



LEAVE A *Legacy*

DONOR REGISTRATION

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

EVENTS

- 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 donation celebration.
- Host an event with transplant recipients, donor family members or transplant professionals to talk about the campaign and the importance of donation registrations.
- Participate in National Blue & Green Day on Friday, April 10!

COMMUNICATIONS

- 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 registering, and include your organization's personalized registration link.
- Add your personalized registration link to your organization's website.
- Display flyers advertising donation in high-traffic public and employee areas, including in elevators, the cafeteria, lobbies and restrooms.