



For this gift, it's the *action* that counts.

12 Weeks of Giving

Register now to be an organ & tissue donor!

Workplace Partnership for Life, U.S. Department of Health & Human Services 

12 Weeks of Giving Workplace Partner Guide

Welcome to the *12 Weeks of Giving*, a campaign sponsored by the Workplace Partnership for Life and the U.S. Department of Health and Human Services. The following is a guide for participating in the campaign; it is designed to help you choose and implement actions that will most effectively motivate your employees or co-workers to register to be organ and tissue donors. You are encouraged to work with your region's organ procurement organization or Donate Life America affiliate to tailor your activities and strategies accordingly.

Planning

Make the Commitment

- Partner with your area's organ procurement organization or Donate Life America affiliate.
- Implement any number of "Ideas for Action" within the 12-week campaign period. Be sure to tailor the actions to best suit your organization.

Ideas for Action

Choose from these suggestions or tailor your own:

- Participate in the national "Give 5 - Save Lives" campaign. Choose three dates between Nov. 20, 2006 and Feb. 12, 2007. Alert employees that the first five minutes of their shift on those three days will be set aside for them to consider registering as an organ donor either by going online or by signing donor cards.
- Send an email message to all employees/members announcing your organization's commitment to the *12 Weeks of Giving* campaign.
- Post a web banner to your state's registry or donor card link on your organization's internet and intranet.
- Host an educational program for employees. Work with your local organ donor program to provide donation information and donor cards or computer access to an online registry.
- Place an article in your company newsletter featuring a donation story and highlighting your organization's involvement in the *12 Weeks of Giving* campaign.

Feature: "Give 5 - Save Lives"

"Give 5 – Save Lives" is an opportunity for you to engage your workforce to promote organ and tissue donation and to encourage employees and colleagues to designate their donation decisions.

First, choose three dates to implement the "Give 5 – Save Lives" campaign. Let your employees or co-workers know that, on those dates, the first five minutes of their shift will be set aside as an opportunity for them to register as an organ donor.

As the date approaches, work with your area's organ donor program to determine the best way for your employees to register (either online or using donor cards). Ask your local organ donor program to provide information about organ donation and the *12 Weeks of Giving* campaign, and distribute the information to your organization.

On the designated date, "Give 5 – Save Lives."

Repeat this process each month to maximize your organization's contribution to the *12 Weeks of Giving* goal of 400,000 new registered donors.

- Enroll others in the campaign. Share information about the campaign with vendors, customers, partners.