



## Workplace Organ and Tissue Donor Registration Drive Toolkit

Thank you for hosting an employee organ and tissue donor registration drive at your workplace.

To assist you, the following materials will help make your drive as successful as possible:

1. A short [video](#) to share with your colleagues about the importance of registering their consent for organ and tissue donation and the impact it can have.
2. Tips for a successful registration drive.
3. How to plan your registration drive.
4. Three email templates to inform your colleagues about your registration drive and to raise awareness throughout your campaign.
5. Sample social media posts to keep your networks informed about your drive.
6. A sample press release to distribute to your local or trade media. You can use this to draw attention to the success of your drive or issue a challenge to competitors.
7. Quick facts on organ and tissue donation in the province of Ontario.
8. A myth-busting document outlining many of the common myths and misconceptions associated with organ and tissue donation and transplantation.
9. A digital beadonor.ca button to add to your company's website to take visitors directly to your registration page.
10. A list of available Ontario Health (Trillium Gift of Life Network) materials to give your campaign a physical presence. Order materials early so you have them on hand for the duration of your campaign.

Feel free to tailor these helpful marketing materials to fit your specific needs or create new ones – the aim is to generate awareness, excitement and support for your online registration drive.

If you have any questions or need additional assistance, please contact Shelly Totino, Advisor, Public Education and Marketing at [shelly.totino@ontariohealth.ca](mailto:shelly.totino@ontariohealth.ca)

Thank you again for participating in the employee organ and tissue donor registration drive initiative. We look forward to celebrating your success and saving lives in Ontario.



**Ontario Health**  
Trillium Gift of Life Network

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## Tips for a Successful Registration Drive

Looking for tips to help make your registration drive a success? We've got you covered!

- **Set a specific goal!** This can help to add inspiration, momentum and excitement to your campaign. Consider choosing a goal that is realistic but challenging, to make your drive fun.
- **Hold a kickoff event!** Demonstrate how easy it is to register online. Play the "[Asking Too Much?](#)" [video](#) to help explain the importance of organ and tissue donation, and why registration is critical to saving lives. If your colleagues are in different locations, the video link can be emailed or linked on your Intranet.
- **Inspire!** Invite a guest speaker to speak to your colleagues during the campaign. Ontario Health (TGLN) can suggest a speaker or identify a member of your community whose life has been touched by organ and tissue donation. A personal story can demonstrate why registration is so important.
- **Inform!** There are many myths and misconceptions surrounding organ and tissue donation that might discourage some people from registering. Direct your colleagues to <http://www.beadonor.ca> so they can learn more and have their questions answered.
- **Remind!** Send out reminder emails to keep the campaign top of mind.
- **Spread the word!** Encourage your colleagues to share the campaign and your registration drive page link with their friends and family via social media so they may be encouraged to register too.
- **Share your success!** Complete and send out the press release template to local media contacts, clients and suppliers to let them know what your company is doing to save lives in Ontario and challenge them to do the same. This is an initiative worth bragging about!

## How to plan your registration drive

Once you have decided on the length of your registration drive – for example, whether you run it over a week or a month – you will need to start creating buzz in your workplace. To help you get started, we have created several customizable documents to promote your registration drive. The table below lists the documents and a suggested campaign timeline for you to follow. The timeline will work for a week-long campaign, but you can customize it to any length.

Timing	Action	Suggested Document
7 days before your launch day	Create an organizational campaign page on <b>beadonor.ca</b> .	<a href="http://www.beadonor.ca">www.beadonor.ca</a>
1-2 days before launch	Update your company's <b>social media</b> pages announcing your registration drive.	Facebook #1
	<b>Tweet</b> an announcement of your registration drive.	Twitter #1
Launch day	Customize and send <b>Email #1</b> to employees.	Email #1
	Update <b>Facebook</b> status to announce beginning of drive.	Facebook #2
	<b>Tweet</b> launch of registration drive.	Twitter #2
	Place <b>link to</b> campaign page on <b>company website</b> .	beadonor.ca logo linked to campaign page <a href="#">Download logo here</a>
Mid-campaign	Customize and send <b>Email #2</b> to company employees.	Email #2
	<b>Facebook</b> update on percentage of goal reached.	Facebook #3
	<b>Twitter</b> update on campaign.	Twitter #3
Final day	Customize and send <b>Email #3</b> to company employees.	Email #3

	Update <b>Facebook</b> status to announce registration drive results.	Facebook #4
	<b>Tweet</b> registration drive results.	Twitter #4
<b>2 days post-registration drive</b>	Consider completing and sending a <b>press release</b> out to relevant industry media and think about challenging other industry members to participate.  Include a link to your campaign page.	Press release
	Place the <b>press release</b> on your website following the completion of your registration drive.	<a href="#">Download beadonor.ca logo</a>

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## Email #1

**Timing:** Launch day

**Subject:** [COMPANY] proudly announces support for organ and tissue donation!

Hi everyone,

Over the next few **days/weeks**, you will hear a lot about organ and tissue donation and registration.

First, I want to introduce you to Ontario Health (Trillium Gift of Life Network), the organization responsible for delivering and coordinating organ and tissue donation and transplantation services across the province. They also plan, promote and support all healthcare and allied professionals, advocates and the Ontario public in fulfilling their shared responsibilities in saving the lives of Ontarians waiting for a life-saving transplant.

Did you know?

- Currently, there are about 1,400 Ontarians on the waitlist for an organ transplant – and every three days someone dies waiting.
- One organ donor can save up to eight people and improve the lives of 75 more through the gift of tissue, like cornea, bone and skin. That's hundreds of lives per year that are transformed through deceased organ and tissue donation and transplantation.

There's a good chance you already support this cause – over 90 percent of Ontarians believe that organ and tissue donation is the right thing to do.

However, only 35 percent have actually registered to be organ and tissue donors. Many Ontarians mistakenly believe they are already registered because they previously signed a paper donor card to keep in their wallet. Unfortunately, those cards are no longer in use in Ontario.

Part of TGLN's efforts to combat the critical organ and tissue shortage across Ontario includes introducing workplaces, like ours, to this cause and providing an exciting way for us to show our support and save lives through a virtual registration drive – and it only takes two minutes to register!

[COMPANY] believes that this is a truly worthwhile cause. Organ and tissue donation is a generous and compassionate act. **It allows us all to leave a life-saving legacy after we die.**

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You can register your consent to be an organ and tissue donor or check your registration status by visiting our dedicated campaign page at [LINK]. If you have questions about organ and tissue donation or want to learn more, visit [www.beadonor.ca](http://www.beadonor.ca).

As we work to create a culture of donation in Ontario, we hope you decide to register. Please do not hesitate to contact me at [contact] for more details.

Sincerely,

[ORGANIZER]

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## Email #2

**Timing:** Day three of drive

**Subject:** Registration drive initiative update!

Hi everyone,

Earlier this week, we introduced you to our organ and tissue donor registration drive initiative through Ontario Health (Trillium Gift of Life Network). Today we're reminding you that our drive is ongoing until [date].

During our registration drive, we're asking you to take two minutes to register your consent to become an organ and tissue donor after you pass by visiting [LINK]. All you need to register is your Ontario health card. Our goal is to reach XX visits to the online donor registry through our campaign link. You'll be able to track our progress when you visit our page.

Remember:

- A single organ donor can save up to eight lives.
- The lives of 75 others can be transformed through tissue donation.
- There are 1,400 Ontarians on the waitlist and every three days one person dies waiting for an organ transplant.
- It only takes two minutes to register your consent to donate online.

We encourage everyone to participate by visiting [LINK] to register your consent or to check your status. We also invite you to share our campaign page with your family, friends and contacts. If you have further questions about organ and tissue donation you may find them answered at [www.beadonor.ca](http://www.beadonor.ca).

Sincerely,

[ORGANIZER]

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## Email #3

**Timing:** Post-registration drive

**Subject:** Thank you for helping to create a culture of organ and tissue donation in Ontario!

Hi everyone,

We want to thank those who participated in [COMPANY NAME]’s organ and tissue donor registration drive.

We’re pleased to report that there were XX visits to our campaign page, including those who registered their consent or checked their registration status! This came very close to/met/exceeded our goal of XX visits and we are very proud of your support and commitment to saving lives in Ontario.

The next important step is to discuss organ and tissue donation with your loved ones. Before you pass, your family will be asked to make a decision regarding organ donation for you. Families almost always honour their loved ones wishes for donation when they learn that they were registered donors. If their loved one was not registered, only 50 per cent of families agree to donation, demonstrating just how vital it is to both register and share your decision with your family.

You can find out more about organ and tissue donation by visiting [www.beadonor.ca](http://www.beadonor.ca). If you know someone who would like to organize a registration drive at their workplace, please let us know and we’ll put them in touch with Ontario Health (Trillium Gift of Life Network).

If you haven’t had the chance to register yet, it’s not too late! Our campaign page is permanently available and you can register at any time. Take two minutes today and visit [LINK] to register.

Once again, we thank you for supporting TGLN and helping to create a culture of organ and tissue donation in Ontario.

[ORGANIZER]

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## Social Media Posts

### FACEBOOK POSTS

#### **Facebook Post #1 – One or two days before campaign launch**

[COMPANY NAME] is participating in a @TrilliumGiftofLife organ and tissue donor registration drive from [Date] to [Date]. Our goal is for [#] people to register their consent to become organ and tissue donors or confirm their registration by visiting our campaign page at [campaign page link]

Did you know that one organ donor can save up to 8 lives and improve the lives of up to 75 more through tissue donation?

#### **Facebook Post #2 – Launch day**

Today we kick off our @TrilliumGiftofLife organ and tissue donor registration drive! We've set a goal to have [#] people visit our campaign page by [insert timeline], to register to become organ and tissue donors or check their status.

Did you know that signing a paper donor card – the one you may be carrying in your wallet – doesn't mean you're registered? Learn more and register at [campaign page link]

#### **Facebook Post #3 – Update**

[COMPANY NAME] is mid-way through our @TrilliumGiftofLife organ and tissue donor registration drive. So far [XX] people have visited our campaign page to register to become organ and tissue donors or check their registration status. Help us reach our goal and visit [campaign page link] today!

#### **Facebook Post #4 – Wrap up**

We did it! This week, [#] people visited our campaign page to register their consent to become organ and tissue donors or checked their status! We are proud supporters of @TrilliumGiftofLife. To learn more about organ and tissue donation, or to register, visit [campaign page link]

Did you know, 35% of Ontarians are registered – are you one of them?

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## **TWITTER POSTS**

### **Twitter Post #1 – One or two days before campaign launch**

Help save lives and register to become an organ and tissue donor, or check your status! Visit [campaign page link] to #BeADonor.

### **Twitter Post #2 – Launch day**

Our @TrilliumGift organ and tissue donor registration drive launches today! Follow our progress & see if we reach our goal: [campaign page link]. Have questions about organ and tissue donation? Learn more at [www.beadonor.ca](http://www.beadonor.ca)

### **Twitter Post #3 – Mid-way through campaign**

[# of people who visited page] [COMPANY NAME] people have visited our @TrilliumGift organ and tissue donor registration page! Help us reach our goal! Visit: [campaign page link]

### **Twitter Post #4 – Wrap up**

We did it! [# of people who visited page] people visited our page to register to become organ and tissue donors or checked their status. Proud to #BeADonor and support @TrilliumGift!

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## Press Release Template

### [COMPANY] EMPLOYEES HELP CREATE A CULTURE OF COMPASSION IN ONTARIO THROUGH ORGAN AND TISSUE DONOR REGISTRATION

[LOCATION] – [DATE] – This week/month, employees from [COMPANY] held an organ and tissue donation registration drive by educating employees and providing them with a simple ask: register to be an organ and tissue donor so that when they pass, they can help restore lives and renew hope.

After a week-long/month-long campaign, XX [COMPANY] employees, friends and family visited [COMPANY]'s dedicated campaign page, created on [beadonor.ca](#), to register their consent for deceased organ and tissue donation or check their registration status. This number meets/far exceeds the initial goal of XX visits.

"Quote from [COMPANY]" said [SPOKESPERSON], [TITLE] of [COMPANY].

Ninety per cent of Ontarians say that giving consent for organ and tissue donation in advance of their death is very important to them, and yet 35 per cent have actually registered.

"Registering to be an organ and tissue donor is a compassionate and generous act. Ontarians can register easily online at [beadonor.ca](#); it only takes two minutes. By engaging their employees, [COMPANY] is helping to save and enhance more lives through the gift of organ and tissue donation."  
– Ontario Health (TGLN).

#### [COMPANY BOILERPLATE]

Ontario Health (Trillium Gift of Life Network) is responsible for delivering and coordinating organ and tissue donation and transplantation services across the province, as well as for planning, promoting and supporting all health care and allied professionals, advocates and the Ontario public in fulfilling their shared and integrated responsibilities in saving the lives of Ontarians waiting for a life-saving transplant.

Media Inquiries:

[Media Relations Contact Info]

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## Quick Facts about Organ and Tissue Donation in Ontario

These quick facts provide a glance at the top line issues surrounding organ and tissue donation. Like the following myths and misconception document, these work well to bolster your social media and email activity.

### 1,400 ONTARIANS WAITING

- Currently in Ontario, there are about 1,400 people on the waiting list for an organ transplant.
- Every three days someone in Ontario dies waiting for a life-saving transplant.
- More than 90% of Ontarians are in favour of organ donation; however, only one in three (35%) have registered their consent to donate.
- Registration has a strong connection to donation. When a potential donor has registered, families almost always proceed with donation. In the absence of registration, families only consent half the time.

### SAVE EIGHT LIVES

- One donor can save up to eight lives through organ donation and improve the lives of up to 75 others through tissue donation.
- Everyone is a potential organ and tissue donor, regardless of age or medical condition.
- Organs that can be donated include: heart, liver, kidneys, pancreas, lungs, and small bowel.
- Tissue that can be donated includes: corneas, heart valves, bone and skin.

### ABOUT ORGAN AND TISSUE DONOR REGISTRATION

- It takes two minutes to register consent through [www.beadonor.ca/\[insert campaign page URL\]](http://www.beadonor.ca/[insert campaign page URL])
- Your donation decision is confidential and is only disclosed after death to share with your family so they can honor your wishes.
- You can change or withdraw consent at any time.
- When you register you can decide to donate or exclude specific organs and tissue.
- A signed donor card does not mean you are registered. Visit [www.beadonor.ca/\[insert campaign page URL\]](http://www.beadonor.ca/[insert campaign page URL]) to check your status or to register for the first time.

## Common Myths and Misconceptions

There are numerous myths and misconceptions surrounding organ and tissue donation. These myth busters are great for use on social media to educate the public and encourage organ and tissue donor registration.

**MYTH: A signed donor card is all I need to become a donor.**

**FACT:** Paper donor cards are no longer in use, but you can register your consent at [www.beadonor.ca](http://www.beadonor.ca) or in person at ServiceOntario. Share your donation decision with your loved ones so they know your wishes.

**MYTH: I can't be a donor; I am too old or I have existing medical conditions.**

**FACT:** Everyone is a potential donor regardless of age or medical condition. Even individuals with serious illnesses can sometimes be donors. Your decision to register should not be based on whether you think you would be eligible or not. All potential donors are evaluated on a medical case-by-case basis.

**MYTH: My religion will not allow for organ donation.**

**FACT:** All major religions support organ and tissue donation or respect an individual's choice. If you're unsure of your faith's position on donation, consult with your faith leader.

**MYTH: Organ donation will delay and impact funeral plans.**

**FACT:** Organ and tissue donation will not delay or interfere with funeral plans. Medical suitability testing and a recover surgery typically take place within 24 to 36 hours of someone's passing. After donation, the family can carry out funeral arrangements as planned, including an open casket funeral, burial or cremation.

**MYTH: Families have to pay for the cost of organ donation.**

**FACT:** Donation does not come at a cost to the family. Organ and tissue donation is a gift. The costs of organ and tissue donation and transplantation in Ontario are covered by the Ministry of Health.

**MYTH: I cannot donate blood, so I cannot be an organ donor.**

**FACT:** The regulations for blood donation are different from those for organ and tissue donation. Even if you are not able to donate blood, you can still become an organ and tissue donor.

Register today or learn more about these myths and find answers to other questions at  
[www.beadonor.ca](http://www.beadonor.ca).

## List of available TGLN Collateral

Give your registration drive a physical presence as well as a digital one. Below is a list of available collateral materials to help educate your audience, create buzz and improve awareness during your campaign. To place an order, please contact Gracinda Varghese at [gracinda.varghese@ontariohealth.ca](mailto:gracinda.varghese@ontariohealth.ca)

### Standard Bilingual Brochures



### Brochures (Other languages [available online only](#))

- Arabic
- Chinese (Traditional and Simplified)
- Greek
- Hindi
- Italian
- Polish
- Portuguese
- Punjabi
- Russian
- Spanish
- Tagalog
- Tamil
- Urdu
- Vietnamese

### Brochures (Faith)

- Catholicism
- Hinduism
- Islam
- Judaism

## Beadonor.ca Flag (3' x 6')



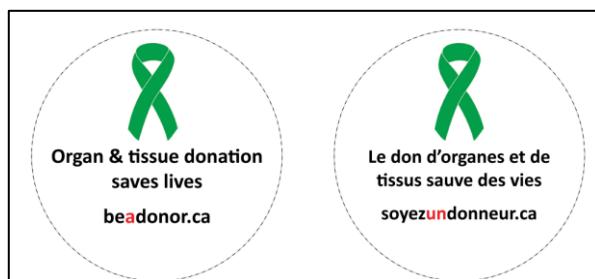
## Pens



## Green Ribbons



## Buttons



## Posters

\*Limit 3



Bilingual

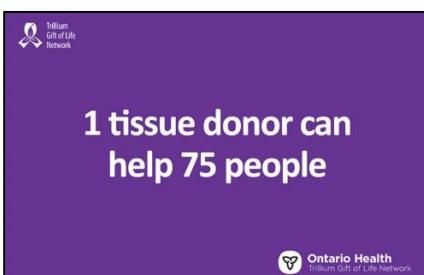
English & French Double-Sided

## T-Shirts



## Downloadable Materials

### Handheld Signs



[Download English Signs](#)

[Download French Signs](#)

\*Signs available for download in colour and black & white

### Videos

Asking Too Much: <https://www.youtube.com/watch?v=cjcVw7EE3t8>

Testimonial stories can be found here: <https://www.beadonor.ca/stories>