

LifeSource Event/Parade Guidelines

Your Decision Saves Lives. Register today.

Advocates for organ and tissue donation and transplantation want to share this life-saving message with their communities and LifeSource encourages you to do this in ways that make sense to you. There are many opportunities to promote donation at community events such as health fairs and parades. You may find the following guidelines helpful as you begin to plan your event.

Our goals at an event/parade:

Answer questions from the public about donation and transplantation, share your story and encourage more people to register as donors on their driver's license applications or online at the appropriate website: www.DonateLifeMN.org / www.DonateLifeND.org / www.DonateLifeSD.org (www.OrganDonation.org for multiple states)

At events:

Encourage people to register to be donors. Answer questions, hand out flyers, candy, and/or wristbands. Ask the question, "Are you a donor?"

At parades:

Give LifeSaver candies to parade viewers and children. Give LifeSaver candy taped to a BE A LIFESAVER card to adults and ask, "Are you a donor?"

Please also do the following:

1. Please notify the LifeSource Public Affairs Department at least three months prior to an event or parade, if possible.

Jeff Richert, jrichert@life-source.org / Cindy Thurmes cthurmes@life-source.org
1-888-5-Donate (1-888-536-6283)

Please provide the following information:

Event/Parade Name:

Date:

Start time:

Location:

Name of organizer and their contact information, email, cell phone#:

All volunteer names if LifeSource volunteers:

Number of people who attend the parade:

2. Register as an entrant in the event/parade. If there is an entry or participation fee, please consider raising funds for participation in the event or request to have the fee waived for LifeSource, a non-profit organization.
3. Begin to promote the event and inquire about volunteer participation. Answer the question, "How many volunteers will I need to have present? How many would I like to have?"

The person organizing event participation is responsible for securing the necessary number of participants. LifeSource staff may also be able to work with the organizer to promote the event and locate volunteers.

4. Possible materials available for an event include: BE A LIFESAVER business cards, LifeSaver candies, a banner, Donate Life wrist bands, and Donate Life flyers. Donate Life t-shirts may also be provided. LifeSource will offer 4 free t-shirts. If more than 4 shirts are needed, LifeSource would request a six dollar per shirt donation to cover some of the cost of the shirts.

Please note that LifeSource may not be able to provide all of the requested materials and the organizer may need to consider securing additional funding for purchase of materials.

5. Enjoy! While donation and transplantation is a serious topic, we want our interactions and conversations with the community to be inspiring and action-oriented. Share your reason for being passionate about the mission of donation and encourage others to register as donors and talk with their family about their decision.