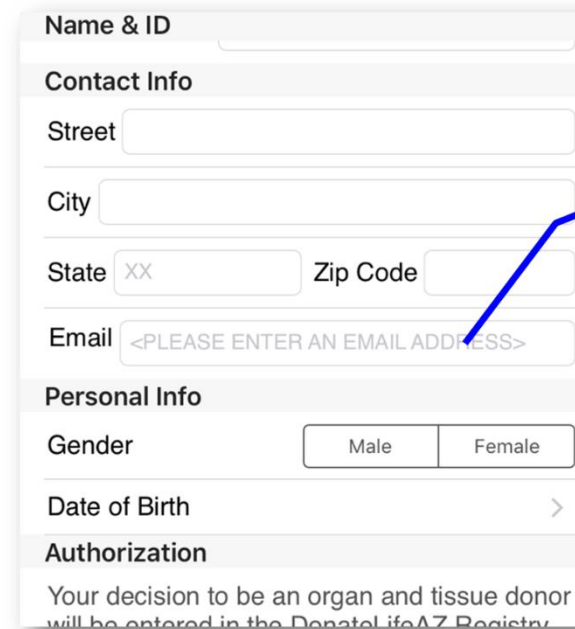
Touch any box to open keyboard

Return button

Confirmation Options

Email address:

- Ask for an email address to update their donor profile.
- If they are a new registrant, they will receive a confirmation email.
- Email is not a required field.



The screenshot shows a mobile registration form with the following sections:

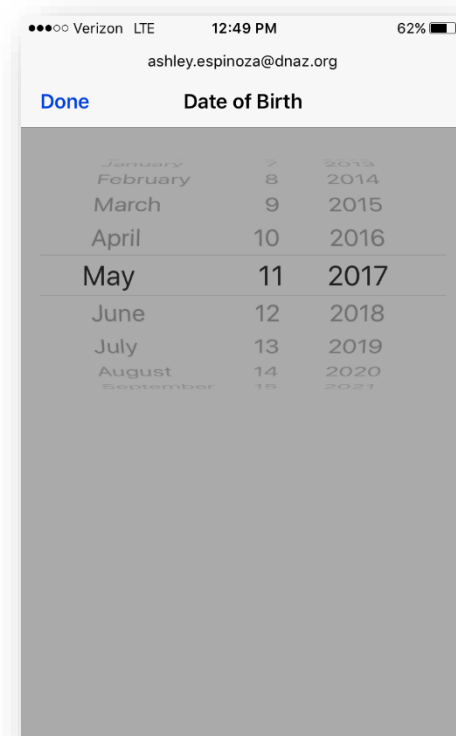
- Name & ID**: A text input field.
- Contact Info**:
 - Street: Text input field.
 - City: Text input field.
 - State: Text input field with "XX" as a placeholder.
 - Zip Code: Text input field.
 - Email: Text input field with the placeholder text "<PLEASE ENTER AN EMAIL ADDRESS>".
- Personal Info**:
 - Gender: Radio button selection with "Male" and "Female" options.
 - Date of Birth: Text input field with a right-pointing chevron.
- Authorization**: Text area containing the text "Your decision to be an organ and tissue donor will be entered in the DonateLifeAZ Registry".

A blue callout box with the text "Touch email box to open keyboard" has a line pointing to the email input field.

Confirming Information

Verify Information:

- Hold phone towards person and scroll while they verify the information is correct.
- If incorrect, click field and input correct information.



If they need to change their birthday, a click wheel will open. Scroll until you find the correct month, date and year.

Consent

- Ask them to read the consent at the bottom and press YES.
- By accepting consent they will register to donate all organs and tissue for transplant only.
- **Note: The registrant must press yes to the consent themselves.*****
- After information has been verified and consent agreed to, click submit.

Personal Info


Gender Male Female

Date of Birth >

Authorization

Your decision to be an organ and tissue donor will be entered in the DonateLifeAZ Registry, a secure database administered by Donor Network of Arizona. Your information is never sold or shared.

Agree No Yes

[Close](#) [Clear](#)  [Submit](#)

Ask the person to read consent and press Yes if they agree.

Hit Submit

Confirmation Message

Donor Info - Other

Name & ID

Contact Info

Street 1202 E GLENN Place

City PHOENIX

State AZ 85004

EMA

Pers

Gen

Date

Authorization

Your decision to be an organ and tissue donor will be entered in the DonateLifeAZ Registry, a secure database administered by Donor Network of Arizona. Your information is never sold or shared.

Agree No Yes

Close Clear Submit

Success

Thank you for your Swipe to Donate Life! Your generous decision to sign up to be an organ and tissue donor provides a great example to fellow citizens of what it means to be hope for others. You are now part of the DonateLifeAZ Registry.

OK

The person has been successfully registered to be an organ and tissue donor for the 1st time.

Hit okay on confirmation message and the National Registry prompt will appear.

Donor Info - Other

Name & ID

Contact Info

Street 1202 E GLENN DR

City PHOENIX

State AZ 85004

EMA

Pers

Gen

Date

Authorization

Your decision to be an organ and tissue donor will be entered in the DonateLifeAZ Registry, a secure database administered by Donor Network of Arizona. Your information is never sold or shared.

Agree No Yes

Close Clear Submit

Already Registered

Thank you for your Swipe to Donate Life! The DonateLifeAZ Registry shows that you are already a registered donor. Thank you again for your generosity and providing a great example to fellow Arizonans of what it means to be hope for others.

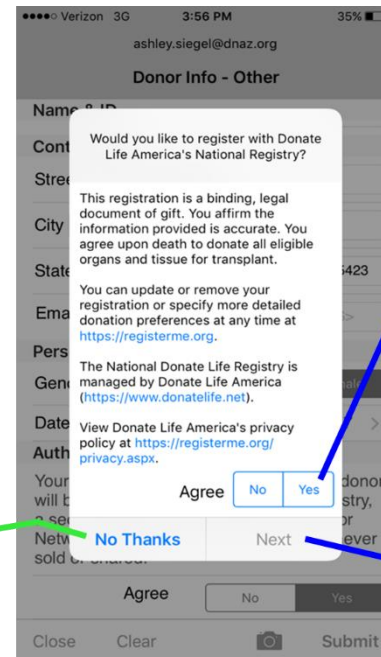
OK

The person was already registered to be a donor. Thank them and let them know that they were already registered.

National Registry

Once the registrant consents to join the DonateLifeAZ Registry, they will also have the option to join the National Registry on **Apple devices only**.

- Ask if they would like to join the National Registry and allow them to read the information.
- If they agree, **ask them to press YES**. If they decline, select No Thanks. If they declined, their registration with the DonateLifeAZ Registry is complete.
- If they selected Yes, click Next.



Select No Thanks if they decline

Ask the person to select Yes if they agree

Hit Next if they agreed

National Registry

- Allow the registrant to enter the last four digits of their Social Security number.
- Ask them if they agree to be contacted by Donate Life America.
- If they agree to be contacted, select YES. If they do not agree, select NO. Their registration will not be affected whether they agree or decline to being contacted.
- Click submit.
- If they change their mind for any reason, hit Cancel. This will cancel their registration in the National Registry, but their registration in the DonateLifeAZ Registry will be valid.

1) Tap on the field and allow registrant to enter SSN

2) Select Yes or No if they agree or decline to be contacted

3) Hit Submit

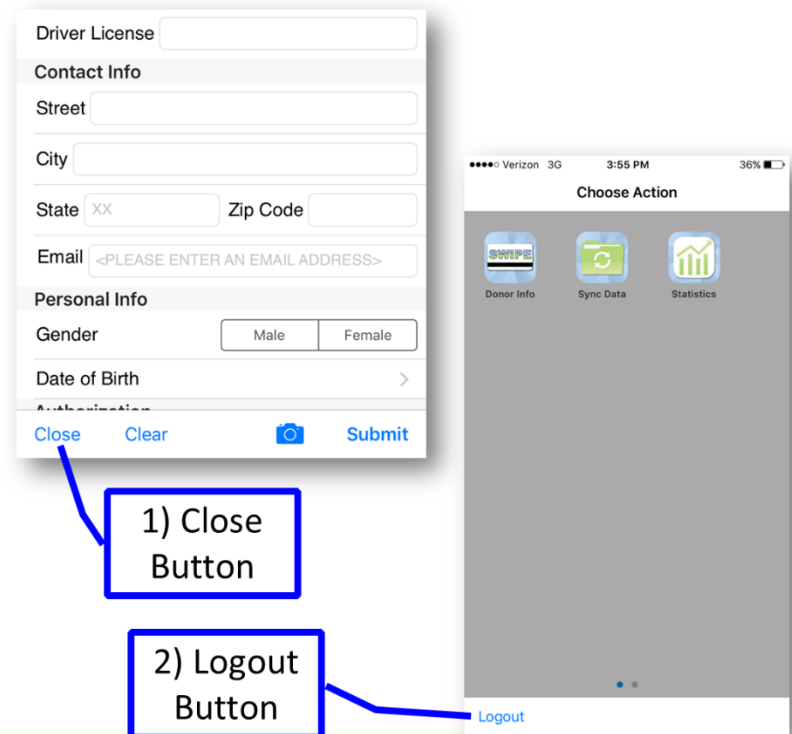
What is the National Registry?

- DonateLifeAZ Registry is the registry for the state of Arizona. Anyone in Arizona can register as an organ, cornea and tissue donor in the DonateLifeAZ Registry, and it is strongly recommended that residents and people who visit the state are registered.
- Donate Life America launched the National Donate Life Registry, RegisterMe.org, in 2016. This registry holds registrants from all 50 states.
- Individuals can register for the National Donate Life Registry through Swipe to Donate Life on Apple products or RegisterMe.org, but paper registration cards are only to register in Arizona.
- You cannot register individuals for the National Registry through the Android app at this time.
- To confirm the registrant's identity at a national level, the registrant is required to provide the last four digits of their Social Security number.

Security

Swipe to Donate Life is a completely secure app.

- A username and password is required.
- All information is encrypted and never stored on device after syncing.
- Always log out of the app when you are done using.



Important Reminders

Sync error message:

- Ask person to complete a paper card.
- Then verify strong Internet connection.
- Once you have a strong connection, click “sync data.”

Data:

- Swipe uses minimal data, but only when a registration syncs.
- If you do not have a data plan or want to use your data, check out a company-owned device.

Reporting:

- The statistics icon on the home screen will give you the number of licenses you have scanned that day.
- Take a look at the statistics after you are at an event in order to report totals.

Updates:

- iPhone users: Check for updates in the app store & download.
- Android users: Updates will be emailed to you to download.

Password:

- Choose a password that you will remember but not one you use for everything.

