

SUPERSTAR GUIDE

NATIONAL MONTH

COMPLETE ACTIVITIES AND BECOME A SUPERSTAR!

Below is a list of activities that your organization can complete to celebrate Donate Life Month! But, this list is not exclusive. Get creative and think of other ways to celebrate.

At the end of the month, we'll recognize organizations that complete activities and collect the most registrations. Not sure where to start? Find more resources on DonateLifeMonthAZ.org or contact your Donor Network of Arizona coordinator.

EVENTS & COMMUNITY OUTREACH

- Hold a flag-raising ceremony.
- Host a registration table at your office or at a community event.
- Round units with a Donate Life cart to encourage staff registrations.
- Hold a donor memorial service, candle-lighting ceremony, or other celebration.
- Host an event with transplant recipients, donor family members, or transplant professionals to talk about the campaign and the importance of donation registration.

COMMUNICATION & SOCIAL MEDIA

- Post on social media about Donate Life Month and tag **@DonateLifeAZ**
- Publish donation and transplantation articles in internal newsletters, intranet or message boards.
- Send email(s) from hospital CEO/other leaders to staff, announcing the campaign, encouraging participation and registration, and including organization's personalized registration link.
- Add your personalized registration link to your organization's website.

DONATION PRIDE & SPIRIT

- Display flyers advertising donation in high-traffic public and employee areas, including in elevators, cafeteria, lobby and restrooms.
- Participate in National Blue and Green Day on Friday, April 12!
- Wear your Donate Life T-shirts.

REGISTRATION GOALS

- Hospitals and community organizations will receive a custom URL to track your registrations.
- Set and hit a goal for new registrations!
- Download the Swipe to Donate Life App to register people on your phone. Contact **volunteers@dnaz.org** for more information.