

Backgrounder: The Gift of 8 Movement



The *Gift of 8 Movement*, found at www.beadonor.ca, is a new way for individuals and organizations to encourage their friends, family and colleagues to register their consent for organ and tissue donation using a customized page that can be shared via Facebook, Twitter, LinkedIn and email.

Registration Data by Community

Detailed donor registration data for communities all across Ontario is now available via the Gift of 8 home page. While Ontario's overall donor registration rate is 21%, registration rates in individual communities vary widely across the province – from under 10% to over 40%. Now that this information is publically available, users can point to it to encourage their communities to register their consent to donate organs and tissue and help save more lives.

“List view” allows users to sort communities by ranking, alphabetically, or by number of residents who are eligible to register.

“Map view” shows a colour-coded map of the province indicating where registration rates are highest and lowest.

Regular Updates

The *Gift of 8 Movement* scoreboard is updated every three months to show how many new donor registrations have taken place across Ontario and within each community. The scoreboard also shows, in real time, how many new visits to the online registration site have been driven by each of the active *Gift of 8* pages.

How to join the Gift of 8 Movement

Users visit www.beadonor.ca and click “Join the Gift of 8 Movement” to set up a page, for themselves or for their organization. The easy-to-follow instructions will then walk them through the process.

Setting Goals and Measuring Success

Each *Gift of 8* page includes a counter that tracks visits to the online donor registration site generated through that page. Users can choose to set a goal, for example aiming to generate 100,

150, 200 or 400 visits to the registration site from their page, depending on the size of their network.