



**UNiTE**  
**4LiFE**  

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**PARTNERS**



**TASC won the *National Ardis Kyker Award* for  
community service for the 2017  
*Dare To Dream, Dare to Donate* campaign.**



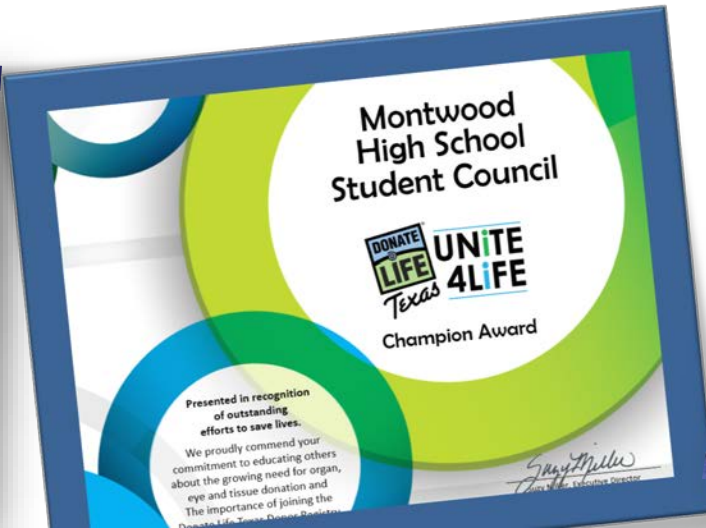
**The campaign goal was to  
increase awareness of the lifesaving importance of  
donor registration by partnering with the  
Donate Life Texas organ, eye & tissue donor registry.**



**127 School Student Councils participated.**

**Several earned awards.**

**Montwood HS & Veterans High School  
even earned CASH Awards!**





**More than 1,200 people joined the  
Donate Life Texas donor registry  
through the TASC campaign.**

**Countless lives will be saved as a result.**



# What is Donate Life Texas?

The Donate Life Texas (DLT) organ, eye and tissue donor registry empowers Texans with a secure, private way to record their decision to give the gift of organ, eye and tissue donation after they pass away.

More donors will help meet the growing need. Right now, more than 10,000 Texans are waiting for a transplant.

**Registering yourself is a lifesaving step.**

**Inspiring others to register is how to become a**



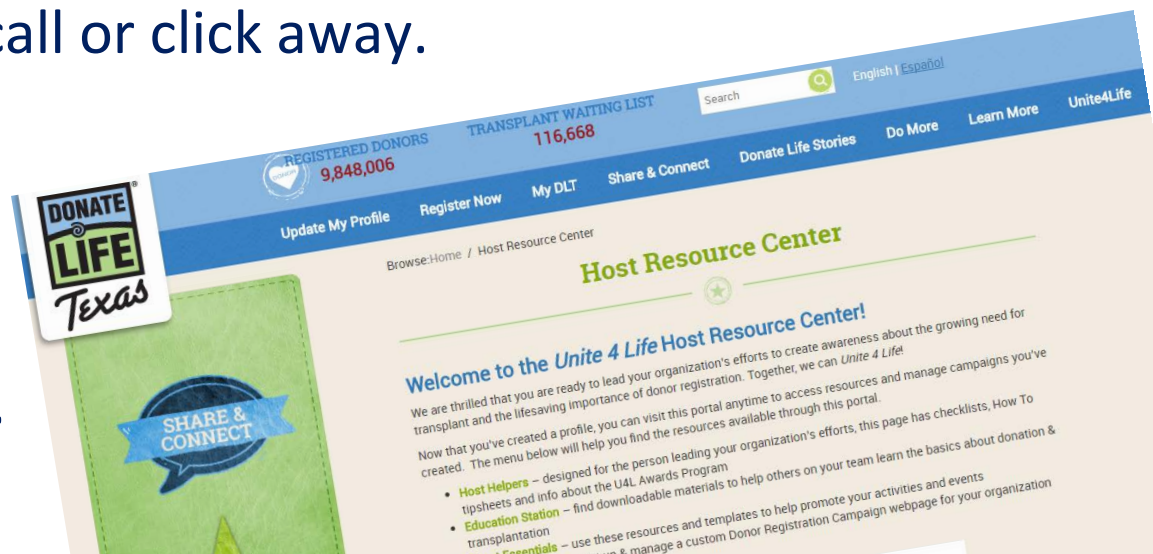


# Turn Inspiration into Action!

The Unite 4 Life Program is designed to make supporting donation easy and fun for groups and individuals.

It puts turn-key tools and resources at your fingertips with expert guidance just a call or click away.

Find the Unite 4 Life portal at  
**DonateLifeTexas.org/U4L**





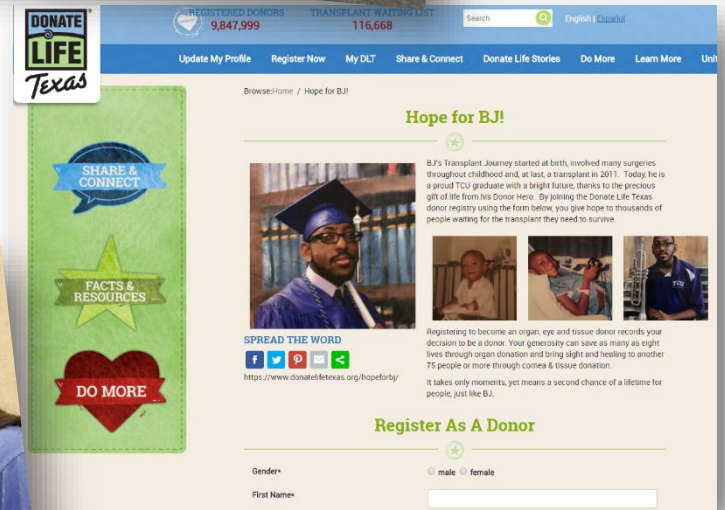
Registration drives!



Donation education!



Promotion Ideas!



Custom Registration Pages!



Awards!



## Turning Inspiration into Action – Ideas and Thought-starters

Feeling inspired is great...but now what? The following thought-starters can help get ideas flowing about some of the things you and your organization can do to take meaningful and productive action to support donor registration. These suggestions are only meant to get you started. They correspond to the tools and templates available on the *Unite4Life* portal and the activities that can earn points in the *U4L Awards* program, but you're also encouraged to think big and get creative! If you've dreamed up something really BIG and want to run it by us first, just touch base with your DLT Contact for extra feedback...that's what we're here for!

### Ideas To Get Started

- Display Donate Life Texas (DLT) materials in public areas at your organization
- Create a team or committee to plan and execute
- Create an activity list and timetable and share it with your DLT Contact
- Review the *DLT Essentials – The Most Important Things to Know* training with your planning committee / team
- Create a custom DLT registration page and link for your organization using the Campaign Creator on the U4L portal
- Create a theme, catch-phrase or slogan for your campaign, or use the Unit 4 Life theme

### Ideas for Activities

- Host a donor registration booth / table in a high traffic area at your organization, public venue or a community event
- Host a campaign launch event
- Give a DLT presentation to your organization
- Invite your local DLT Contact to present to organization (please allow 4 weeks lead time for planning and scheduling)
- Implement a registry challenge competition between your organization and another organization, school, civic group, church or local company. (TIP: challenge campaigns work well between friendly rivals.)

### Ideas to Promote Your Activities

- Use the U4L poster / flier / table tent templates to promote your activities or create your own
- Publish donation-related articles in the organization newsletter
- Share posts from DLT's social media on your organization's social media
- Post activity picture(s) on your organization's social media using hashtags: #Unite4Life and #DonateLifeTexas
- Place a DLT banner and your campaign link on your organization's website
- Issue an email from your organization's top leader including the registration link
- Add or display a campaign goal marker/barometer to your website
- Contact local media about your activities using the Media Advisory template
- Get a proclamation from your City Council or other local officials using the Proclamation template
- Have your HR Dept give new employee the DLT *Unite4Life* FAQ sheet

**A Note About Using Personal Stories:** sharing personal stories of donation and transplant can help motivate others to register. However, these stories are **very personal and emotional** and should **ONLY** be used with the permission of the people involved. Please be sensitive when asking and respectful of the boundaries of those involved.

### Say What?!

Asking strangers about organ donation can leave even outgoing people a little tongue-tied. So, here are some proven ways to help open what could be a lifesaving conversation.

- Hi / Hello! (Yeah, it's basic, but sometimes a simple hello and a smile is all that's needed to get started)
- We're signing up heroes today. Want to join in?
- Do you have a donor heart on your driver's license?
- Can I talk to you for a few minutes?
- Do you like to help people?
- Hi, do you want to help save lives?
- How would you like to be a hero?
- Hi, are you a registered organ and tissue donor?
- Would you like an "ah-ha" moment?
- Hi, I "mustache" you a question. Are you a registered organ and tissue donor?
- Use a funny catch phrase or song lyrics



# Host Helpers

[DonateLifeTexas.org/U4L](http://DonateLifeTexas.org/U4L)



# Education Station

DonateLifeTexas.org/U4L



The Bastrop High School Student Council learns the *DLT Essentials* so they can teach others & answer FAQs.

**FAQs**

**Donate Life Texas Gives Texans the Power to Save Lives.**

By joining the Donate Life Texas donor registry, you can give hope to thousands of people awaiting the transplant they need to survive.

Registering to be an organ, eye and tissue donor legally records your decision to be a donor. Your gift of life can save as many as eight lives through organ donation, restore sight to others with cornea donations and touch countless others through tissue donation. It takes only moments, yet means a second chance of a lifetime.

**In Texas in 2016, registered Texas donors saved the lives of nearly 1,100 organ transplant patients, shared the gift of sight with more than 2,200 people and helped as many as 42,000 people relying on tissues for surgery, recovery and treatment.**

- Every 10 minutes, someone new is added to the national transplant waiting list.
- On average, 22 people die each day while waiting for an organ transplant.
- More Texans are waiting for transplants than twenty-seven 747 model airplanes filled to capacity!

**Donate Life Texas, Donation & Transplantation FAQs**

**What is the Donate Life Texas (DLT) Registry?**

- DLT is a database of people who consent to donation after they pass away.
- Joining the registry provides **legal consent** to be become a donor. By law, this means that others (including family members) cannot overturn your decision.
- The registry ensures that your lifesaving decision to be a donor is known by the right people, at the right time to save lives.

**Words Matter.**

The terms and phrases we use when talking about donation matter. We want to show respect for the donor, donor families and the decision to give the ultimate gift of life.

<p>Recover organs</p> <p>Recovery or donation of organs</p> <p>Deceased donor or donation</p> <p>Mechanical or ventilation support</p> <p>Determine brain death</p> <p>Organs and tissues</p>	<p>"harvest" or "procure" organs</p> <p>"harvesting" or "procuring" of organs</p> <p>"cadaver" or "cadaveric" donation</p> <p>"life" support</p> <p>"declare brain death"</p> <p>"body parts"</p>



Your Logo Here



# DONATE LIFE TEXAS REGISTRATION DRIVE Sign up. Save lives.

WHEN

Date  
Start Time – End Time

WHERE

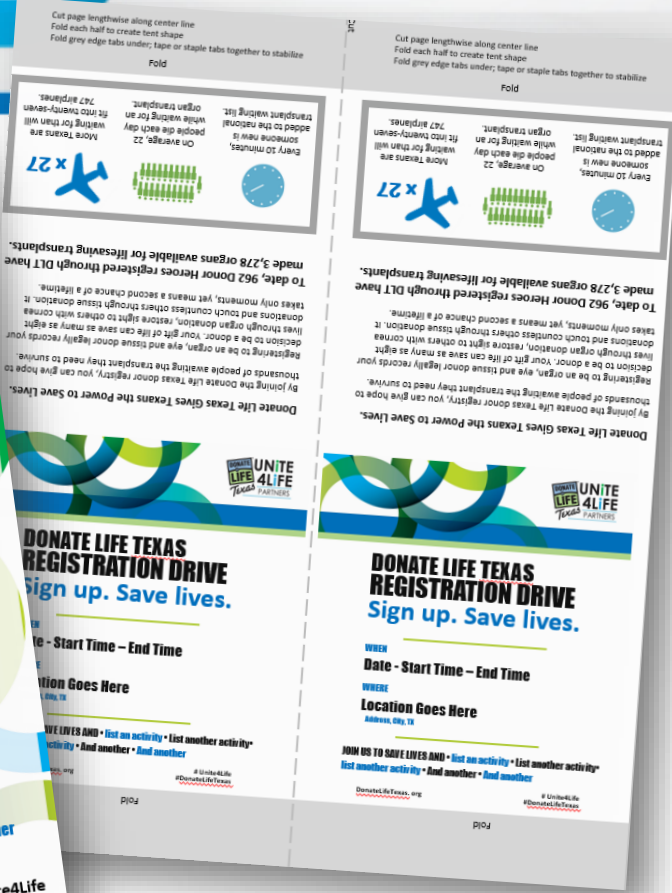
Location Goes Here

Address, City, TX

JOIN US TO SAVE LIVES AND • list an activity • List another activity • list another activity • And another • And another

#Unite4Life  
#DonateLifeTexas

DonateLifeTexas.org



Use the U4L Templates or make your own!



# Event Essentials

DonateLifeTexas.org/U4L



# Campaign Creator

REGISTERED DONORS 9,874,998 TRANSPLANT WAITING LIST 116,507

Update My Profile Register Now My DLT Share & Connect Donate Life Stories Do More Learn More

Browse: Home / Eagles Saving Lives

## Eagles Saving Lives

SHARE & CONNECT

FACTS & RESOURCES

DO MORE

VETERANS MEMORIAL HIGH SCHOOL  
**EAGLES**

SPREAD THE WORD

https://www.donatelifetexas.org/veteransmemorial/

Register As A Donor

Gender\*  male  female

First Name\*

Veterans Memorial Student Council invites you to become a lifesaver! By joining the Donate Life Texas donor registry, you give hope to thousands of people awaiting the transplant they need to survive. Registering to become an organ, eye and tissue donor records your decision to be a donor. Your generosity can save as many as eight lives through organ donation and bring sight and healing to another 75 people or more through cornea & tissue donation. It takes only moments, yet means a second chance of a lifetime.

DonateLifeTexas.org/VeteransMemorial

REGISTERED DONORS 9,850,848 TRANSPLANT WAITING LIST 116,796

Update My Profile Register Now My DLT Share & Connect Donate Life Stories Do More Learn More

Browse: Home / Joey Gase Fans For Life

## Joey Gase Fans For Life

SHARE & CONNECT

FACTS & RESOURCES

DO MORE

For NASCAR driver Joey Gase, racing is about more than a checkered flag and the roar of the crowd. He was only 18 when his mother, Mary Jo, became an organ & tissue donor. Today, he races in her honor and is as passionate about promoting organ, eye and tissue donation as he is about racing. Racing Fans For Life are invited to join the Donate Life Texas donor registry in celebration of their decision to save lives as organ, eye and tissue donors. With more than 8,000 Texans currently awaiting transplants, the race for life is on! Not from Texas? No problem! Just click here to register with Joey's national registration page.

SPREAD THE WORD

https://www.donatelifetexas.org/gase/

Register As A Donor

Gender\*  male  female

First Name\*

DonateLifeTexas.org/Gase

REGISTERED DONORS 9,847,999 TRANSPLANT WAITING LIST 116,668

Update My Profile Register Now My DLT Share & Connect Donate Life Stories Do More Learn More

Browse: Home / Hope for BJ

## Hope for BJ!

SHARE & CONNECT

FACTS & RESOURCES

DO MORE

BJ'S Transplant Journey started at birth, involved many surgeries throughout childhood and, at last, a transplant in 2011. Today, he is a proud TCU graduate with a bright future, thanks to the precious gift of life from his Donor Hero. By joining the Donate Life Texas donor registry using the form below, you give hope to thousands of people waiting for the transplant they need to survive.

SPREAD THE WORD

https://www.donatelifetexas.org/hopeforbj/

Register As A Donor

Gender\*  male  female

First Name\*

Registering to become an organ, eye and tissue donor records your decision to be a donor. Your generosity can save as many as eight lives through organ donation and bring sight and healing to another 75 people or more through cornea & tissue donation. It takes only moments, yet means a second chance of a lifetime for people just like BJ.

DonateLifeTexas.org/HopeforBJ



# Montwood High School Student Council



Champion Award

Presented in recognition of outstanding efforts to save lives.

We proudly commend your commitment to educating others about the growing need for organ, eye and tissue donation and The importance of joining the Donate Life Texas Donor Registry.

*Suzy Miller*  
Suzy Miller, Executive Director



# Did we mention there are prizes?





As of June 30, 2017

### **GOLD AWARD**

Andrews High School  
CHRISTUS Transplant Institute, San Antonio  
Pittsburg High School  
Teague High School  
Trinity High School  
Wise Health Systems, Decatur  
Valle Verde ECHS, El Paso

### **CHAMPION AWARD**

Methodist Specialty & Transplant Hospital  
Montwood High School, El Paso  
San Antonio Military Medical Center  
Veterans Memorial High School

### **SILVER AWARD**

Canyon High School, New Braunfels  
George Bush High School, Richmond  
Shallowater High School  
Warren School, San Antonio

### **BRONZE AWARD**

Brewer High School, Carroll Senior High School, Clear Creek High School, Elsik High School, Kempner High School, Livingston High School, Malakoff High School, Marshall Junior High School, Mary Carroll High School, Nikki Rowe High School, Queen City High School, and State of Texas Kidney Foundation



Questions?