

# Donate Life Northwest

## Ambassador Manual

Update: September, 2019

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# About Donate Life Northwest

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## Mission Statement

Our mission is to save and enhance lives through the promotion of organ, eye and tissue donation.

Donate Life Northwest is a 501(c)(3) nonprofit organization established in 1975 that serves Oregon and Southwest Washington. For more than 30 years, Donate Life Northwest has successfully advocated for improved donation laws, developed English and Spanish language educational programs and resources, and conducted awareness campaigns to enlist the help of organizations, clubs, places of worship, businesses, and the general public to encourage and motivate people to sign up on the donor registry.



Donate Life Northwest is an affiliate of **Donate Life America**, a national network of 52 local affiliates across the United States. This 'umbrella' organization provides national leadership to its Donate Life affiliates in their work to save and enhance lives through organ, eye and tissue donation.

## Our core values:

Inclusion	We are the voice of 2.2 million donor registrants, and the public face of donation and transplantation issues in Oregon and SW Washington.
Community	We create and nurture an engaged community by providing opportunities to gather around a common mission, shared purpose, and collective history.
Responsiveness	We owe a debt of gratitude to all donor registrants who have pledged the gift of life. In return, we provide a supportive community that registrants and their families can access and benefit from.
Education	Staff and community members are Ambassadors for our cause, and educate the public at large about the importance of organ, eye and tissue donation
Collaboration	DLNW convenes and coordinates the efforts of a diverse group of partners that leads to a common agenda and mutually reinforcing activities
Impact	We prioritize activities that will have the highest impact on increasing the availability of donation while reducing and eventually eliminating the wait list.

## Donate Life Northwest: Partner Organizations

Partner organizations sit on the Donate Life Northwest Board of Directors and contribute to the budget. Their financial and in-kind contributions and participation helps support programs which increase organ, eye, and tissue donation by empowering people to make an educated decision to register as donor



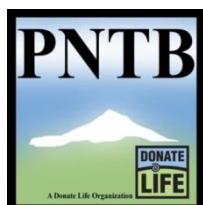
Community Tissue Services provides support and services to donor families, medical communities, recipients, and community partners through recovery, processing, and distribution of tissue grafts.

[www.communitytissue.org](http://www.communitytissue.org)



Since its inception in 1975, over 20,000 people have received the gift of sight from tissue procured and screened by the non-profit organization Lions VisionGift, which works closely with transplant surgeons.

[www.visionaift.org](http://www.visionaift.org)



The Pacific Northwest Transplant Bank is the federally designated organ procurement organization (OPO) serving Oregon, Southwest Washington and Western Idaho. It is part of the United Network for Organ Sharing's (UNOS) Region 6, which includes all of Oregon, Washington, Idaho, Montana and Alaska.

PNTB staff works with hospitals to ensure collaboration on organ donation. They provide bereavement support to donor families and ensure clear communication between the donor family and recipient.

[www.pntb.org](http://www.pntb.org)

# What We Do

## Oregon Donor Registry

Donate Life Northwest maintains a secure, confidential database of every Oregonian who has designated their wish to be a deceased donor.

Due to our proximity to Clark County, Washington, we also serve Southwest Washington with our programs and promote information on how to register on the Washington state registry, which is managed by LifeCenter Northwest.

## Giving the gift of life through deceased donation

The altruistic process of deceased donation begins when people perform the simple act of indicating their consent to be a donor by enrolling in their state's confidential donor registry.

Because each state has its own registry, it is important to register in the state in which you currently live.

There are 3 ways to register:

- Online: [donatelifenw.org](http://donatelifenw.org) [Oregon] or [donatelifeTODAY.org](http://donatelifeTODAY.org) [Washington]
- Paper form: by request 1-800-452-1369 or available to download from websites
- At DMV, while obtaining or renewing licenses, permits, or identification cards.

## Is there a difference between registering at DMV and online?

In Oregon, registering at DMV or online presents slightly different options:

- DMV: You must be at least 15 years old to register at DMV. Registering at DMV establishes your consent for the *universal* donation of organs and tissues, for the purposes of life-saving transplantation, upon death. Changing your donor designation will entail purchasing a new driver's license.
- Online: You must be at least 13 years old to register online. When you register online, you may specify what you would *not* consent to donate upon death. Registering and updating your designation is always free.

Donate Life Northwest encourages people to *tell their family* they want to be a donor, so their family member can support their decision when needed.

# What We Do

## School Outreach

Donate Life Northwest is committed to ensuring that students, families and teachers have factual resources regarding anatomical donation and the Donor Registry. As the only non-profit organization in Oregon dedicated to raising awareness and providing educational programs on donation, we work with local and national partners to provide free programs and resources designed to dispel myths and share facts.



- Classroom Presentations
- Teaching Tools
- Campus Donor Drives
- Youth Volunteers & Interns
- GoRecycleYourself.com

### *How Ambassadors can help School Outreach:*

- Encourage youth to organize a donor designation drive at their school. Donate Life Northwest will provide free materials and support.
- Encourage educators and school administrators to include donation in the curriculum. Direct them to contact Donate Life Northwest to arrange a presentation or get teaching materials.
- School Speakers Bureau members are highly trained tech-savvy public speakers who present the Donate Life presentation in local schools. Prior to mandatory additional trainings, a 40 minute interview with staff and a background check are performed.

[education@donatelifenw.org](mailto:education@donatelifenw.org)

503-418-4035

# What We Do

## Community Initiatives

Oregon is a big state and we only have so many staff on hand. In order for DLNW to be present in each county, city, and town – we rely on our Ambassadors to help us spread the word in their own community. You know your community better than we do – help us to make the connections necessary to educate as many people as we can about donation.



- Presenting to community organizations
- Tabling at local events/fairs/concerts
- Helping with local volunteer requests
- Helping us connect with local groups & churches
- Literature and material distribution
- Be a local contact for media requests
- Host a gathering at your home

*Other ways Ambassadors can assist with Community Outreach Initiatives:*

- Represent DLNW at local community events and speaking engagements. When we get a request from local area chambers of commerce, civic groups, or social clubs – we need the help of our ambassadors in those communities to represent DLNW and the important message of donation.
- Document your story with us by arranging an interview with staff, or by using our website's **Stories of Hope** feature. We are always looking for inspirational stories to share with our community and the media.
- Visit our **Volunteer Trainings & Opportunities calendar** and RSVP to help out at an event. These range from donor designation drives and information tables to special events.
- Create a square for our annual **Threads of Life Quilt**. Squares celebrate the gift of life and celebrate the generosity of cornea, tissue and organ donors.

## What We Do

- **Organize** a donation awareness presentation or information event in your community. From hosting a table at your town's summer festival, to speaking to your civic or faith group, to connecting Donate Life Northwest with your local baseball team for an "Organ Donation Night," we support the creativity and passion of Ambassadors who want to bring our mission into their network. We provide free material and mentoring support.
- Bring our mission into your **workplace or faith** community! Ask about our Donor Sabbath materials and campaigns, or Workplace Partnership for Life. Include Donate Life Northwest brochures or posters in your office or break room.
- Friend us on Facebook, Twitter or Pinterest. Share our **social media** messages with your friends and let them know how easy it is to register online!

## Fundraising

While the work we do (in collaboration with many important community partners) helps create better outcomes, reduce wait times on the transplant list, and raises the number of registered donors, there is still much to be done. Your financial gift can help support our critically important registration, outreach and education programs.

Attend an event, and bring a friend!

- **The Mt Tabor Trot**, May: A fun and healthy way to support an important cause.
- **Lifesavers Breakfast**, November: Our signature event! Over 500 supporters come together to hear about our work, the inspiring stories we encounter, and celebrate the gift of life.

Host a Gather for Good.

Gather for Good is an initiative inviting supporters of Donate Life Northwest to host fundraising gatherings in their homes, neighborhoods or businesses. A gathering can be anything from a book club meeting, dinner party, or local restaurant promotion.

Make a gift.

Planned Giving, Personal Fundraising, Vehicle Donation, Employer's Match, Remembrance Stones

Get your company involved.

There are numerous ways to get your workplace involved to support Donate Life programs. Sponsor a table at Lifesavers Breakfast, become a Workplace Partner, or create a team at our Trivia Nite – just contact staff for ideas and materials. Development Director: 503-494-7888

# Ambassadors: What YOU can do

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We refer to our volunteers as Ambassadors, because that's truly what you are – passionate advocates of organ, eye and tissue donation, willing to share that passion and our message of registration and education with family, friends, colleagues and acquaintances. As a coordinator of donation education and outreach statewide, Donate Life Northwest staff are your ally in bringing this life-saving mission to your town.



Ambassadors use the mission, tools, and support Donate Life Northwest offers to **carry our mission into their communities.**

## Train

### Rural or Non-Metro Ambassadors

If you live in a rural/non-metro community or cannot attend a training, we encourage you to email or schedule a phone call with our Community Engagement Coordinator to discuss opportunities.

### **Donate Life 101: New Volunteer Orientation**

Orientation gives you the opportunity to learn about new campaigns, statistics and tools. You'll have a chance to meet each other and staff. Bring your friends and any interested community members to learn how easy it is to support the Donate Life Northwest mission!

Please visit our online calendar to check for scheduled trainings throughout the state.

### **Donate Life 201: Education Series**

These in-depth trainings are held throughout the year and cover a variety of topics, often led by medical professionals in the fields of organ, eye, tissue and living kidney donation. We ask that volunteers attend these trainings in order to get their questions answered about the complex field of donation.

Occasionally, 201 workshops will also cover subjects such as Talking to the Media, Community Speaking, etc. Check our online calendar often to see what's coming up!

### **Donate Life 301: School Programs Training**

All Ambassadors are invited to attend a School Speakers Bureau workshop (mandatory for this group of volunteers). Please note that attendance is not an automatic qualification to speak in high schools.

This is a great chance to receive formal training in our presentation tools – videos, Power Points, and so on. The tools used in our school program are easily adaptable for community speaking engagements.



## Online Support, 365 days a year

We make a special effort to keep our website updated with tools and information for Ambassadors.

<http://www.donatelifenw.org/content/ambassadors>  
<http://www.donatelifenw.org/content/educational-resources>

## Connect

### Phone

Our regular office hours are Monday – Friday, 9 am – 5 pm. You can call staff during these hours and we will do our best to return your call promptly!

### Email

Email is a vital means for us to communicate upcoming opportunities and events with Ambassadors. Please ensure that staff has an email address you use on a regular basis; update us if it changes.

### Social Media

Our Administrative Assistant makes every effort to respond to questions and requests received on Facebook and Twitter. However, please be aware that it is more likely to receive a speedy and thorough response by contacting Programs or Development staff directly.

## Request Materials Online

<http://www.donatelifenw.org/forms/materials-request>

**Once the Portland staff receives this electronic submission**, we will make every reasonable effort to support your event! Our organization provides quantities of materials based on a percent of projected event attendance and material availability. Additionally, due to geographic distances and shipping costs, we cannot guarantee material support for requests received with less than 2 weeks' notice. Some materials need to be returned to our office.

The Donate Life Northwest **Volunteer Engagement Coordinator** is your resource for all Donate Life or Ambassador-led events, material requests, and follow-up.

Community Engagement Coordinator: [volunteers@donatelifenw.org](mailto:volunteers@donatelifenw.org)

503-494-3525 | 800-452-1369

# Office Volunteering

**We're always looking for behind-the-scenes support.**

We have an ongoing need for volunteers in our SW Portland office:

- Office projects: assist with mailings, supplies and inventory, database entry, special appeal mailing, and miscellaneous campaigns and projects throughout the year.
- We accept intern resumes year-round from college students or recent graduates. Contact the staffer whose position most closely aligns with your interests, skills and abilities to see what opportunities are available.

We have an ongoing need for volunteers to work on projects from home:

- We have an ongoing need for volunteers proficient in Excel and Word for online research. For example, researching information about Oregon schools, civic organizations, communities, etc.
- We have an ongoing need for fluent / near-native Spanish speakers to work on translation projects and website updates.
- We have a growing need for volunteers skilled in graphic design, photography and video production to design tools for our social media campaigns.
- If you have special connections or professional knowledge that may benefit any of our Community Outreach campaigns (Hispanic Heritage Month, Minority Donor Awareness, Donate Life Month, etc.), please contact staff.

## Create Your Own Vision

Every person brings their own unique set of skills and experience. Maybe you have an idea that we haven't listed here. If so, that's GREAT! Talk with our Volunteer Manager, Matt, and the two of you can try and create your own unique way of helping Donate Life NW.



GO RECYCLE YOURSELF.COM

# Where to start? Here are some ideas.

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## In your Place of Worship:

- Visit the Donate Life website or attend a Networking Night to learn more about National Donor Sabbath and our toolkit.
- Talk to your clergy about Donor Sabbath and how your ministry can integrate the message of registering to be a donor into church service – in November or at any time of year.
- Organize a donor registration drive.
- Organize a Gather for Good fundraiser on behalf of Donate Life Northwest.
- Write an article for the church newsletter highlighting the impact of donation and transplantation in your life.
- Show or share a faith outreach video from our Youtube collection.
- If you know a donor family/transplant recipient/living donor/someone on the waiting list in your place of worship, encourage them to share their Story of Hope on our website.
- Request bilingual brochures to share with your congregation.

## In your Workplace:

- Use National Observances to organize a donor registration drive.
- Write an article for a workplace publication highlighting the impact of donation and transplantation in your life.
- Visit the Donate Life Northwest Website for tools to promote awareness:
  - Add a Donate Life logo to your work signature
  - Print out a poster and hang it on the break room bulletin board
  - Invite your coworkers join you for a Networking Night
- Celebrate Blue and Green Day in April. Take a picture of your dressed-up staff and share it on your (and our) Facebook! #donatelifenw
- Recruit a team for our summer Trivia Nite fundraiser.
- Invite 5-10 colleagues to the annual Lifesavers Breakfast fundraiser. It's a great way to learn more about our mission, network, and support DLNW.
- Find out if your workplace offers Employers Match for your fundraising efforts.

## In Your Civic Groups

- Organize and give a talk using a Donate Life Northwest PowerPoint and materials. Use your personal connection as a way to give the message impact.
- Request a Donate Life Northwest speaker to give a presentation to your group.
- Encourage members to purchase a raffle ticket—they could win a great prize and all the proceeds support programs that register organ, eye, and tissue donors, and save lives!
- Create a team and participate in our annual Golf Tournament
- Host a Gather for Good
- Have a goal of inviting 5-10 colleagues to the annual Lifesavers Breakfast fundraiser.
- Invite members of your group to the next Ambassador Networking Night!

## In the Community

- Find fun community events with tie-ins to donation and transplantation (example: movie showings or theatrical performances) and develop a creative way to spread the message of donation and transplantation. Contact the leaders of these events for permission.
- Set up an information and registration table at a community fair on behalf of Donate Life Northwest. Make it your goal to talk to 30 people about the importance of registering as a donor.
- Identify a community or health center and coordinate to display a Threads of Life Quilt for one week. Use this as an opportunity to register donors or distribute brochures.
- Highlight the critical need for minority donors, using the National Minority Donor Awareness or Hispanic Heritage Month toolkits.
- Organize a community screening of a film on donation. Make it a “Gather for Good” Fundraiser!
- Organize a donor designation drive
- Work with your local librarian to set up a display of books and films about donation.
- If you are a fluent Spanish speaker, contribute an article or editorial to a local Spanish language publication; contact us for assistance and press kits.
- The next time you’re at DMV, thank the person behind the counter for their support in registering donors.
- Consider community centers, for- and non-profit agencies, and health or humanitarian organization who might benefit from having Donate Life Northwest brochures and materials on hand or displayed (in English or Spanish). Put them in contact with us!
- Talk to your estate planning attorney about donation and transplantation. Encourage them to contact us for brochures to display or distribute.

## In your Clubs and Sports Groups

- Read a book about donation and transplantation in a book club.
- Host a Gather for Good fundraiser.
- Organize a donor registration drive at a community sports game.
- Participate in a run, bike ride, or walk (Portland Kidney Walk, Mended Little Hearts Walk, etc.); wear Donate Life gear. Share your pictures with us!
- Be sure to recruit a team for our summer Trivia Nite!
- Cheer on the Transplant Trotters during the annual Hood to Coast event. Organize your own team for a similar event. Let us know and we will write an article for our eNews or provide you with brochures and stickers to hand out for awareness!

## Honor a Donor’s Memory

- Create a Quilt Square for the annual *Threads of Life* quilt.
- Submit a Story of Hope on our website: <http://www.donatelifenw.org/content/share-your-story>.
- Make a contribution in honor/memory/celebration of a donation or transplant date and receive a Remembrance Stone etched with your loved one’s name.
- Host a party on the birthdate or donation date to celebrate the donor’s legacy. Make it a Gather for Good!

## Online/Social Media

- Follow us for news, statistics, updates, and more:
  - Donate Life Northwest: Facebook, Twitter, Pinterest, Instagram
  - Go Recycle Yourself: Facebook, Twitter
- On your personal Facebook page, share your donor status with family and friends: search for “organ donor” and find the “Share Your Organ Donor Status” Help Center topic
- Create or share stories with us:
  - Make a video, write a blog post, take a picture, contribute artwork
    - On Facebook: Share on our wall and tag us!
    - On Instagram and Twitter: add the hashtag #donatelifenw
    - Submit to our staff for a Go Recycle Yourself blogpost
    - Submit a Story of Hope on our website:  
<http://www.donatelifenw.org/content/share-your-story>.  
Our organization collects these stories to highlight in web and awareness campaigns throughout the year. It may become a website feature!
- Use Donate Life web banners, logos, and avatars for your personal/professional email and social media channels
- Raise money for Donate Life Northwest online
  - Go to <http://www.clickbuyhelp.org/dlnw/>. If you shop online and click here first a small portion of your purchase comes back to Donate Life Northwest!
  - Set up a personal fundraising page through FirstGiving:  
<http://www.firstgiving.com/donatelifenw>
    - You can create your own virtual table.
    - You can celebrate your transplant anniversary
    - You can honor a loved one
    - You can ask for birthday or holiday contributions to be made to DLNW in your honor, in lieu of gifts.

## Other Ways to Fundraise

- Talk to our Development staff about Planned Giving and/or Vehicle Donation

## Talking about donation

- Attend Orientations to hear about our upcoming campaigns and receive thematic talking points and toolkits.
- Create a 30 second “elevator speech” that highlights the power of donation and transplantation.
- Use our 30 minute presentation outline (see end of manual) to craft a fact-based, inspirational story for public or private presentations. Send us an electronic Materials Request for educational materials to support your talk.
- If your local media outlet approaches you with a desire to report on donation or transplantation, please contact us. It is critical that the media works with us to provide accurate information about how to register in Oregon and Washington!
- If you have shared your Story of Hope with us (via electronic submission or email) we may contact you about media opportunities. Sign and return our Information Release form.

# 10 STEPS TO ORGANIZE A DONOR DRIVE

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**Establish your Goal:** To register 50 community members, whether on their smartphones or with paper forms.

1. Pick a preferred date(s) and two alternatives. (Note: You will need at least a month to coordinate materials, organize, and advertise your drive) Staff can and will assist you.
2. Determine the venue, get permission, and set the date / time.
  - a. Choose a location and time that will be busy. We recommend hosting a drive for at least two or three days in a row – this gives people a chance to think about it and return!
3. Contact [volunteers@donatelifenw.org](mailto:volunteers@donatelifenw.org) or 503-494-3525 to determine educational materials needed.
4. Promote the drive. Submit an article to your host's newsletter; leave brochures in the break room, etc. If you can advertise in Spanish also, do so!
  - a. *Keep in mind that people often don't register because of common myths, so your pre-drive efforts should directly debunk them!*
5. Recruit, train and schedule your volunteers. Each person who handles registration forms must sign a *Confidentiality Form* to ensure that the registry information stays private. Request these from Donate Life Northwest prior to the drive.
6. Gather necessary tools: table, chairs, pens, paper registration forms, and laptops (if you want to offer online registration; note that people can register using smartphones, too).
7. Registration! At the end of your drive, collect any/all paper registration forms and mail them to Donate Life Northwest.
8. Take pictures and/or video; share them with us #donatelifenw. You can also share them by emailing them to [info@donatelifenw.org](mailto:info@donatelifenw.org)
9. After the drive, let your community know the impact made – how many people registered, how many folks did you talk to about donation?
10. Follow up with Donate Life Northwest: [volunteers@donatelifenw.org](mailto:volunteers@donatelifenw.org). The Community Engagement Coordinator will contact you via email with a link to the **Ambassador Debrief Report** survey.

*This is adapted from our Student Project Guide. If you are or know of a teen interested in planning a campus donor drive, please direct them to our Education Outreach Coordinator!  
[education@donatelifenw.org](mailto:education@donatelifenw.org)*

## Save the Date!

Keep the following annual campaigns and events in mind:

	National Observance	Annual Donate Life Northwest Events
<b>January</b>	National Rose Parade / Donate Life float National Volunteer Blood Donor Month	New Ambassador Orientation School Speakers Bureau training
<b>February</b>	National Heart Month February 14 – National Donor Day	
<b>March</b>	National Eye Donor Month March 8 – World Kidney Day March 30 – National Doctors Day	New Ambassador Orientation School Speakers Bureau training <b>Raffle sales begin</b>
<b>April</b>	National Donate Life Month National Blue and Green Day	<b>Threads of Life Quilt Ceremony</b>
<b>May</b>	Older Americans Month	<b>The Tabor Trot</b>
<b>June</b>	Cadena de Vida (Gift of Life Festival) <a href="http://www.cadenadevida.org">www.cadenadevida.org</a>	
<b>July</b>	Transplant Games (even years, US games; odd years, International games)	New Ambassador Orientation
<b>August</b>	National Minority Donor Awareness Week	Raffle winner announced
<b>September</b>	National Hispanic Heritage Month	New Ambassador Orientation School Speakers Bureau training
<b>October</b>	National Liver Awareness Month National Health Education Week	
<b>November</b>	National Donor Sabbath (third weekend)	<b>Lifesavers Breakfast</b> New Ambassador Orientation
<b>December</b>	Season of Giving	

**Visit our online Events calendar**

**Or follow us on our Facebook and Twitter for ideas and tools!**

# Ambassador Policies and Procedures

## 1. Share your time, talents and desire to save and enhance lives through the promotion of organ, eye, and tissue donation.

Each of our Ambassadors chooses to give their time to us because they have connection to donation and transplantation. We ask that our Ambassadors be creative, passionate, and respectful in promoting organ, eye, and tissue donation.

## 2. Confidentiality

All Ambassadors are required to sign a **Confidentiality Agreement** and an **Information Release Form** to receive support and materials for Ambassador-led events and to be eligible to fill other Ambassador opportunities. These forms are completed upon the start of your volunteer relationship with us and ensure that you agree to keep all privileged information confidential, including donor registration information.

## 3. Notify Donate Life Northwest of events and outreach activities that Ambassadors participate in and coordinate with Donate Life Northwest on events and outreach activities as appropriate.

A major goal of the Ambassador program is to empower Ambassadors to work independently to create awareness of Donate Life Northwest and its mission and to encourage people to sign up on the donor registry. To evaluate the effectiveness of outreach activities, you are required to:

- Request materials for and consult (if necessary) about Ambassador-led events 2-3 weeks before the event.
- Show that the materials are necessary for effective outreach, education and donor registration efforts.
- Report back to Donate Life Northwest through debrief reports about outreach activities and return extra materials to us, as appropriate.

You agree to use the guidelines provided and sound judgment in determining how to create and lead events that provide successful outreach and awareness efforts, which provide opportunity for increased donor registrations, and which may align with Donate Life Northwest's messaging and initiatives.

## 4. Active Ambassador Status & Program Participation Requirements

Ambassadors must volunteer their time furthering our mission at least one time in an 12 month period to maintain "active" status in the Donate Life Northwest Ambassador program. Volunteer activities include Ambassador-led Events such as those listed on the [Ambassador Resources Page](#) on our website, attending an Ambassador Networking Night, volunteering at a special event or volunteering in the office. Those who do not fulfill a minimum of one volunteer opportunity within 12 months will be changed to an "inactive" status and will not continue to receive volunteer communications.

## 5. Dress and conduct yourself appropriately and diplomatically when representing Donate Life Northwest to any group or individual.

Ambassadors should always use their best judgment in dress and conduct for Ambassador-Led outreach and donor registration events. Generally, neat, business casual attire is expected when you are representing Donate Life Northwest. You are encouraged to wear Ambassador or volunteer nametags for all volunteer opportunities. Donate Life Northwest and/or Go Recycle Yourself polo shirts or volunteer t-shirts are optional. Special events volunteers and will be provided a dress code specific to that event.



If you would like to purchase Donate Life themed apparel, visit:

- Donate Life Store: <http://donatelife.net/donatelifestore/>
- Go Recycle Yourself: <http://gorecycleyourself.com/merch/>

## **6. Contact Donate Life Northwest prior to, or immediately after, any contact with the media.**

Donate Life Northwest must be contacted if the media makes contact with an Ambassador during an event. This allows us to follow up with the media contact as needed and ensure coverage of the event is properly documented.

## **7. Volunteer Records Database**

Donate Life Northwest's volunteer record database is managed by the Donate Life Northwest Community Engagement Coordinator. Donate Life Northwest staff have access to this database to assist with data entry and records maintenance. Ambassador contact information, history regarding relation to donation and transplantation, dates of service, Ambassador event history, personal stories and accomplishments are maintained in a confidential, password-protected database. All Donate Life Northwest Ambassadors agree to allow us to collect and maintain this information.

Ambassador information and personal stories are sometimes shared, upon request, with Donate Life Northwest staff and event organizers to determine the best fit for speaking opportunities and Speaker selection for the Speakers Bureau program.

### **Donate Life Northwest Pledges to our Volunteers**

#### **1. To provide current and accurate information about organ, eye, and tissue donation and transplantation**

We will list current statistics on our website, provide working links to outside resources, and post toolkits, talking points and other tools on our website for Ambassadors to review and use in Ambassador-Led events and outreach efforts. Additionally, new information will be shared at Networking Nights and posted online.

#### **2. To contact Ambassadors at least one week in advance (except in emergency) for any activity**

We encourage our Ambassadors to be proactive in identifying opportunities for outreach and awareness in their communities. It truly is the best way to share the message in the larger community! However, we will continue to provide some Ambassador opportunities. When those arise, active Ambassadors will receive electronic communication which will allow them to sign up on a first come/first served basis.

#### **3. To provide on-going Ambassador training and networking opportunities**

We will host five Ambassador Networking Nights annually, which will allow you to learn about new transplantation and donation news, effective outreach efforts, upcoming initiatives and tie-ins for Ambassador-led event ideas, and to meet and collaborate with other people who have a connection to donation and transplantation or who support the mission of Donate Life Northwest.

#### **4. To provide educational materials for events and presentations, including informational brochures, videos, or PowerPoint presentations, and Threads of Life Quilts; display or promotional items when possible.**

We will provide materials for effective outreach, awareness and donor registry Ambassador-led events, if we have received your completed materials request. We will always provide informational brochures and educational

material. We do reserve the right to determine the types and amounts of promotional materials to provide based on inventory, budget, and event type.

#### **5. To assist in preparing any speech about donation and transplantation**

We provide PowerPoint presentations with scripts, videos and talking points to assist you in making impactful and relevant presentations to civic groups, your place of worship, and other communities. We will also work with you to create a concise, powerful "elevator speech" of 2-5 sentences which encapsulates the power of organ donation and transplantation in your life while highlighting the mission and impact of Donate Life Northwest.

#### **6. To understand if you are not able to help us each time we ask you**

We understand that our Ambassadors are busy. Our aim is to allow you to fit your outreach and awareness efforts into your life—reaching the communities you already connect with. We request that you volunteer in some way at least once every 12 months. When we make an appeal for volunteers, we don't expect you will be able to help each time. We are delighted when you are!

#### **7. To help make your time as an Ambassador a rewarding experience!**

The Ambassador model allows you to support us in ways that are meaningful for you and that help us extend awareness and outreach to all communities. Anyone can register to be an organ donor, but often they won't unless they understand why organ donation and transplantation is so important. We can help you determine the best ways to reach your neighborhood, place of worship, civic group or other community to highlight the power of organ, eye, and tissue donation and Donate Life Northwest's mission.

# Information Release Form

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- I. In consideration of public education about organ and tissue donation, I give to Donate Life Northwest, its nominees, agents, and assigns unlimited permission to use, publish, and republish for purpose of advertising, trade, or any other lawful use in furtherance of the mission of Donate Life Northwest, information about me and reproduction of my likeness (photographs or otherwise) and my voice related to any affiliation with Donate Life Northwest, with or without my name.

Name of person photographed or recorded (please print)
_____
Age (if minor)
_____
Street Address, city, state, and zip code
_____
Signature and Date

- II. Consent of parent or legal guardian if above individual is a minor.

I consent and agree, individually and as a present or legal guardian of the minor named above, to the foregoing terms and provisions.

Signature and Relationship
_____

- III.

Producer, writer, or photographer
_____
Assignment and Location
_____