



# October 2009 eNews

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## NEWS OF NOTE

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## Go Recycle Yourself (.com)!

By Kelly O'Rourke, Program Coordinator

Get ready to Go Recycle Yourself! Donate Life Northwest is kicking off the 2009-2010 school year with a brand new campaign targeting 15-29 year olds. With the most room to grow in donor registrations, this age group also visits DMV more than any other. The Recycle Yourself campaign's new micro website ([www.GoRecycleYourself.com](http://www.GoRecycleYourself.com)), an interactive game, Facebook application, custom merchandise, and advertising on Facebook and Pandora online radio will expand Donate Life Northwest's student outreach programs beyond the classroom. Delivering fun and exciting messages about saving and enhancing lives through organ, eye and tissue donation, the Recycle Yourself campaign will help build a future generation of donors.



## Hispanic Outreach on a Roll

By Kelly O'Rourke, Program Coordinator

¿Habla Español? Donate Life Northwest's entire website is now available in two languages: English and Spanish. [Check it out!](#) This translation is made possible with the generosity of [LingoSystems LLC](#). The completion of this translation will coincide with National Hispanic Heritage Month (September 15 - October 15), as well as targeted advertising online and on local Univision channels.

These new features are an exciting way to kick off the second year of Donate Life Northwest's Hispanic Outreach program. During the pilot year of this program, over 17,000 members of the Hispanic community



*Hispanic Outreach on a Roll* continued from page 1

were reached through events and over 73,000 households were reached through television and radio. Donate Life Northwest will also be utilizing the results of a community consulting project conducted by George Fox University MBA students. Year two of this program promises to be equally successful as events and advertising grow, and Hispanic volunteers continue to join our ranks.

Donate Life Northwest is excited to provide its lifesaving message to the growing community of Spanish speakers and hopes all these new efforts will bring the organization one step closer to helping all minorities currently waiting for a transplant.

## Hooray for Hollywood!

*By Sara Lewis, Finance & Special Programs Coordinator*



We are very excited about a new drama to air on TV this fall. Many may have seen the previews for a new CBS show called *Three Rivers*.

It will premiere on Sunday, October 4, 2009 at 9 p.m. It's a medical drama that goes inside the emotionally complex lives of organ donors, recipients and surgeons at the "preeminent transplant hospital in the country," where every moment counts. However, dealing with donor families in their darkest hour and managing the fears and concerns of apprehensive recipients takes much more than just a sharp scalpel.

**We are encouraging everyone to host a Three Rivers viewing party and a donor registry drive** on October 4 in your own home.

If you'd like to host a viewing party here are a few simple steps that will help make it a fun and informative event:

1. Invite your friends, neighbors and family to your home for a "*Three Rivers*" Viewing Party on Sunday, October 4 at 9 p.m.
2. Prior to the party, download and print these materials that you can hand out to your guests:
  - [The Need for Donors](#)
  - [Facts about Organ, Eye and Tissue Donation](#)
3. After viewing *Three Rivers*, please encourage your guests to enroll in the [Donate Life Northwest's Donor Registry](#). Ask them to code their driver's license, sign up online or fill out a paper form.



*Alex O'Loughlin, Daniel Henney and Katherine Moennig all star in CBS's new drama, Three Rivers.*

You may find that certain parts of *Three Rivers* are not completely accurate. Please remember that TV networks earn ratings points for making a good drama. At least this new series gives us a chance to open a dialogue about donation and donor registration with our friends and relatives.

In advance, we thank you for hosting a Viewing Party on October 4. Other cities across the nation will be doing the same, so let's show them how Oregonians & Washingtonians lead the way.

## SUPPORTING THE MISSION

## Lifesavers Breakfast Matching Gift

By Susan Chrzanowski, Development Associate

Donate Life Northwest is pleased to announce a fundraising challenge for the Lifesavers Breakfast on Thursday, November 5, 2009. A generous contributor will match Lifesavers Breakfast contributions, [table sponsorships](#) and [virtual gifts](#) of \$1,000.

A \$1,000 gift worth twice its amount could buy Donate Life Northwest...

- Education materials to motivate 800 high school students to sign up as organ, eye and tissue donors.
- Education materials explaining the importance of a donor designation on driver's permits and licenses to 70 Oregon DMV offices
- 200 *Discover Donation* DVDs to rural high school classrooms without access to a volunteer speaker presentation.

This matching gift, along with financial support from contributors, volunteers and friends, will help Donate Life Northwest reach our Lifesavers Breakfast fundraising goal of \$106,000 to support our programs that register organ, eye and tissue donors throughout Oregon and SW Washington.

Click [here](#) to learn more about the Lifesavers Breakfast and keynote speaker Reg Green. Contact Susan at [chrzanow@ohsu.edu](mailto:chrzanow@ohsu.edu) or 503.494.5388 to reserve your seat or become a table captain today.



*Reg Green, 2009 Lifesavers Breakfast keynote speaker and donor father.*

## Tell Your Story through Online Fundraising

By Susan Chrzanowski, Development Associate

Donate Life Northwest has partnered with *FirstGiving* to offer volunteers and supporters the opportunity to build personal online fundraising pages to raise money for Donate Life Northwest's programs. It's quick and easy and a great way to spread the word about the need for donation.

Here are some creative uses of personal fundraising pages:

- Create a virtual table for the Lifesavers Breakfast to collect contributions from friends and colleagues who cannot attend the event. Click [here](#) for an example.
- Celebrate your transplant anniversary, birthday, wedding or favorite holiday and ask friends to make contributions to Donate Life Northwest in your honor. Click [here](#) for an example.
- Remember your loved one or your donor through an online fundraising page to mark the anniversary of their passing.

Click [here](#) to get started on your page or learn more. Contact Susan at [chrzanow@ohsu.edu](mailto:chrzanow@ohsu.edu) or 503.494.5388 if you need help or have questions.



**Support Donate Life Northwest by creating a personal fundraising page. Every dollar goes to programs aimed at increasing organ, eye and tissue donation.**

## VOLUNTEERS IN ACTION

## Volunteer Opportunities

By Maureen Cahill, Program Coordinator

Join the fun and sign up for a volunteer shift today! [Click here](#) to view a variety of volunteer shifts that are waiting to be filled. There is something for everyone and for every calendar! Please contact Maureen Cahill today, at [cahillm@ohsu.edu](mailto:cahillm@ohsu.edu) or 503.494.3525, to sign up for a shift.



### Save The Date!

By Maureen Cahill, Program Coordinator

#### Volunteer Orientation

**Upcoming Dates:** Tuesday, November 10<sup>th</sup>, 5:30 PM - 7:00 PM

**Location:** Portland Office (2525 SW 1<sup>st</sup> Avenue)

**Details:** All volunteers are required to attend this basic training prior to volunteering for Donate Life Northwest. The training reviews the organization's history, programs, goals and best practices. Light refreshments will be provided.

#### Speakers Bureau

**Upcoming Date:** Tuesday, October 6<sup>th</sup>, 4:00 PM - 7:00 PM

**Location:** Portland Office (2525 SW 1<sup>st</sup> Avenue)

**Details:** Volunteers who have attended Volunteer Orientation, who are actively involved in Donate Life Northwest programs and who have public presentation skills/interests, are invited to attend Speakers Bureau training. It provides volunteers with the tools to successfully present to a variety of audiences and offers guidance on sharing their personal story in a compelling manner. Refreshments will be provided.



### Star of the Month

By Maureen Cahill, Program Coordinator



**September:** September's Star of the Month is Dennis Tichenor. Dennis is no stranger to Donate Life Northwest and has been involved with the organization for over 10 years. In fact, Dennis served on the Board of Directors for 6 years. In the month of September alone Dennis facilitated two successful events. He welcomed back past board members at the Board Reunion and sparked new excitement and offered creative and helpful presentation tools to Speakers

Bureau members at the Speakers Bureau Workshop.

Development Director, Sara Patinkin, puts it best, "with his enthusiasm and passion for our mission Dennis inspires energy, passion and action." Thank you Dennis for being such a strong leader and valuable member of our Donate Life Northwest family!

**2010 U.S. Transplant Games are less than a year away!!**

July 30 – Aug 4, 2010

Madison, Wisconsin

Team Northwest is recruiting participants!



**Join Donate Life Northwest On-Line!!** A standing invitation goes out to volunteers and donation supporters to "be-friend" us through our social media pages.

facebook

- [Organization page](#)
- [Causes page](#)

