Introduction

Thank you for hosting an employee registration drive at your workplace. To assist you, we are providing material and tips on how to make your drive as simple and successful as possible. Consider the list below as a menu; use as many or as few items as you see fit for your workplace. Many are in editable formats and can be tailored to suit your needs.

Your menu consists of:

1. A short video to share with your colleagues, to help them understand the importance and impact of registering their consent to organ and tissue donation.
2. To inform your colleagues about the drive and raise awareness throughout your campaign, we have included three emails that can be customized to your needs.
3. Sample Facebook and Twitter posts to keep your social networks informed about your participation. (Remember to include other social networking tools your company actively uses.) A JPEG image of Beadonor.ca is also available for posting on your Facebook page.
4. A tip sheet with ideas to make your drive a success. (You will likely have others!)
5. A sample press release to tailor for distribution to your local or trade media. (Use it to draw attention to the success of your drive or issue a challenge to competitors).
6. A digital button to add to your company’s website to let others know your company supports organ and tissue donation and participated in a registration drive.
7. Quick facts on organ and tissue donation in the province of Ontario to help illustrate the issue to your colleagues and inspire registration.
8. A myth busting document to provide the truths behind the many common myths and misconceptions associated with organ and tissue donation and transplantation.
9. A list of existing TGLN collateral materials showing what’s available to give your campaign a physical presence. Order materials early so you have them on hand for the duration of your campaign.

You are welcome to use all the resources provided, tailor the most relevant or create new communications pieces – 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 Meredith Sjogren at 416-619-2299 or msjogren@giftoflife.on.ca.

Thank you again for participating in the employee registration drive initiative – we look forward to celebrating your success and, ultimately, saving more lives in Ontario.
Tips for a Successful Registration Drive

We are sure you have many – but in order to help make your registration drive even more successful, here are some ideas to help you make your campaign smooth and seamless:

- **Set a goal!** A goal can add inspiration, momentum and excitement to your campaign. Ideally, your goal is neither too hard nor too easy to reach; for more insight on appropriate goal setting please get in touch!
- **Hold a Kickoff Event!** Demonstrate how easy it is to register online. Play the video to help demonstrate 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 posted on your Intranet.
- **Inspire!** Invite a guest speaker to speak to colleagues during your campaign - Trillium Gift of Life Network can suggest a speaker or help identify a member of your community whose life has been touched by organ and tissue donation. A personal story is living proof of the way organ and tissue donation saves lives and can drive home why registration is so important.
- **Inform!** There are many myths and misconceptions around organ and tissue donation that may make people hesitant to register. Please direct your colleagues to https://www.beadonor.ca/about-donation/faqs so they can learn more and have their questions answered.
- **Remind Your Colleagues!** Send out the reminder emails provided to keep the campaign top of mind with your colleagues.
- **Spread the Word!** Encourage your colleagues to share information about the campaign, including your campaign page url, with their friends and family via their social networks (Facebook, Twitter, LinkedIn etc.), so they may be encouraged to register too.
- **Share your Success!** Complete and send out the template press release 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!

If you have any questions or need further assistance, please contact Meredith Sjogren at 416-619-2299 or msjogren@giftoflife.on.ca.
How to plan your registration drive

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

<table>
<thead>
<tr>
<th>Timing</th>
<th>Action</th>
<th>Suggested Document</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 days before your launch day</td>
<td>Create campaign page on beadonor.ca</td>
<td><a href="http://www.beadonor.ca">www.beadonor.ca</a></td>
</tr>
<tr>
<td>One – two days before launch</td>
<td>Update your company’s Facebook page announcing your registration drive</td>
<td>Facebook1</td>
</tr>
<tr>
<td></td>
<td>Tweet to announce your registration drive</td>
<td>Twitter1</td>
</tr>
<tr>
<td>Day 1 - Launch day</td>
<td>Send Email #1 to employees</td>
<td>Email #1</td>
</tr>
<tr>
<td></td>
<td>Update Facebook status to announce beginning of drive</td>
<td>Facebook2</td>
</tr>
<tr>
<td></td>
<td>Tweet launch of registration drive</td>
<td>Twitter2</td>
</tr>
<tr>
<td></td>
<td>Place link to campaign page on company website</td>
<td>Beadonor.ca logo linked to campaign url</td>
</tr>
<tr>
<td>Day 3</td>
<td>Send Email #2 to company employees</td>
<td>Email #2</td>
</tr>
<tr>
<td></td>
<td>Facebook update on percentage of goal reached</td>
<td>Facebook3</td>
</tr>
<tr>
<td></td>
<td>Twitter update on campaign</td>
<td>Twitter3</td>
</tr>
<tr>
<td>Day 5 – Final day</td>
<td>Send Email #3 to company employees</td>
<td>Email #3</td>
</tr>
<tr>
<td></td>
<td>Update Facebook status to reflect registration drive results</td>
<td>Facebook4</td>
</tr>
<tr>
<td></td>
<td>Tweet registration drive results</td>
<td>Twitter4</td>
</tr>
<tr>
<td>2 days after the completion of your registration drive</td>
<td>Consider completing and sending press release out to relevant industry media (perhaps challenge other industry members to participate). Include a link to your campaign page</td>
<td>Press release</td>
</tr>
<tr>
<td>-------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Place on your website following your registration drive day</td>
<td></td>
<td>Online button</td>
</tr>
</tbody>
</table>
Email #1

**Topic:** Initial announcement  
**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 Trillium Gift of Life Network.

Trillium Gift of Life Network was created to help save and enhance lives by increasing organ and tissue donation for transplantation in Ontario. They introduce workplaces, like ours, to this cause and provide an exciting way for each one of us to participate through an online registration drive – and it only takes two minutes to do!

One organ donor can save up to eight lives. At any given time in Ontario more than 1,500 men, women and children are waiting for a life-saving organ transplant. Every three days one of them dies waiting.

There’s a good chance you already support this cause – 80 per cent of Ontarians say that giving consent for organ and tissue donation in advance is very important to them and already 33 per cent have actually registered to be organ and tissue donors. Many Ontarians mistakenly believe they are registered because they previously signed a paper donor card. Please check to make sure you are indeed registered.

[COMPANY] believes that this is a truly worthwhile cause for all of us to support. Organ and tissue donation is a generous and compassionate act. It allows us all to leave a lifesaving legacy after we die. It doesn't require donating any money or dedicating more than two minutes of your time. All you need to participate is your health card.

If you are not yet convinced, watch the following inspirational video to learn more and you can register your consent to be an organ and tissue donor by visiting our dedicated campaign page at [URL]. If you have questions about organ and tissue donation or want to learn more, visit https://www.beadonor.ca/about-donation/faqs.

We hope you decide to participate. Please do not hesitate to contact me at for more details.

Sincerely,

[ORGANIZER]
Hi everyone,

Earlier this week, we introduced you to Trillium Gift of Life Network’s organ and tissue registration drive initiative – and today we would like to remind you that our drive is ongoing and will run from [date] to [date].

During our registration drive, we are asking you to spend two minutes to register your consent to be an organ and tissue donor at our campaign page at [URL]. Our goal is to reach xx visits to the online donor registry. You’ll be able to track our progress when you visit our page. All you need is your Ontario health card to register.

Remember:

- A single organ donor can save up to eight lives
- The lives of 75 others can be enhanced through tissue donation
- By registering today, you give hope to the more than 1,500 Ontarians on the waitlist
- It’s free, only takes two minutes and could make you a hero after you die

We encourage everyone to participate by visiting [URL] to register your consent to organ and tissue donation, or to check your current status. We also invite you to share our campaign page with your family, friends and contacts as well. If you still have questions about organ and tissue donation you may find them answered here.

Sincerely,

[ORGANIZER]
Hi everyone,

We want to thank everyone who participated in the organ and tissue registration drive.

We are very pleased to report that we had XX visits to our campaign page by colleagues who registered their consent to organ and tissue donation, or who 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.

Please use this opportunity to discuss organ and tissue donation with your family and share our campaign page [URL] with them. At the time of your death, your family will be asked to make the decision regarding organ donation for you. Families almost always honour their loved ones wishes for donation when they find 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 share your decision with your family.

You can find out more about organ and tissue donation by visiting www.beadonor.ca. If you know someone who would like to organize a registration drive, please let us know and we’ll put them in touch with 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 [URL] to register.

Once again, congratulations [COMPANY]!
Social Media Posts

FACEBOOK POSTS

Facebook Post #1 – One to two days before launch
[COMPANY NAME] is participating in @TrilliumGiftofLife online registration drive from [Date] to [Date]. Our goal is for [#] people to register their consent to organ and tissue donation or confirm their registration by visiting our campaign page at [Campaign page URL]! Follow our progress!

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

Facebook Post #2 – Launch day
Today we kick off our @TrilliumGiftofLife organ and tissue donation registration drive! We’ve set a goal to have [#] employees visit our campaign page by [insert timeline], to register as 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 – does not mean you’re registered? Find answers to your questions here and register at [campaign page URL].

Facebook Post #3 – Update
[COMPANY NAME] is mid-way through our @TrilliumGiftofLife organ and tissue registration drive. So far [XX] employees have visited our campaign page at to register their consent to organ and tissue donation or check their registration status. Help us reach our goal and visit [campaign page URL] today!

Facebook Post #4 – Wrap up
We did it! This week, [#] people visited our campaign page to register their consent to organ and tissue donation or checked their status! We are very proud supporters of @TrilliumGiftofLife. To learn more about organ and tissue donation, or to register, visit [campaign page URL]. #BeADonor

Did you know, 33% of Ontarians are registered – are you one of them?

TWITTER POSTS

Twitter Post #1 – One to two days before campaign
Help save lives by registering as organ & tissue donors, or checking your status! Visit [Campaign page URL] to #BeADonor

Twitter Post #2 – Launch day
Our @TrilliumGift organ donor registration drive launches today! Follow our progress & see if we reach our goal at [campaign page URL]. Have questions concerning organ and tissue donation? Find answers at http://www.giftoflife.on.ca/en/faq.htm. #BeADonor

Twitter Post #3 – Mid-way through campaign
[# of employees who visited page] [COMPANY NAME] employees have visited our @TrilliumGift organ & tissue donor registration page! Help us reach our goal [campaign page URL] #BeADonor

Twitter Post #4 – Wrap up
We did it! [# of employees who visited page] people visited our page to register as organ and tissue donors or checked their status. Proud to #BeADonor and supporters of @TrilliumGift!
[COMPANY] EMPLOYEES HELP SAVE LIVES IN ONTARIO THROUGH ORGAN AND TISSUE DONATION REGISTRATION

[LOCATION] – [DATE] – This week, 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.

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

“We are very proud of the level of participation from our employees,” said [SPokesperson], [TITLE] of [COMPANY]. “We are proud to have played a vital part in saving lives in Ontario. Our participation in this initiative was a great way to engage everyone in a cause that’s meaningful yet requires little time and no financial commitment.”

Eighty per cent of Ontarians say that giving consent for organ and tissue donation in advance is very important to them, and yet 33 per cent have actually registered.

“Registering to be an organ and tissue donor is a compassionate and generous act,” said Ronnie Gavsie, President and CEO of Trillium Gift of Life Network. “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.”

[COMPANY BOILERPLATE]

Trillium Gift of Life Network is the Ontario agency responsible for planning, promoting, coordinating and supporting organ and tissue donation and transplantation across the Province.

Media Inquiries:
[Media Relations Contact Info]
Common Myths & Misconceptions

There are numerous myths and misconceptions surrounding organ and tissue donation for transplantation. We’re hoping that by busting some of these myths more people will register to be organ and tissue donors. These myths busters are great for use on Twitter and other social media forums.

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

FACT: Because paper donor cards were a less than ideal way to record a donor’s consent, Trillium Gift of Life Network began recording consent in a Ministry of Health and Long-Term Care database. This ensures that a person’s wishes about donation can be shared with loved ones at the appropriate time. Formally register at www.BeADonor.ca.

MYTH: I am too old, no one would want my organs or tissues.

FACT: Age alone does not disqualify someone from becoming a donor. The oldest organ donor in Canada was over 90 and the oldest tissue donor was over 100. There is always potential to be a donor; age should not prevent someone from registering.

MYTH: I cannot be a donor because I have a serious medical condition.

FACT: All potential donors are assessed at time of death for medical suitability, which includes a review of their health history as well as serological testing. It is best not to rule yourself out because there is always potential to save or enhance the lives of others through organ and tissue donation.

MYTH: My religion will not allow for organ donation.

FACT: All major religions support organ and tissue donation or respect an individual’s choice. However, if you are unsure of your faith’s position on donation, consult with your faith leader.

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

FACT: Organ and tissue donation will not delay or interfere with funeral plans. Medical suitability testing and a recovery 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, cremation, and so on.

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 and Long-Term Care.

MYTH: I cannot donate blood, so I cannot be an organ donor.
**FACT:** The regulations for blood donation are different 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 at [www.BeADonor.ca](http://www.BeADonor.ca) or learn more about these myths and find answers to other questions at [http://www.giftoflife.on.ca/en/faq.htm](http://www.giftoflife.on.ca/en/faq.htm).
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 myths and misconception document, these work well to bolster your social media and email activity.

1,500 ONTARIANS WAITING

- Currently in Ontario, there are more than 1,500 people on the waiting list for an organ transplant.
- Every three days someone in Ontario dies waiting for a life-saving transplant.
- 33 per cent of eligible Ontarians have registered consent to donate their organs and tissues after their death.
- Families of registered donors almost always agree to donate their loved ones’ organs and tissue when they know of their loved one’s donation decision through registration. In the absence of a registered donation decision, families agree to donation only 50 per cent of the time.

SAVE EIGHT LIVES

- One donor can save up to eight lives through organ donation and enhance the lives of up to 75 others through tissue donation.
- Everyone is a potential organ and tissue donor, regardless of his/her age. The oldest Canadian organ donor was over 90 years old, while the oldest tissue donor was 102.
- In 2017/18, there were 335 deceased organ donors, more than 2,300 tissue donors and 1,263 organ transplants performed in Ontario.
- Organs and tissues that can be donated include: heart, liver, kidneys, pancreas, lungs, small bowel, stomach, 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]
- 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 tissues.
- A signed donor card does not mean you are registered. Visit www.BeADonor.ca/[insert campaign page URL] to check your status or to register for the first time.
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 Meredith Sjogren at msjogren@giftoflife.on.ca.

Standard Bi-lingual Brochures

Register today to be an organ and tissue donor

Canadians are nice and generous, which should make us a nation of donors. But every three days, a person dies waiting for an organ transplant. By registering to become an organ and tissue donor, your death has the power to save or change someone’s life.

Facts about organ and tissue donation

- 1 organ and tissue donor can save up to 8 lives and enrich as many as 75.
- The first and foremost duty of health care professionals is to save a life. Only when a life cannot be saved does organ and tissue donation become an option.
- Everyone has the potential to be an organ and/or tissue donor, regardless of age or health.
- The majority of religions support organ and tissue donation or respect an individual’s choice.
- Organ and tissue donation should not impact funeral arrangements.
- Your donation decision is confidential. It will only be disclosed to your family at the end of life.
- You can change or withdraw your consent to donate at any time.

Registering is easy

You can register:
- Online at beadonor.ca
- In person at any ServiceOntario centre
- By mailing the Gift of Life consent form

Register even if you signed a donor card

A signed donor card may not be available when needed and is not recorded in the Ministry of Health and Long-Term Care’s database.

At the end of life, organ and tissue donor registration is the only secure and guaranteed way to make your decision to save lives known.

Trillium Gift of Life Network is the not-for-profit agency of the Government of Ontario responsible for planning, promoting, coordinating and supporting organ and tissue donation across Ontario and improving the system so that more lives can be saved.

Let’s Be A DONORnation

To register or to learn more, visit beadonor.ca
Or call 1-800-263-2833

Brochures (Language available online only)

- Arabic
- Chinese (Traditional and Simplified)
- Greek
- Hindi
- Italian
- Polish
- Portuguese
- Punjabi
- Russian
- Spanish
- Tagalog
- Tamil
- Urdu
- Vietnamese
Brochures (Faith)
- Catholic
- Hindu
- Islam
- Judaism

BeADonor.ca Flag (3’ x 6’)

Poster

beadonor.ca
Green Ribbons

There's more than one way to register as an organ and tissue donor:

- Online at beadonor.ca
- In person at ServiceOntario
- Download the consent form: giftsoflife.on.ca

Buttons

Videos

DONORNation: [https://www.youtube.com/watch?v=yU6YEQCVI9g](https://www.youtube.com/watch?v=yU6YEQCVI9g)

DONORNation: [https://www.youtube.com/watch?v=Syb6o0iN4Ck](https://www.youtube.com/watch?v=Syb6o0iN4Ck)

DONORNation: [http://www.youtube.com/watch?v=P8FM-o9nrHE](http://www.youtube.com/watch?v=P8FM-o9nrHE)

DONORNation: [https://www.youtube.com/watch?v=J_KcSKmwgOk](https://www.youtube.com/watch?v=J_KcSKmwgOk)

Asking Too Much: [https://www.youtube.com/watch?v=cjcVw7EE3t8](https://www.youtube.com/watch?v=cjcVw7EE3t8)

Testimonial stories can be found here: [https://www.beadonor.ca/stories](https://www.beadonor.ca/stories)