



**A simple guide to sharing the mission, vision and values of our organization.**

**Advocating for Donate Life Indiana:**

You help with our educational mission by representing Donate Life Indiana at registration displays and other events. Your role is to engage people who approach you, or those you approach, in a brief conversation about the importance of organ, tissue and eye donation. Remember, our goals for every interaction, in order of importance, are:

- Leave a positive impression
- Share our key message points
- Register donors

**Effective cold opening:**

This is a sentence or phrase used to start conversations with new people. A good cold opening is SIMPLE and TRUE.

**PLEASE DO NOT** use "Are you an organ and tissue donor?" as an opening statement.

This may catch some people off guard or immediately put them on the defensive - especially those who have not yet registered. This is not anecdotal and has been confirmed by recent research.

**Sample opening statements:**

Hi/Hello!

Have you registered to save lives? Are you registered as a future hero?

Do you have a donor heart on your driver's license?

Have you joined the Indiana donor registry?

Hi. I am in the field of generosity!

May I talk to you for a few minutes?

**Key messages:**

Next, add one or two statements that are quick and to the point. These are the important points to focus on in any interaction on behalf of Indiana Donor Network and donation. You will also want to include your personal connection to donation/transplantation on when you use these.

Register to be an organ, tissue and eye donor - save lives!

If registered - please share your decision with your family and friends.

Donation is also a gift to donor families. (Can bring peace, a sense of legacy, healing and hope, etc.)

One donor can save or enhance the lives of up to eight people through organ donation and 75 people through tissue donation.

Over xxx,xxx people are currently on the national waiting list (make sure the number is current).

Create a "picture" for a number you use by comparing it to the population of a familiar city or county, the seating capacity of a nearby stadium or arena, the number of students in a local school or college, etc.

ANYONE who wants to be a donor should register their decision. You can register regardless of your age or any medical condition. Physicians will determine what can be donated.

**Call to action:**

This is the final piece of our message that we leave with everyone.

- Remind people they can sign up NOW. It only takes 30 seconds online.
- Ask people to share their donation decision with family and friends.
- If people have questions or concerns, point them towards the Donate Life Indiana website.
- Be aware of personal distance. Do not take it "personally" or as a failure if someone is not ready to register yet. Patience and progress are the keys. Remember: only goodness - no guilt.