Make your decision count.

Join the Australian Organ Donor Register online today to save lives.
donatelife.gov.au

DonateLife Corporate Toolkit
Promoting organ and tissue donation in your workplace.
WHAT CAN OUR BUSINESS DO?

DonateLife Corporate Partnership Program

Being part of the DonateLife Corporate Partnership program helps raise awareness about the importance of organ and tissue donation. By participating in public education activities, organisations can help the Organ and Tissue Authority and the DonateLife Network achieve its goals.

There are plenty of ways for organisations to get involved, including:

• Featuring DonateLife information and key messages in internal and external communications channels, such as newsletters and magazines.

• Promoting your organisation’s support for organ and tissue donation via social media by sharing your DonateLife activity and encouraging your followers to register their donation decision on the Australian Organ Donor Register and share their decision with family and loved ones.

• Downloading and distributing DonateLife posters, social media content, online banners and other creative materials for use around your workplace.

Hosting a registration drive event with employees

• Publicising your organisation’s DonateLife activities via local media outlets

• Promoting DonateLife Week, including the importance of registering donation decisions and discussing this decision with loved ones.

This toolkit contains information and resources to support your organisation’s efforts to promote organ and tissue donation.

Why is organ and tissue donation important?

Organ and tissue donation saves lives. One donor can transform the lives of up to 10 people and significantly improve the lives of many more.

Around 1,400 people are on Australian organ transplant waiting lists at any one time. People of any age, regardless of gender, ethnicity or religion may one day need a life-transforming or life-saving transplant.

The gift of donation has far-reaching effects, benefiting both transplant recipients and their loved ones. For those waiting for a transplant, organ and tissue donation can mean the difference between life and death, being healthy and sick, between seeing and being blind, or between being active and never walking again. It enables people to resume an active life in their family, their workplace, their school and their community.

Thank you for joining us in promoting DonateLife.

donatelife.gov.au facebook.com/DonateLifeAustralia @DonateLifeToday @DonateLifeToday @DonateLifeToday
WHAT CAN OUR BUSINESS DO?

What we want people to know

• More Australian lives could be saved if more people decided to become organ and tissue donors.

• You can help end the wait for the 1,400 Australians and their families today waiting for a life-saving transplant.

• Make your decision count register to save lives at donatelife.gov.au.

• Organ and tissue donation is the ultimate gift. You can save and improve the lives of 10 or more people as an organ and tissue donor.

• Registration counts. Nine in ten families agree to donation when their loved one is a registered donor.

• If you would accept a life-saving transplant for yourself or a loved one, then say yes to becoming an organ and tissue donor.

• Join the Australian Organ Donor Register online today, and discuss your donation decision with your family and friends. Visit donatelife.gov.au to find out how.

How do I register?

Registration is easy. Visit donatelife.gov.au to register your decision.

Why is it important to join the Australian Organ Donor Register?

While 81% of Australians believe that registration is important, only 34% of those aged 16 years+ have joined the Donor Register.

To optimise every opportunity to save lives, we are calling on Australians to join the Australian Organ Donor Register and to discuss their donation decision with loved ones.

Our message is simple: Make your donation decision count. Register today to save lives at donatelife.gov.au #makeitcount #donatelife

Helping all Australians to ‘Make it Count’

Some Australians are unsure about whether their religious or cultural background supports organ and tissue donation.

All major religions support organ and tissue donation.

It’s important to know that the organ and tissue donation process can accommodate religious and cultural end of life requirements and practices.

To support people from culturally and linguistically diverse communities in deciding about and discussing organ and tissue donation, the Organ and Tissue Authority has produced a range of culturally appropriate and in-language resources.

These materials have been developed in consultation with religious and cultural leaders for Australians of Buddhist, Hindu, Islamic, Catholic, Greek Orthodox and Jewish faith and they are available in Vietnamese, Chinese (traditional), Arabic, Turkish, Italian, Spanish, Greek, and English.

The DonateLife Australian Organ Donor Register brochure is available in 18 different languages. It provides information on the importance of decision-making and family discussion about donation decisions and includes a registration form for the Australian Organ Donor Register.

You can use these resources as appropriate as part of your promotional activities. To access these resources, visit donatelife.gov.au or email us at enquiries@donatelife.gov.au.
GET INVOLVED

Support DonateLife Week

DonateLife Week is Australia’s national awareness week to promote the importance of organ and tissue donation.

Led by the Organ and Tissue Authority, DonateLife Week is a key part of the Australian Government’s national reform program to increase organ and tissue donation and transplantation outcomes.

Each year, events are held across Australia during DonateLife Week to encourage all Australians to register their donation decision and to discuss their donation decisions with their loved ones.

In 2018, DonateLife Week will be held Sunday 29 July to Sunday 5 August.

More information about DonateLife Week is available at donatelife.gov.au

Make Your Decision Count

The #makeitcount campaign asks all Australians to join the Australian Organ Donor Register online and help end the wait for those Australians in need of a life-saving transplant.

Did you know only one in three Australians have joined the Australian Organ Donor Register, even though seven in ten think registration of donation decisions is important? And registration is important – nine in ten families agree to donation proceeding where the deceased was a registered organ donor. This drops to just half of families where the deceased was not registered and the family had no prior knowledge.

Registration of your donation decision leaves your family in no doubt and, in doing so, provides comfort that they are upholding your decision.

More than 1,400 Australians are today waiting for a life-saving or life-transforming transplant. A further 12,000 Australians are on dialysis. If you are willing to one day save lives by becoming an organ and tissue donor, you need to register and discuss your decision with your family and friends.

So join the Australian Organ Donor Register today and help #makeitcount for those in need of a lifesaving transplant.
**GET INVOLVED**

### Host a 'registration drive' event

DonateLife Corporate Partners are encouraged to host a ‘registration drive’ event at their workplace. This is a dedicated session for employees to come together to learn and talk about organ and tissue donation and make and record a donation decision on the Australian Organ Donor Register.

The Organ and Tissue Authority has produced a three minute informative video *What are you waiting for?*. A powerful video highlighting the importance of organ and tissue donation.

There are also a wide range of factsheets and resources available on the DonateLife website to support your registration drive event.

Another option available to DonateLife Corporate Partners is to request a DonateLife representative to attend and help facilitate large organisational registration drive events.

How you structure your registration drive event is up to you. Ideas include:

- A registration drive morning/afternoon tea or BBQ lunch – get a group of co-workers together to watch the *What are you waiting for?* video and then have the chat over coffee. Have a laptop or Ipad available for people to register online. (Be sure to also have registration forms for those who would prefer to use this method). A sporting event – get your co-workers together to participate in a run, a walk, a sporting match or a group exercise class, followed by a talk about organ and tissue donation.

- Presentations and team meetings – watch the *What are you waiting for?* video or talk about the importance of organ and tissue donation. You may even like to see if a DonateLife representative is available.

For more information and resources for hosting a DonateLife registration drive event, email [enquiries@donatelife.gov.au](mailto:enquiries@donatelife.gov.au)

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**Communications activities**

Use internal and external communications channels to promote organ and tissue donation and generate discussion at your workplace. The [DonateLife website](https://www.donatelife.gov.au) and [DonateLife Toolkit](https://www.donatelife.gov.au/toolkit) have a range of resources available to help you including factsheets, posters, screen savers, social media posts and more. You can:

- Distribute DonateLife fact sheets and resources to employees
- Include information about planned DonateLife activities in newsletters, the intranet and the company website
- Place posters on notice boards, in staff rooms, staff changing rooms, rest rooms and kitchens
- Encourage colleagues to use the DonateLife screen saver or email signature images
**SOCIAL MEDIA**

**Social media**

Social media plays an important role in raising awareness about the importance of organ and tissue donation. Here are some ideas about how you can help to promote DonateLife on Facebook, Twitter, Instagram and Snapchat.

**Follow**

Make sure you follow and like us on social media – encourage your colleagues, friends and supporters to follow us, too!

Facebook: [facebook.com/DonateLifeAustralia](https://facebook.com/DonateLifeAustralia) – Like and share our page

Twitter: [@DonateLifeToday](https://twitter.com/DonateLifeToday)

Instagram: [@DonateLifeToday](https://instagram.com/DonateLifeToday)

Snapchat: [@DonateLife](https://snapchat.com/DonateLife)

Promote your organisation’s support of organ and tissue donation and motivate people to register a donation decision by posting your support on your company social channels. You can do this by either sharing DonateLife content or developing your own.

Download and share one of the social media tiles available at [register.donatelife.gov.au/resources.html](https://register.donatelife.gov.au/resources.html) together with your own message of support on your Facebook, Twitter or Instagram using the #makeitcount #donatelife hashtags. Tag your family and friends in your post to encourage them to share their decision. Make sure your post is set to ‘Public’ to help spread the message further. Encourage your followers to engage in online discussions by sharing updates and information.

**Write a message**

Your Facebook and Instagram posts could be something like:

[Company name] is supporting DonateLife and encouraging Australians to make their decision count for those in need of a lifesaving transplant. To register go to donatelife.gov.au and make your decision count.

**Messages you can share**

Join the Australian Organ Donor Register online and discuss your donation decision with loved ones. Check out donatelife.gov.au for info about becoming an organ and tissue donor. #makeitcount

OR

Make your decision count. Register today. donatelife.gov.au #donatelife #makeitcount

OR

I made a decision that really counts - I joined the Australian Organ Donor Register. Register online and discuss your donation decision with loved ones. #donatelife #makeitcount

OR

1,400 Australians are waiting for a life-saving transplant. Make your decision count this DonateLife Week and register today at donatelife.gov.au.

**Hashtags**

Use these campaign hashtags when sharing the message about organ and tissue donation.

#DonateLife #makeitcount

Hashtags can be used on Facebook, Twitter and Instagram.

Hashtags are like key words that can be used to organise posts or tweets. They let posts be searched and grouped together.

By including the hashtags in a post or tweet, you are automatically joining the national conversation around that tag.
RESOURCES

DonateLife posters
You can download DonateLife posters from donatelife.gov.au/get-involved and display them in your workplace or business.

Email signature
An email signature is available for use. You can download the DonateLife signature artwork from donatelife.gov.au/get-involved

Screen savers and web banner
Screensavers and a web banner are available for your use. You can download these from donatelife.gov.au/get-involved

Social media posts
Pre-prepared social artwork is available for your use. You can access these at donatelife.gov.au/get-involved

Make your decision count.
Join the Australian Organ Donor Register today.
donatelife.gov.au

Engage the media
You can adapt the below media release template for your workplace and issue to local media to generate awareness about organ and tissue donation.

[ORGANISATION] ENCOURAGES ALL TO MAKE THEIR DECISION COUNT BY REGISTERING ONLINE TO SAVE LIVES

Australians are being urged to join the Australian Organ Donor Register (the Register) online and to discuss their donation decision with loved ones.

“(Your Organisation) is proud to support organ and tissue donation.
[Your Organisation] will be [insert details of any activities your organisation may be involved in including date, venue and booking details] to promote the importance of organ and tissue donation and encourage registration.

[Organisation spokesperson] said, “Registration is important because it leaves your family in no doubt of your decision to save lives as an organ and tissue donor.”

“With around 1,400 Australians on transplant waiting lists today, we need to optimise every donation opportunity to save more lives.”

“Make your decision count by registering to become an organ and tissue donor, and making sure our loved ones know our wishes. These two simple steps could one day save lives,” said [Organisation spokesperson].

“Even if you have previously made a decision about organ and tissue donation, any day is a great opportunity to remind your family about your donation decision, and to ask and know their decision.”

In 2016, a record 1,713 lives were saved through the generosity of 503 deceased organ donors and their families and 267 living donors.

“Many people are not aware that the opportunity for organ donation is rare. Less than 2% of all hospital deaths are in the specific circumstances where organ donation can be considered. To optimise every opportunity to save lives, we all need to register and discuss our donation decision.”

Don’t wait. Join the Australian Organ Donor Register online today.

7. DonateLife Corporate Toolkit
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Thank you for your support in encouraging people in your community to join the Australian Organ Donor Register to save lives.

Contact us to find out how we can support your activities and to learn about other ways you can get involved.

Organ and Tissue Authority
Level 6, 221 London Circuit,
Canberra ACT 2600
PO Box 295 Civic Square ACT 2608
T 02 6198 9800
enquiries@donatelife.gov.au

DonateLife ACT
Canberra Hospital,
Building 6, Level 1,
Yamba Drive, Garran ACT 2605
T 02 6174 5625
F 02 6244 2405
organ.donation@act.gov.au

NSW Organ and Tissue Donation Service
Level 6, 4 Belgrave Street,
Kogarah NSW 2217
T 02 8566 1700
F 02 8566 1755
seslh-dnsworgandonation@health.nsw.gov.au

DonateLife NT
1st Floor, Royal Darwin Hospital
Rocklands Drive,
Tiwi NT 0810
T 08 8922 8349
F 08 8944 8096
donatelife@nt.gov.au

DonateLife QLD
Building 1, Level 4,
Princess Alexandra Hospital
199 Ipswich Road,
Woolloongabba QLD 4102
T 07 3176 2350
F 07 3176 2999
donatelife@health.qld.gov.au

DonateLife SA
Level 6, 45 Grenfell Street,
Adelaide SA 5000
T 08 8207 7117
F 08 8207 7102
donatelifesa@health.sa.gov.au

DonateLife TAS
Hobart Corporate Centre
Level 3, 85 Macquarie Street
Hobart TAS 7000
T 03 6270 2209
F 03 6270 2223
donatelife.tasmania@dhhs.tas.gov.au

DonateLife VIC
Level 2, 19–21 Argyle Place South,
Carlton VIC 3053
T 03 8317 7400
F 03 9349 2730
donatelife@redcrossblood.org.au

DonateLife WA
Suite 3, 311 Wellington Street,
Perth WA 6000
T 08 9222 0222
F 08 9222 0220
donatelife@health.wa.gov.au

The Organ and Tissue Authority leads implementation of the Australian Government’s national reform program to increase organ and tissue donation and transplantation.

Thank you for your support in encouraging people in your community to join the Australian Organ Donor Register to save lives. Contact us to find out how we can support your activities and to learn about other ways you can get involved. The Organ and Tissue Authority's aim is to: increase capability and capacity within the health system to maximise donation rates; and, to build community awareness and stakeholder engagement across Australia to promote organ and tissue donation.

The DonateLife Network comprises DonateLife staff in hospitals across Australia and in eight specialist organ and tissue donation agencies. The DonateLife Agencies work within the DonateLife Network to lead a nationally consistent and coordinated service within its jurisdiction, including organ donation coordination services, community awareness and education, and donor family support services.