



**A HANDBOOK PROMOTING
ORGAN & TISSUE
DONATION**

DURING

NATIONAL

*Minority
Donor*

AWARENESS
MONTH



August is National Minority Donor Awareness Month, a time when the nation’s organ and tissue donation and transplant programs emphasize the need for life-saving donors in minority communities.



National Minority Donor Awareness Week was founded by the National Minority Organ Tissue Transplant Education Program in 1996 to increase organ donation rates among African Americans and other ethnic communities. It has since evolved into a month-long observance focused on honoring the generosity of multicultural donors and their families, while also underscoring the critical need for people from diverse communities to register their decisions to donate life as organ, eye and tissue donors.

Outreach activities during the month of August include events that bring donation messages to minority audiences, encourage donor registration and promote healthy living and disease prevention to decrease the need for transplantation. Observances can include prayer breakfasts, health walks and donor drives, as well as featured guest speakers, community contests and social media campaigns.

LifeQuest Organ Recovery Services, the organ donor program serving all of northern Florida, works closely with Donate Life America and Donate Life Florida, our statewide coalition of donor programs that oversees the management of Florida’s donor registry.

LifeQuest created this handbook specifically to aid our hospital partners, schools, area businesses, civic groups, faith communities and volunteers in developing promotions to support National Minority Donor Awareness Month.

Whether you work for a hospital or a tax collector office, are enrolled in high school or college, or lead a civic club or religious organization, this handbook will provide you with a multitude of ideas and resources to make your National Minority Donor Awareness Month celebration a huge success.

Inside you will find sections on:

Special Events and Activities

- Donor Registration Stations/ Information Booths..... 4
- Testimonial Speaker Events 5
- Lunch-and-Learn Events 6
- Faith Community Events.....7

Publicity and Media

- Social Media..... 9
- Video Storytelling..... 10
- News Releases..... 11
- Message from the CEO 11
- Minority Stories..... 12

Creating a Culture of Donation13

Appendix

- Suggested Scriptures and Hymns..... 15
- Sample News Release..... 16
- Sample Newsletter Article 17
- Sample Letter to the Editor..... 18
- FAQs About Organ & Tissue Donation..... 19
- 2020 Facts and Statistics About Organ Donation 21
- NMDAM Background Information 22
- Suggested Tweets 23
- Sample Message from the CEO..... 24
- Public Service Announcements (PSAs)..... 25



SPECIAL EVENTS & ACTIVITIES

No matter what type of organization or institution you work for, belong to or attend, there are special events specifically designed to deliver the Donate Life message. Here are some examples of events that have worked very well in our service area or other areas of Florida and the country.

***“Everything
that is not given
is lost.”***


— Mother Teresa

DONOR REGISTRATION STATIONS / INFORMATION BOOTHS

Setting up a registration station or information booth allows you to answer questions from your co-workers, family and friends and provide immediate opportunities to have them enroll on Florida's donor registry.

First, you will need to get approval to set up a table in a high-traffic area of your church, business or other facility. In a hospital, for example, the entrance or exit for the hospital cafeteria has a lot of foot traffic. In a business, it might be in a break room, lunch room or lobby. In a school, it could be the cafeteria or commons.

You will need to have someone well-versed in the facts about organ donation on-site to answer any questions. That could be someone from LifeQuest, another local donor program or an ambassador who has been through LifeQuest's training. LifeQuest can provide cards or brochures with information about the critical need for organs and tissue and ways to register as a donor in Florida.

 **Ambassadors can help register those who are interested in becoming donors by using the Donate Life Florida scan app.**



LifeQuest Ambassador Danny Martin tabling at an event in Pensacola.



LifeQuest is present for the Beverly Crawford Annual Women's Conference in Gainesville.



Ambassadors Miriam Altieri and Rosetta Hylton-Anderson invited family to help register donors at an event.



Students register organ donors at Rickards High School in Tallahassee.



Ambassadors join LifeQuest to deliver the Donate Life message at a Jacksonville Jaguars football game.



Ambassadors man the booth at the Fifth Avenue Arts Festival in Gainesville.

TESTIMONIAL SPEAKER EVENTS

Inviting speakers to share their experiences with organ and tissue donation and transplantation is a great way to inspire others to embrace donation, as they are hearing stories from individuals who have genuinely been touched by the Gift of Life.

LifeQuest can connect you with trained speakers who have either had a transplant, have a family member who became a donor, or are a living donor or caregiver. Their stories are inspiring and often motivate others to register as organ donors. Transplant or clinical staff may also be available for speaking engagements.

If you cannot identify or arrange for someone to come into your organization, LifeQuest has many wonderful stories of donation and transplantation already written that can be shared during National Minority Donor Awareness Month.

Additionally, you may have individuals within your organization who have been touched personally by donation but never were asked to share their stories. You can work with your communication/public relations department and administration for the most appropriate and sensitive ways of reaching out to your employees or members to gauge interest and obtain the necessary consent.



Kidney recipient Keron Johnson shares his story at a National Donate Life Month event at the University of Florida's Wilmot Gardens while his mother looks on.



Testimonials from guest speakers can be both powerful and persuasive. Letitia Williams speaks frequently on behalf of LifeQuest, sharing the story of her sister, Desiree, who saved four lives through organ donation.



Naishanda Larramore recounts how her husband passed away while awaiting a heart transplant.



Kidney recipient Ren Avant, the first person to be transplanted at Ascension Sacred Heart Hospital in Pensacola, spoke at a National Donate Life Month ceremony.

LUNCH-AND-LEARN EVENTS

If your organization has a lunch-and-learn program, talk to the organizer about devoting one or more August events to the importance of minority organ and tissue donation and transplantation.

This is another forum for having employees in your organization who have experience in donation and transplantation to share their stories. If there is not anyone from inside your organization who can speak, LifeQuest has trained ambassadors, including transplant recipients and many donor family members, who are pleased to tell their stories.



LifeQuest staff delivers a lunch-and-learn presentation to a packed house at Tallahassee Memorial Hospital.



Lunch-and-learn events provide a relaxed and sociable environment in which information on donation and transplantation can be presented to your staff.



ONE VOICE, ONE VISION ...
TO Save AND Heal LIVES



FAITH COMMUNITY EVENTS

Most churches, temples and other houses of worship are supportive of organ and tissue donation, and they often will participate in activities promoting donation.

Approach your own pastor or other faith communities about having a donor registration drive, an information table or a guest speaker on donation and transplantation.

There also are many resources and references available for inclusion in bulletins, such as inserts, suggested scripture, psalms and songs. **Please see the appendix for examples.**

Nearly every faith sees organ and tissue donation as an act of love and charity or as a decision to be dictated by conscience and left to the individual.



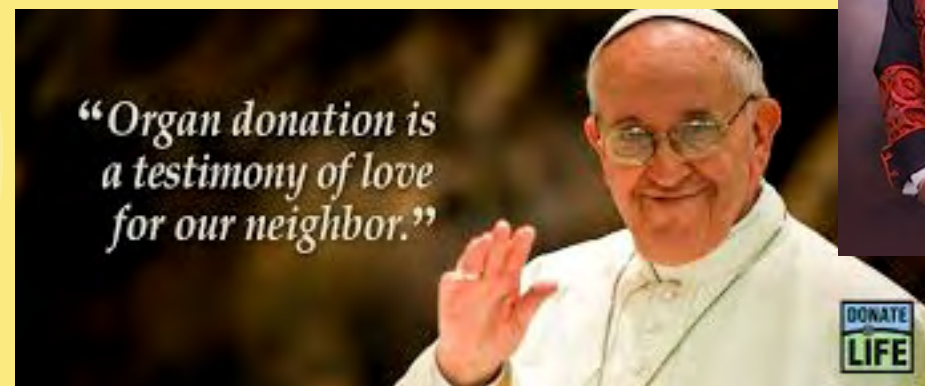
Naishanda Larramore, who lost her husband while awaiting a heart transplant, promoted donation with Citadel Church of Jacksonville pastor Rev. Terry Hill, Jr.



Houses of worship can hold candle-lighting ceremonies in honor of donors from their congregations.



Naishanda Larramore speaks with the leader of the Citadel Church in Jacksonville.



Transplant recipient Kimberly Clayton joins youth from Household of Faith Church in Jacksonville to promote organ donation.



Families share cherished images of their loved ones at a donor memorial event in Pensacola.



The REV. MARK A. BAYMON of SPRINGFIELD

helps raise the awareness for the need for minority organ donations.

Reverend Mark Baymon lives a full life thanks to organ donation.



The Eastside High School Gospel Choir performs at a National Donate Life Month event in Gainesville.



Gospel Singer Shirley Brill sings live at a Jacksonville TV station.

BE A HERO. REGISTER AS A DONOR TODAY!

“You never know whose life you can save by being an organ donor, and if you can help one person, that’s a blessing.”
— Latrina Crawford-Taylor, Gainesville

“I’m an organ donor. It’s on my license. Giving a person life and another chance means you care.”
— Beverly Crawford, Gainesville

Latrina has been on dialysis for seven years, and she is awaiting a kidney transplant.

Glenn and his wife, Latrina.

Nationally-known gospel singer Beverly Crawford and her daughter, Latrina.

DonateLifeFlorida.org

Nationally known gospel singer Beverly Crawford and her daughter, Latrina, who is awaiting a kidney transplant.



PUBLICITY & MEDIA

National Minority Donor Awareness Month provides rich opportunities to deliver the message about the life-saving and life-improving possibilities of organ, tissue and eye donation to your hospital, school and community using traditional news media, and social media platforms.

***“Without the organ donor,
there is no story, no hope,
no transplant. But when there
is an organ donor, life springs
from death, sorrow turns
to hope and a terrible loss
becomes a gift.***

— UNOS

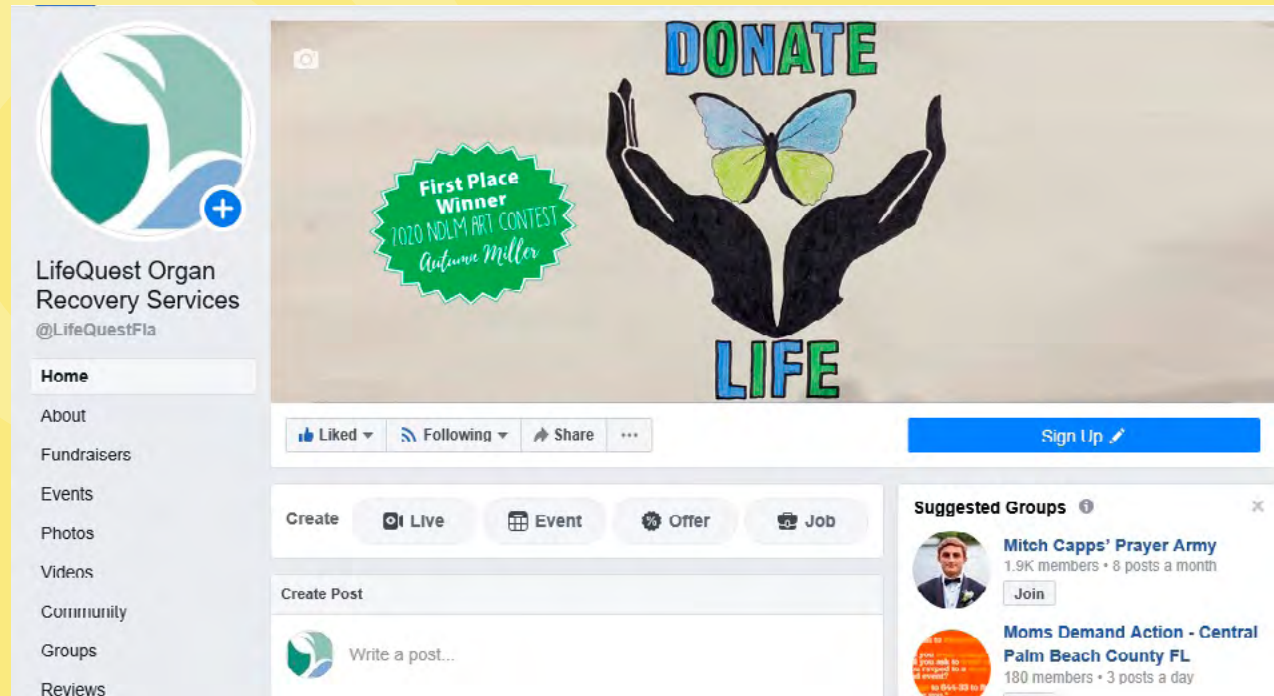
SOCIAL MEDIA

Using social media platforms is an easy and effective way to reach a large number of employees, students or community members. In addition to posting photos and stories from within your organization and liking and sharing stories from other local, state and national pages, LifeQuest has a number of graphic images that you can share.

You can add the Donate Life or Donate Life Florida logo or the custom artwork for National Minority Donor Awareness Month to your Facebook page, Twitter profile or Instagram account. LifeQuest also can provide you with specially-designed Facebook banners and cover images.

Ask your organization's communication/public relations department about reserving a spot on the screen saver schedule, and LifeQuest can provide artwork for that as well.

Tweet a new National Minority Donor Awareness Month message to your followers every day throughout the month. **Sample tweets can be found in the appendix.**



 Like us on Facebook:
facebook.com/LifeQuestFla

 Follow us on Instagram:
[@LifeQuestFla](https://www.instagram.com/LifeQuestFla)

 Subscribe to LifeQuest's channel:
youtube.com/LifeQuest

 Check out LifeQuest's website:
www.LifeQuestFla.org

VIDEO STORYTELLING

Video storytelling is one of the most powerful ways to share the impact of the Gift of Life. Consider sharing videos on your social media sites, including Facebook and YouTube, as well as on your personal and organizational websites. Posting photos with links to the videos on Instagram sites is another great way to draw attention to the videos and the messages they carry. Many hospitals, schools and businesses have closed-circuit television and may be willing to add National Minority Donor Awareness Month messaging and videos to their CCTV lineup.

Sample 30- and 60-second scripts are in the [Appendix](#). Videos can be downloaded from the Donate Life America website at [DonateLife.net/videos](https://www.donatelife.net/videos). LifeQuest's YouTube channel has multiple videos with connections to organ and tissue donation. Subscribe to our channel at [YouTube.com/LifeQuest](https://www.youtube.com/LifeQuest).



Naishanda Larramore was a guest on Channel 4 Morning News in Jacksonville, where she announced plans to register 1,000 organ donors in honor of her late husband, Leonard, a former NFL Football player. He died while waiting for a transplant.



Rev Avant is a recipient who spoke at the National Donate Life Month ceremony at Ascension Sacred Heart Kidney Transplant Center in 2019. That made it a perfect time to tell his story with a video.

 **Subscribe to LifeQuest's channel:**
[youtube.com/LifeQuest](https://www.youtube.com/LifeQuest)



National Minority Donor Awareness Month is a great time to share the story of a transplant recipient meeting and donor family member seeing each other for the first time. The story of Danny Martin and Debbie Shriner's meeting is a wonderful example and includes Debbie listening to her son's heart beating with a stethoscope that Danny gave her.



If you have video stories of patients waiting for life-saving transplants, National Minority Donor Awareness Month is a powerful time to revisit them and create a video updating the story. Doing so allows patients who received the gift of life a chance to share their joy and remind everyone to register.

NEWS RELEASES

If you are planning an event or activity, consider inviting the local media to cover the event. This will give your organization outstanding exposure as one dedicated to helping others and saving lives.

The appendix of this handbook includes a **sample news release**, **newsletter article** and **letter to the editor** that you can customize for your organization's events and promotions. We have also included **frequently asked questions about organ and tissue donation**, **current facts and statistics about organ donation**, as well as **background information on National Minority Donor Awareness Month** that will be helpful when you pitch your event to the media. These documents can be provided separately in PDF or Word versions upon request.



Sarah Podobinski and Demarcus Graham had never met before she selflessly gave him one of her kidneys and saved his life. They shared their inspiring story with local TV reporters.



Organ donor sister Jenna Rowland (C) and double-lung recipient Morgan Holbrook (L) were guests during a live interview on The Morning Show on WXJT.

MESSAGE FROM THE CEO

A positive message about organ and tissue donation from the chief executive officer, administrator, principal or superintendent of an organization can have a real impact on employees.

Approach your CEO or administrator about sending an email to all employees or members about the altruistic decision to become a donor.

A **sample message from the CEO** that you can customize can be found in the appendix.



Memorial Hospital's Brad Talbert, FACHE, speaking at a National Donate Life Month flag-raising ceremony.

MINORITY STORIES

Another great way to promote your organization's support of organ donation and National Minority Donor Awareness Month is to share a story through a blog post on your website or intranet.

Tell the story of an employee, volunteer, customer or friend who has a personal connection to donation or transplantation.

Let others know that donation is personal to your organization and that you are committed to saving and enhancing lives through donation.

 Read our blog stories:
LifeQuestFla.org/blog


 Read donor family and recipient testimonials:
LifeQuestFla.org/testimonials

 Like us on Facebook:
facebook.com/LifeQuestFla

 Follow us on Instagram:
@LifeQuestFla

LifeQuest
Organ Recovery Services

ABOUT SERVICES TESTIMONIALS FAQs BECOME A DONOR GET INVOLVED BLOG CONTACT



On a Mission to Inspire


A couple months after she was born, Shechinah Butler was diagnosed with biliary atresia, a liver disease that affects the bile ducts and typically occurs in infants. Although from Jacksonville, Shechinah was listed to wait for a liver transplant through Miami's Jackson Memorial Hospital, one of the nearest hospitals for the procedure at the time. [...]

RECENT ARTICLES

- On a Mission to Inspire
- First Quarter Feature: LifeQuest Ambassadors of the Month
- Two Peas in a Pod
- A Change of Heart
- Heard that Myth about Organ Donors?
- Perseverance
- LifeQuest Recovers Florida's First DCD Heart

LifeQuest
Organ Recovery Services

ABOUT SERVICES TESTIMONIALS FAQs BECOME A DONOR GET INVOLVED BLOG CONTACT



A Change of Heart

March 2, 2020: Whenever the examiner at the driver license office asked Erica Shields if she wanted to register to be an organ donor, she was quick to answer.


"I would always say no," Shields said. "No, no, no, no, no."

RECENT ARTICLES

- On a Mission to Inspire
- First Quarter Feature: LifeQuest Ambassadors of the Month
- Two Peas in a Pod
- A Change of Heart
- Heard that Myth about Organ Donors?
- Perseverance
- LifeQuest Recovers Florida's First DCD Heart

LifeQuest
Organ Recovery Services

ABOUT SERVICES TESTIMONIALS FAQs BECOME A DONOR GET INVOLVED BLOG CONTACT



Two Peas in a Pod

As alike as two peas in a pod.


That is how Danny Martin described his friendship with Katie Walton. They trained together and began serving as LifeQuest Ambassadors two years ago. They immediately hit it off and have volunteered together ever since.

RECENT ARTICLES

- On a Mission to Inspire
- First Quarter Feature: LifeQuest Ambassadors of the Month
- Two Peas in a Pod
- A Change of Heart
- Heard that Myth about Organ Donors?
- Perseverance
- LifeQuest Recovers Florida's First DCD Heart

LifeQuest
Organ Recovery Services

ABOUT SERVICES TESTIMONIALS FAQs BECOME A DONOR GET INVOLVED BLOG CONTACT



Perseverance

January 2, 2020:

When the inner core of Hurricane Michael slammed into Panama City Beach, Fla., last October, Dr. Marlene East, a licensed mental health counselor, was at her house a stone's throw from the Gulf of Mexico. Construction inside her new home was not yet complete, but she was confident its infrastructure would withstand the deadly Category 5 storm moving

RECENT ARTICLES

- On a Mission to Inspire
- First Quarter Feature: LifeQuest Ambassadors of the Month
- Two Peas in a Pod
- A Change of Heart
- Heard that Myth about Organ Donors?
- Perseverance
- LifeQuest Recovers Florida's First DCD Heart

CREATING A CULTURE OF DONATION

Creating a culture of donation involves more than just a one-time event or announcement. It includes embracing organ and tissue donation as an opportunity available to each and every member of your organization. It involves sharing the facts about donation, providing outlets for your employees, students or members to enroll on the registry and sharing the heart-warming stories of individuals whose lives have been saved or enhanced through the gifts of organ, eye and tissue donation.

Just as some organizations adopt specific charities, fundraising campaigns and public service initiatives throughout the year, your group can incorporate the donation message into your corporate, civic or academic structure. Consider dedicating a page on your website or Intranet for donation-related stories, statistics and activities. You could set an annual goal for the number of individuals who enroll on Florida's donor registry and establish friendly challenges between departments. You could add a hyperlink behind the Donate Life Florida or National Minority Donor Awareness Month logo on your homepage that takes a viewer directly to the registry to enroll. Sharing the stories of friends, family and co-workers who have been touched by donation or transplantation is another way to inspire others to register as organ and tissue donors and is an easy and all-welcoming way of showing compassion and kindness for those in need.



A senior at Rickards High School in Tallahassee painted this free-hand mural on campus. It features flowers and fruits as organ donors.



Students at FAMU celebrate their decision to become organ donors.



Recipient Kimberly Clayton inspired Florida Gov. Ron Desantis to proclaim April as National Donate Life Month.



Ambassadors are family who share year-round experiences with the common goal of helping saving lives.



Dewayne Purifoy celebrates his brother, Shaq, a Grambling University football player who became a donor at the age of 21.



Jaylen Clausell and his mom, Cielita, share publicly how he is alive today thanks to the gift of a heart.



Give thanks. Give Life. Happy Thanksgiving.



In 2009, Cincinnati Bengals wide receiver Chris Henry suffered a fatal fall and declined to brain death. His mother, Carolyn Henry Glaspy, made the decision to donate his organs. Eleven months after her son's death, Carolyn experienced a tearful meeting with the four recipients of Chris's gift of life. Carolyn immediately felt a bond with these individuals and their families. "Of course my family will never be the same, but it will never be bigger. And for that, on this and every other day I will truly, truly be thankful," said Carolyn.

Thanksgiving is a day to remember all of our blessings and be inspired by others. Who in your life are you thankful for?



LifeQuest donor families, ambassadors and staff came together to paint Gainesville's 34th Street wall to celebrate National Donate Life Month.



Winner of LifeQuest's National Donate Life Month "Paws for a Cause" contest.



The Donate Life logo's colors and the swirl represent the sky, earth and circle of life.



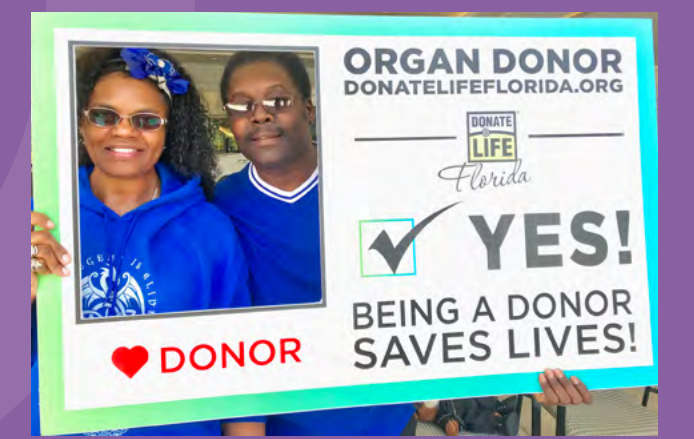
Ambassadors Dewayne Purifoy and Lillian Spell shared their stories of donation at Amos P. Godby High School.



Students at Rickards High School encouraged others to register as organ donors.



LifeQuest staff and ambassadors host an information table at the UF Health Shands Hospital National Donate Life Month celebration.



Ambassadors Tyrone and Dee Brisby helped promote donation at the Mayo Hospital's Clinic National Donate Life Month celebration.



APPENDIX

The tools found in this appendix are intended make your activities during National Minority Donor Awareness Month more effective. Feel free to customize them for use in your special events and publicity.

***“When we give
cheerfully and
accept gratefully,
everyone is
blessed.***

— Maya Angelou

Suggested Scriptures and Hymns

Scriptures

The following scriptures are recommended for National Minority Donor Awareness Month activities in churches, because of their messages of giving, healing and understanding of the relationships between human beings. They can be used as calls to worship, responsive readings and affirmations of faith. This list is not exhaustive, but merely a starting point for worship and possible sermon ideas.

Psalms 8	Matthew 25: 31-46	Romans 8: 28-39
Psalms 23	Luke 6: 31-38	Psalms 145
Psalms 41	John 3: 16-17	Psalms 34
Psalms 100	John 15: 1-17	Luke 10: 27-37
Psalms 107	John 14: 12	Psalms 82
Psalms 111	I John 4: 7-12	

Hymns

The following hymns can provide a start to your promotion of National Minority Donor Awareness Month. These selections bring a message of hope that can translate to the Gift of Life that organ and tissue donation can provide.

- Amazing Grace
- Blest Be the Tie That Binds
- Come Sinners, To the Gospel Feast
- Have Thine Own Way, Lord
- Heavenly Father, Bless Me Now
- Hope of the World
- Immortal Love, Forever Full
- Jesus, Lord, We Look To Thee
- Jesus, Lover of My Soul
- Jesus, United By Thy Grace

Sample News Release

For Immediate Release

Contact: [Contact Name]

August is National Minority Donor Awareness Month

[Your City, State] (August 1, 2020) – August is National Minority Donor Awareness Month, a time when the donation and transplantation community concentrates its yearlong efforts to educate minorities about the critical shortage of donated organs and tissue and remind them of the importance of documenting one’s own donation decision.

LifeQuest Organ Recovery Services, the federally designated organ donor program serving a 36-county region of northern Florida, and [your organization name] are encouraging Florida’s minority communities to learn the facts about organ and tissue donation and to join Florida’s donor registry at [DonateLifeFlorida.org](https://www.donatelife.org).

“There are more than 5,300 patients on the waiting list at transplant centers in Florida,” said Danielle Balbis, executive director of LifeQuest, “and each one is waiting for the Gift of Life. By documenting our decisions to become donors on Florida’s registry, we are making a commitment to help save lives.”

Nationally, more than 110,000 patients are waiting for life-saving organ transplants. African Americans account for 29 percent of the overall organ wait list, and 33 percent of the kidney wait list. Recent improvements in national kidney transplant policy have evened the rates at which African American, Hispanic and Caucasian transplant candidates receive kidneys from deceased donors, according to data from United Network of Organ Sharing (UNOS). This year, thousands of patients also will need life-enhancing tissue transplants, such as skin grafts and heart valves.

[Insert a personal testimonial from someone within your organization who has been touched by organ and tissue donation or transplantation.]

The limited supply of donated organs is not meeting the enormous demand—roughly 22 people die each day while waiting—but there is something we all can do about it. We can donate life! One organ donor can save the lives of up to eight people, and one tissue donor can help more than 75. One donor can keep a family together. One donor can give a child her first real, play-filled summer or make it possible for a man to take his grandchildren fishing.

Documenting your decision to donate life has never been easier. Visit Florida’s donor registry at [DonateLifeFlorida.org](https://www.donatelife.org) to learn the facts and join the registry.

Sample Newsletter Article

(word count 261)

2020 National Minority Donor Awareness Month

August is National Minority Donor Awareness Month, a time when the donation and transplantation community concentrates its yearlong efforts to educate minorities about the critical shortage of donated organs and tissue and remind them of the importance of documenting one's own donation decision.

According to the United Network for Organ Sharing (UNOS), the non-profit organization that maintains the nation's organ transplant database, more than 110,000 people currently are waiting for life-saving organ transplants. More than 5,300 of them are listed at transplant centers in Florida. African Americans accounted for about 29 percent of the overall organ waiting list, and 33 percent of the kidney waiting list. Recent improvements in national kidney transplant policy have evened the rates at which African American, Hispanic and Caucasian transplant candidates receive kidneys from deceased donors, according to data from UNOS. This year, thousands of patients also will need life-enhancing tissue transplants, such as skin grafts and heart valves.

[Insert a personal testimonial from someone within your organization who has been touched by organ and tissue donation or transplantation.]

The limited supply of donated organs is not meeting the enormous demand—roughly 22 people die each day while waiting—but there is something we all can do about it. We can donate life! One organ donor can save the lives of up to eight people, and one tissue donor can help more than 75. One donor can keep a family together. One donor can give a child her first real, play-filled summer or make it possible for a man to take his grandchildren fishing.

Documenting your decision to donate life has never been easier. Visit Florida's donor registry at [DonateLifeFlorida.org](https://www.donatelife.org) to learn the facts and join the registry.

Sample Letter to the Editor

August is National Minority Donor Awareness Month, an annual campaign by the organ donation and transplantation community that encourages African Americans and other minority groups to learn the facts about donation and to document their own donation decisions by joining their state's donor registry.

I encourage you to learn the facts about donation and make the decision that may one day save the lives of others in need. It won't take but a moment of your time.

According to the United Network for Organ Sharing (UNOS), the non-profit organization that maintains the nation's organ transplant database, more than 110,000 people currently are awaiting life-saving organ transplants. Of them, more than 29 percent are African American.

Until the day when there are enough donor organs, thousands of patients awaiting transplants and their families, their friends and colleagues will continue, every day, to hear the words, "not yet." Their need is our challenge, and we can meet this challenge by saying yes to donation and helping to eliminate the wait. Consider for a moment what that means.

We've all waited in line to see a movie. We've waited for our number to be called at the deli. We've drummed our fingers on the wheel during rush hour, waiting to inch our way toward the traffic light. We lose patience when it takes more than a few seconds for an app to load. Waiting is time spent in-between other things. It is the limbo of "not yet."

Each patient waiting for an organ transplant faces a day-by-day struggle for survival, a week-to-week effort to maintain some semblance of what the rest of us take for granted. Waiting to them might mean six hours of being attached to a dialysis machine, three times each week. Or it may mean being out of breath - always.

The limited supply of donated organs is not meeting the enormous demand—roughly 22 people are dying each day while waiting—but there is something we all can do about it. *We can donate life!* On average, one organ and tissue donor can help more than 75 people. One donor can keep a family together. One donor can give a child his first real, play-filled summer. One donor can make it possible for a man to take his grandchildren fishing.

Documenting your decision to donate life has never been easier. Visit Florida's donor registry at [DonateLifeFlorida.org](https://www.donatelife.org) to learn the facts and join the registry. Taking a couple of minutes out of your morning may someday save another person's life. What greater legacy can we leave behind than to have given the Gift of Life?

[Name]

[Title]

[Organization]

Frequently Asked Questions About Organ & Tissue Donation

Q: Is brain death like being in a coma?

No. Brain death is death. There is no recovery from death. The definition of brain death is the complete and irreversible cessation of all brain activity. Even though a patient is still connected to a ventilator (a machine which artificially maintains bodily functions such as respiration and circulation), when a person is declared brain dead, he or she no longer is alive. Only about 3 in 1,000 people die in a way that allows for organ donation.

Q: Is there an age limit on being a donor or recipient?

There is no specific age range for donation. A person can be in his or her 70s or even 80s and still donate. The coordinators who evaluate potential donors perform a variety of clinical tests to determine which organs can be recovered.

Q: If I am in an accident and the hospital knows I want to be a donor, will doctors withhold treatment and not attempt to save my life?

Every EMT and every ER or ICU nurse or doctor has one goal: to save patients' lives. Each of them does his or her best to stabilize the patient and get them to the next stage (from the ambulance to the ER, from the ER to the OR, from the OR to the ICU, from the ICU to home). When all life-saving efforts have been exhausted, and the patient has died, or it is evident that death is imminent, the hospital will refer that patient to the OPO.

Q: Can anyone become a donor?

Most people can become organ or tissue donors. There are certain medical conditions that would rule out a potential donor, but we encourage people to let the OPO make that clinical determination and not rule themselves out of a decision based on the assumption that they cannot donate. We encourage everyone to make an informed decision about donation based on the facts.

Q: Who pays for the donation?

Ultimately the person who gets an organ transplant will pay for the costs associated with organ recovery. The donor's family never pays for the costs associated with organ donation.

FAQs About Organ & Tissue Donation (continued)

Q: Can donors or their families get paid?

No. It is illegal and against the 1984 National Organ Transplant Act to pay someone for an organ or tissue. All organ donation in the United States is done altruistically.

Q: What if I don't join the registry?

We encourage people not only to make an informed decision about donation, but also to take action. Join Florida's donor registry at [DonateLifeFlorida.org](https://www.donatelife.org). If you don't live in Florida, go to [RegisterMe.org](https://www.registerme.org) to join the national registry. If you have not joined a registry, it will be your next-of-kin who makes the decision for you.

Q: Is my religion against donation?

All major religions either fully endorse donation as an act of human kindness in keeping with religious doctrine, or leave the decision up to the individual. No major religion opposes organ, eye and tissue donation. If you have questions regarding your faith's position on organ, eye and tissue donation, we encourage you to consult with your religious leader.

Q: I heard that rich people and celebrities don't have to wait as long to get transplanted.

Not true. The transplant waiting list is blind to one's celebrity or financial status. The only information that appears next to one's name on the list is their height and weight, blood type, age, severity of illness and length of time on the list. People are transplanted when they reach the top of the list and are matched with the next available organ.

Q: What tissue can be donated and how many lives can be changed?

Among the tissue that can be donated are skin, bone, corneas, heart valves, tendons, veins and ligaments. The solid organs are heart, liver, kidney, lung, pancreas and small intestine. Up to 75 people can be helped by one tissue donor.

Q: What do I need to tell my family?

That you learned about organ donation. That you have made a decision to save lives by becoming an organ and tissue donor and that you want them to make a positive decision to save lives through organ donation as well.

2020 Facts and Statistics About Organ Donation

- LifeQuest is one of only 58 organ procurement organizations in the country.
- One organ donor can save up to eight lives through the donation of the lungs, kidneys, heart, liver, pancreas and small intestine.
- On average, 22 people die each day while awaiting organ transplants.
- Nationally, more than 110,000 people are awaiting life-saving organ transplants and about 29 percent of them are African American.
- African Americans report higher rates of diabetes and high blood pressure than the white population. These conditions are known to put patients at risk for organ failures.
- It has never been easier to register as an organ and tissue donor. Simply register online at [DonateLifeFlorida.org](https://www.donatelife.org).
- Organ and tissue donation does not hinder funeral arrangements, and a donor can have an open casket funeral.
- More than 84 percent of those listed on the national transplant waiting list are awaiting kidney transplants. More than a third of those waiting for kidneys are African Americans. According to United Network for Organ Sharing (UNOS), odds for receiving a kidney transplant are equal for black, white and Hispanic candidates.
- About 90 percent of donor registrations in Florida occur in driver license offices.
- The oldest organ donor was nine days shy of turning 93 and became a liver donor.
- Nearly 800,000 organ transplants have occurred in the U.S. since 1988.
- More than 40,000 corneal transplants occur in the U.S. annually.
- Last year there were more than 7,000 living donations in the U.S.
- African Americans make up the largest group of minorities in need of organ transplants.

NMDAM Background Information

National Minority Donor Awareness Month

History

- National Minority Donor Awareness Month was founded by the National Minority Organ Tissue Transplant Education Program and is celebrated throughout the month of August.
- National Minority Donor Awareness Month is a time when the donation and transplantation community concentrates its yearlong efforts to educate African Americans and other minority communities about the critical shortage of donated organs and tissue and other life-saving gifts and remind them of the importance of documenting one's own donation decision.

Need

- More than 110,000 patients are on the national waiting list for organ transplants, and more than 29 percent of them are African American.
- More than 5,300 patients are listed at transplant centers in Florida. According to the United Network for Organ Sharing, as of July 2020, 654 of them are listed at UF Health Shands Transplant Center in Gainesville, 993 are listed at the Mayo Clinic in Jacksonville and 175 are listed at Ascension Sacred Heart Hospital Pensacola.
- In 2019, more than 39,000 patients received life-saving organ transplants in the United States. Of them, more than 6,700 were African American.
- Approximately 22 people die each day while awaiting life-saving organ transplants.
- One organ donor can save the lives of up to eight people.
- One tissue donor can enhance the lives of up to 75 people through skin, bone and cornea donation.

Action

- Designate your wishes to be an organ, tissue and eye donor.
- Join the registry at [DonateLifeFlorida.org](https://www.donatelife.org).
- Support Florida's campaign to save lives and enroll on the donor registry today.

Suggested Tweets

In 280 characters or fewer...

History

- National Minority Donor Awareness Month was founded by the National Minority Organ Tissue Transplant Education Program and is promoted throughout August.
- Each August the donation and transplant community educates African Americans and other ethnic communities about the critical shortage of organs and encourages individuals to join the donor registry.

Need

- As of July 2020, there were more than 110,000 patients on the national waiting list for organ transplants.
- Minority patients make up more than half - 58% - of the waiting list for a life-saving transplant.
- African Americans make up the largest group of minorities in need of an organ transplant.
- More than 5,300 patients are waiting for organs at transplant centers in Florida.
- In 2019, more than 39,000 patients received life-saving organ transplants in America.
- In 2019, more than 2,700 patients received organs at Florida transplants centers.
- Approximately 22 people die each day while awaiting life-saving organ transplants.
- One organ donor can save the lives of up to eight people.
- One tissue donor can enhance the lives of more than 75 people through skin, bone and cornea donation.

Action

- Designate your wishes to be an organ, tissue and eye donor. Join the registry at [DonateLifeFlorida.org](https://www.donatelife.org).
- Join Florida's organ donor registry at [DonateLifeFlorida.org](https://www.donatelife.org).
- Support Florida's campaign to save lives and enroll on the donor registry today. Register at [DonateLifeFlorida.org](https://www.donatelife.org).
- Visit [DonateLifeFlorida.org](https://www.donatelife.org) to enroll or to learn more about donation. Your decision today could save the lives of many people down the road.

Sample Message from the CEO

[Company Name] employees:

It is my privilege to serve as the chief executive of an organization that has real heart. That is why I am sending this message to you all. [Organization Name] has always been an organization that cares, and I know that you will care about this. August is National Minority Donor Awareness Month. It is a time to consider the life-saving possibilities of organ, eye and tissue donation.

There are now more than 110,000 Americans waiting for an organ transplant to save their lives, and 59 percent of those waiting are ethnic minorities. More than 5,300 of those waiting are listed at transplant centers in Florida. A transplant can save their lives. We can honor them by registering as organ, eye and tissue donors.

If you have not yet registered on your driver license or state ID card, go to [DonateLifeFlorida.org](https://www.donatelife.org). Registration just takes a few minutes, and it can really save lives. I have committed to helping by registering. Won't you join me?

[Name]

[Title]

[Organization]

Public Service Announcements (PSAs)

:30

More than 110,000 Americans are awaiting life-saving organ transplants, and more than 5,300 of those are listed at transplant centers in Florida.

August is National Minority Donor Awareness Month, a time in which the need for organ, tissue and eye donation among minority communities is emphasized across the country.

A single organ donor can save eight lives, and tissue donation can improve the lives of 75 or more.

Save lives! Become an organ, tissue and eye donor. Register at [DonateLifeFlorida.org](https://www.donatelife.org).

:60

More than 110,000 Americans are currently awaiting life-saving organ transplants, and more than 5,300 of those waiting are listed at transplant centers in Florida.

August is National Minority Donor Awareness Month, a time in which the need for organ, tissue and eye donation among minority communities is emphasized across the country.

Although more than 156 million Americans are registered donors, an average of 22 people die every day waiting for an organ transplant, and each day nearly 150 names are added to the waiting list – an average of one name every 10 minutes.

A single organ donor can save eight lives, and tissue donation can improve the lives of 75 or more. Donated corneas restore sight to tens of thousands every year. More than 1 million tissue transplants are performed in the United States every year.

You have the power to donate life! Register to be an organ, tissue and eye donor at [DonateLifeFlorida.org](https://www.donatelife.org).

With more than 110,000 Americans currently waiting for transplants, the need for organ and tissue donors is more critical than ever. More than 5,300 of those waiting are listed at transplant centers in Florida, all of whom are awaiting that second chance at life.

National Minority Donor Awareness Month is a unique opportunity each year to inform and educate minority communities about the critical role we all play in saving the lives of those who wait on the list.

LifeQuest Organ Recovery Services appreciates the vital support you provide in saving the lives of so many who otherwise would have no opportunity for survival.