



Donate Life New England · 60 First Avenue · Waltham, MA 02451

Below are some additional ways to spread the word about organ and tissue donation.

Local media outreach

- Write a letter to the editor of your local newspaper suggesting that readers take the time to register as a donor.
- Consider tying your letter into a particular time of year or holiday (Thanksgiving, Mother's Day, Valentine's Day, etc.)
- If you feel your personal interaction with donation and transplantation is interesting, email or call the reporter that covers your neighborhood or town and offer your story as a human interest piece.
- Contact your local cable access channel and ask that they place donor registration information on the free "community bulletin board" that cycles through the channel during the day.
- Check out your local cable access TV shows and your local radio program line-up to see if any public affairs programming they run would be suitable for donation as a topic.
- Reach out to your favorite blogger or online community news portal with information about donation.
- Approach your local hospital, large employer, and other organizations about including information about donation in their next newsletter.
- College and high school newspapers are also often looking for interesting local stories to tell.

Community Outreach

- Contact your local Boy Scout/Girl Scout troop to recommend donor awareness and donor registration drives as a worthy community service project.
- Contact your local school district to recommend Donor Awareness and donor registration drives as service projects for student organizations.

- Identify books and movies about donation in your local library and suggest that they be featured in a special monthly display.
- At the next community blood drive, ask permission to provide organ and tissue donation information at the blood drive snacks and beverage table.
- Contact your local community clubs and organizations (Elks, Lions, Rotary, Chamber of Commerce, Garden Club, etc.) and ask them to provide donation information to their memberships.
- Engage your city council, mayor or town selectman to declare a “Donate Life Day” in your city/town.
- Your local house of worship probably has a weekly bulletin or newsletter. Ask them to include donation registration information in their next edition.
- The ‘Gift of Life’ theme and the renewal of life is a powerful topic for clergy to use during a homily or sermon. Donate Life New England can provide you with materials for your clergy to learn more.
- Include a pro-donation message on your business card.
- Include a pro-donation message on your home voice mail message.
- Ask local restaurants that use advertising placemats to include donation registration information.
- Post flyers on community bulletin boards. Include a tear off tab at the bottom of the flyer that has the www.DonateLifeNewEngland.org website.
- Include donation information in your holiday greeting cards.
- Use the Craigslist ‘volunteer’ and ‘causes’ section to post information about how to quickly and easily sign up to be a donor online.
- Fly a Donate Life flag from your flag pole.
- Contact the biology, science and/or health teachers in your local school district and urge them to do a class on donation and transplantation. Donate Life New England can help your with curriculum materials.
- Contact our local attorneys and estate planners and urge them to include the donation discussion with their clients. Donate Life New England can assist in providing information and brochures.
- Create a donor awareness club on your college campus or at your high school.
- Become a volunteer for Donate Life New England. Email volunteerservices@neob.org

If you’ve had success with any ideas not listed here, please share them with your fellow Ambassadors on our Facebook page!