



Donate Life America

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Donate Life America Celebrates 25 Years of Working Together to Save and Heal Lives

When Donate Life America (DLA), formerly the Coalition on Donation, was founded in 1992 we could not have imagined what the next 25 years would bring. Our initial goals were simple — educate the public about the importance organ, eye and tissue donation; avoid duplication of effort; and provide a unified national message. Back then, signing a donor card was the widespread call to action, but although the Uniform Anatomical Gift Act of 1968 made it legal, the common practice was *not* to act on it for authorization. From the start, DLA developed research-based campaigns with a clear call to act. In 1994, when DLA launched its first national campaign, *The Rope*, the television ad urged viewers to tell their family of their wish to be a donor (“Share your life. Share your decision.”); because, in the end, their family would be asked for consent.

Development of the *Donate Life* brand and campaign in 2000 brought a focus on framing donation in the context of life and living, and shifted the tagline to “Talk to your family about Donating LIFE.” Ranging from the touching, feel-good personal stories of the “Empowering Testimonials” campaign (“You have the power to save lives.”) to edgier, targeted campaigns like “Even an A*hole Can Save a Life” (with more than 150 million views), DLA has always tried to provide hope, healing and life to as many people as possible, as creatively as necessary.

The advent of donor registries for providing authorization made the call to action measurable for the first time. DLA collects state registry data, focusing on the number of donor designations, the rate at which people are registering and the number of donors authorized through registries. We then evaluate, summarize and share all of the state and national donor designation information with the Donate Life Community in quarterly and year-end reports.

Recognizing the need to maximize the results of national or cross-state registration opportunities, DLA (with the support of the Donate Life Community) developed and launched the easily accessible, secure and mobile-friendly National Donate Life Registry at RegisterMe.org in September 2015. The creation of the National Donate Life Registry facilitated a partnership with Apple, bringing online donor registration to iPhone users across the U.S. As of July 2017, the National Donate Life Registry held more than 2.4 million donor registrations and is accessed securely by recovery organizations in every

state.

National Donate Life Month (NDLM) has been providing an opportunity for celebration across the Donate Life Community every April since 2003. NDLM features an entire month of local, regional and national activities to help encourage Americans to register as organ, eye and tissue donors and to celebrate those that have saved lives through the gift of donation. Each year, DLA creates unique art connected to a theme and makes it available on an array of resources like posters, table tents, note cards, social media graphics, promotional products and more. Beginning six years ago, the National Donate Life Blue & Green Day Photo Contest was added to the NDLM festivities, and it has grown into an established tradition for the public and Donate Life Community from across the country to celebrate and share their Donate Life support, commitment and creativity with images showcasing the Donate Life colors.

Another initiative, the Flags Across America program was started more than a decade ago as a way of honoring donors and celebrating the success of transplantation. Our clinical partners across the country proudly fly the flag for donors and transplants at hospitals, conduct flag raising celebrations and even present flags to donor and recipient families. To date, 50,000 flags have been distributed to donor hospitals, transplant centers, DMVs and funeral homes.

Two other prevalent symbols of hope that have been universally embraced are Donate Life green bands and lapel pins. Since 2004, millions of green bands sporting the Donate Life and Done Vida message have been distributed. Additionally, hundreds of thousands of lapel pins are being worn by Donate Life advocates across the country, showing their connection to donation and transplantation.

Since our inception, we have been fortunate to have the support of other leading organizations in the donation and transplantation community — working in concert to promote the Donate Life brand and message to their constituents. DLA continues to serve as a convener and collaborator among these partners. In 2016, we hosted the first Donation and Transplant Community Social Media Roundtable, bringing together communication professionals from our collaborative partners to coordinate and not duplicate efforts and amplify the Donate Life message on social media.

These partnerships, both inside and outside of the Donation and Transplantation community have been central to DLA's success. From the beginning, we have counted NATCO as a key partner, and we are grateful to be celebrating 25 years of passion, perseverance, and working together to save and heal lives with you. We look forward to our upcoming joint projects and to the new achievements we will share for many more years to come.

Special Thanks to DLA's OPO and Transplant Center Supporters

The Donate Life Education Assessment was created in 1994 to fund Donate Life America's lifesaving programs and initiatives. Today, it continues to serve as a mechanism for OPOs and Transplant Centers to pool their resources and present a unified, national voice to the American public, motivating them to Donate Life. We would like to thank these valued members of the donation and transplantation community who make our work possible through their support of the 2016/2017 Education Assessment.

<https://www.donatelife.net/transplant-centers-2/>

<https://www.donatelife.net/organ-procurement-organizations/>