

An Ambassador's Guide to Sharing the Message of Donation in the Community

Thank you for sharing your time and talent with LifeSource as a Donate Life Ambassador. This guide will help you get started promoting the message of donation in your community. Please review the information on the following pages for practical tips on how to initiate or implement the most common Ambassador activities. Please contact Teresa Turner, *Advocacy & Ambassador Coordinator*, with any questions at tturner@life-source.org or 612.800.6288.

Participating in Community Events or Parades

LIFESOURCE-INITIATED

When LifeSource receives a request for participation in a community event or parade:

- LifeSource reviews the request and determines whether it is a good fit for our mission, resources and ambassador engagement.
- If LifeSource will be involved in the event, Teresa will contact ambassadors directly to inquire about their interest and availability. Consideration is given to ambassadors who have a connection to the community or organization that is hosting the event; the proximity of ambassador to event; and the skills and interests of the ambassador.
- Teresa will send a confirmation email, with all needed details and information, to the Donate Life Ambassadors who are volunteering at the event. Teresa will also confirm with the event organization/host.
- All materials and supplies will be sent to one of the participating Donate Life Ambassadors or directly to the event. Teresa will coordinate.
- Follow-up with Teresa after the event to share a summary and recap.

AMBASSADOR-INITIATED

Think about your connections and affinity groups: groups or clubs you belong to, places you have worked, schools you attended in the past, hobbies you enjoy, events happening in your community, friends and family members and their connections or workplaces.

- **Identify the community parade or event** that you would like to be a part of as a Donate Life Ambassador. The goal of your participation in the event should be to answer questions from the public about donation and transplantation, share your story, and encourage more people to register as donors and save lives.
- **Notify Teresa** as soon as possible with information on the prospective event. Please include location, date/time, approximate number of attendees, and materials needed.
- **Register for the event or parade.** If there is an entry fee, please consider raising funds or request to have the fee waived for LifeSource, a non-profit organization. LifeSource does not pay entry fees for Ambassador-initiated events.
- **Plan and promote.** The person organizing event participation is responsible for securing the necessary number of participants. Teresa may also be able to work with the organizer to promote the event and secure additional help. LifeSource is happy to share photos, videos and status updates before, during, and after most events on our social media sites. Please send any materials you would like to share to Teresa.
- **Gather materials.** 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 can offer four free T-shirts. If more than four shirts are needed, LifeSource requests a donation of \$6 per shirt to cover some of the cost of the shirts. Please see the [resource and materials policy](#).
- **Follow-up with Teresa** after the event to share a summary and recap.

Presenting to Driver's Education or High School Health Classes

LIFESOURCE-INITIATED

LifeSource receives a request for a speaker to present to a driver's education or health class:

- Teresa will contact ambassadors directly with the opportunity. Consideration is given to ambassadors who have a connection to the school or community; the proximity of the ambassador to the school; and the skills and interests of the ambassador.
- Teresa will send a confirmation email at least three days in advance (when possible) with all needed information to the Donate Life Ambassador(s) who will be presenting and will also confirm with the driver's education/high school instructor. If possible, Teresa will connect the ambassador and the instructor via email.
- Teresa will send all materials and supplies to the Donate Life Ambassador, unless otherwise instructed.
- Follow-up with Teresa after the event to share a summary and recap.

AMBASSADOR-INITIATED

Is there a school in your community where you would like to share your story and the message of donation? Here are some things to think about prior to contacting the school:

- **First, contact LifeSource** to find out if a Donate Life Ambassador is already speaking at that school or if there is a prior connection.
- **Think about your connection to the school or community** and how can you leverage that connection. For example: Are you an alumnus? Is your child/niece/nephew/grandchild a student there or was previously a student there? Do you know someone who works there? Do you live in the community?
- **Ask yourself** if you are you looking for a one-time or on-going commitment? Can you fulfill the commitment if it is ongoing? Would a partner enhance your presentation and/or be a good back-up?
- **Make the request.** If you know the correct contact person at the school, send an introductory email. If you do not know who the contact person is, call the main number of the school and ask who would be the best person to contact regarding your interest in speaking about donation to a driver's ed. class. Cold calling a school to inquire about speaking to a health class is not recommended without a prior connection.

Some tips on what to say when contacting a school or driver's education class:

- » Introduce yourself as a Donate Life Ambassador with LifeSource
- » Offer to present to a driver's ed. class about donation as a way to enhance the **30 min. donation education requirement** for driver's ed. students
- » Share your connection to donation/transplantation
- » Share your connection to the school and/or community
- **If the school is agreeable**, contact Teresa about dates/times you will be presenting and to receive materials.
- **Refer to your *tips for sharing your story.***
- **Follow-up with Teresa** after the presentation to share a summary and recap.
- **If this will be an on-going opportunity**, coordinate a time for Teresa to join you for a presentation or facilitate an e-mail introduction to Teresa so that she can thank the instructor and will be better prepared to find a sub for you if needed.

Hospital or Healthcare Presentations

LIFESOURCE-INITIATED ONLY

LifeSource Hospital Liaisons work to enhance partnerships with hospitals and healthcare facilities in our region. At times, a LifeSource Hospital Liaison will contact Teresa with a request for a Donate Life Ambassador to accompany them on a presentation. Teresa will then:

- Contact ambassadors directly with the opportunity. Consideration is given to ambassadors who meet the specific request (e.g. a heart transplant recipient, a donor family member, etc.); have a connection to the hospital or community; the proximity of ambassador to event; and the skills and interests of the ambassador.
- Teresa will send a confirmation email with all the needed information to the Donate Life Ambassador who will be presenting and will also put them in contact, via email, with the LifeSource Hospital Liaison they will be accompanying.
- In most cases, the LifeSource Hospital Liaison will be your contact on the day of the presentation.
- Any needed supplies and materials will be taken care of by the Hospital Liaison.
- Follow-up with Teresa after the event to share a summary and recap.

If there is a hospital or healthcare facility in your area that you would like to contact, we ask you to coordinate with LifeSource first.

WHAT TO DO IF YOU NEED TO CANCEL FOR ANY EVENT OR PRESENTATION:

Please remember that your presence at community events, schools and hospitals is very important. If your schedule changes and you are not able to make it to your previously scheduled event or presentation, please do the following:

- If the event or presentation was initiated and scheduled by LifeSource, contact Teresa as soon as possible to let her know that you are unable to make it. Teresa will contact the school or event organizer regarding the change in plans and determine whether or not another Donate Life Ambassador could take your place.
- If you initiated and scheduled the event or presentation, it is your responsibility to contact both Teresa **and** the teacher or event organizer to let them know about the change in plans. Work with Teresa to determine whether or not another Donate Life Ambassador could take your place.

BEST PRACTICES FOR A PRESENTATION

- 5 minute presentation: Share your personal story and key messages
- 15 minute presentation: Share your personal story, key messages and some of the Top 10 Facts
- 30 minute – 1 hour presentation (high school health/driver's education): See *Presentation Outline Guide*

*refer to *Telling Your Story* document for guidance on sharing your personal story

**refer to pages 17 – 19 in the *Ambassador Resource Guide* for *Key Messages* and *Facts About Donation*.

PRESENTATION OUTLINE GUIDE

The following outline is a suggested presentation format for driver's education or high school health classes. We encourage you to find what feels comfortable to you, whether that is following this outline or telling your story first, for example.

- I. **Introduce yourself** as a LifeSource Donate Life Ambassador
- II. **Ask if anyone has a personal connection** to donation and/or transplantation
- III. **Give some facts** about donation and the need for more people to register as donors. The topic of organ and tissue donation is so important because there are many more people waiting for a transplant than there are organs available.
 - More than 3,500 of our neighbors in the Upper Midwest are waiting for a transplant.
 - Nationally, more than 115,000 people are waiting for an organ transplant.
 - Each day, 22 people in the US die due to the organ shortage.
 - Thousands of people are in need of a tissue transplant.
- IV. **Donation saves lives and offers hope and healing.**
 - One person can save and heal up to 75 lives through organ, eye and tissue donation.
 - People of all ages and with a variety of health conditions CAN be donors.
 - Donor families often share that their loved one's gift of donation brings them comfort in their grief journey.
- V. **If you support donation, do two things:**
 1. **Register to be a donor** on your driver's license or state ID card OR visit: DonateLifeMN.org, DonateLifeND.org, or DonateLifeSD.org
 2. **Share your decision with your family**
- VI. **What organs and tissues can be donated?** (You may choose to generate a list on the board and share wristbands with participants)
- VII. **Answer some questions** about donation/talk about some of the Top 10 Facts:
 - Your life is always first
 - All major religions support donation
 - There is no cost to the donor's family
 - Donors are treated with respect and can have an open casket funeral or viewing
 - Everyone is equal
 - Your decision will be honored
- VIII. **Make Your Mark video.** The video can be played in its entirety (run time: 21 minutes) or by choosing chapters (run time: 4 minutes each)
- IX. **Tell Your Personal Story**
- X. **Answer questions** from your audience.
- XI. **Thank your group** for listening.

*refer to *Telling Your Story* document for guidance on sharing your personal story

**refer to pages 17 – 19 in the *Ambassador Resource Guide* for *Key Messages* and *Facts About Donation*