

LifeSource

ORGAN, EYE AND TISSUE DONATION



EVENT TOOLKIT

*A guide to supporting the message of donation and transplantation
and honoring donors on behalf of LifeSource*

TOGETHER WE CAN SAVE LIVES!

Thank you for your interest in hosting an event to support increased donor registration through education and outreach. We are proud to support our community members who share the life-saving message of donation and encourage others to register as organ, eye and tissue donors.

As a non-profit organization that serves a large geographic area, we are appreciative of everyone who helps us reach others with the message of donation. Whether your connection is one of gratitude and joy or sorrow and healing, we invite you to be part of the inspiring community of organ, eye and tissue donation.

You can make a significant difference in the lives of others. Financial gifts to LifeSource support our outreach and education programs aimed at increasing the number of people registered as donors. In addition, funds raised provide support services to donor families.

In this toolkit you will find the following information:

- About LifeSource
- Promoting LifeSource
- Event check list
- Event accounting records template
- Event expense tracking form template

How is the money used?

Third party event contributions support LifeSource in two major ways. Gifts support a variety of public education and outreach programs. We know that an investment in public education is the key to increasing the number of registered donors in our communities. Contributions allow us to strengthen and expand this vital component of our work. Reaching an increasingly diverse and aging population will require a significant investment.

Registering as a donor is the single most important action to ensure leaving a legacy of life for others. *When more people are registered as donors, more lives are saved.* Financial contributions are used to support donor families through a variety of programs at the time of donation and beyond.

Gifts are always welcome in honor or tribute of an individual or organization. Gifts made out to LifeSource, by check or online, will be acknowledged in writing to the contributor.

Please visit our website, www.life-source.org, for additional information about LifeSource, follow @DonateLifeMN on Twitter for news and inspiration and subscribe to our **YouTube** channel for inspirational videos of hope.



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With gratitude,

Laura Kelly Lovdahl

Development

612.800.6100 or lkellylovdahl@life-source.org

HOW CAN LIFESOURCE HELP YOU FUNDRAISE?

Any organization or individual coordinating a fundraising event can request materials to share the life-saving message of donation. Informational flyers and green wristbands are provided free-of-charge. Additional resources, including extra supplies, assistance with media relations, and staff or Donate Life Ambassador support may be provided.

Please contact us for more information and to coordinate the resources needed for your event.

FINANCIAL GUIDELINES

Financial gifts made to LifeSource support programs to increase the number of people registered as donor and serve donor families.

Event Expenses

Event organizers are responsible for all event expenses. LifeSource cannot process expenses or invoices for your event. We encourage third-party event organizers to limit expenses to 30 percent or less of total money raised.

Receiving Gifts

LifeSource can provide a personalized tax receipt for gifts collected at your event if they are directed to LifeSource. If you want each contributor to receive a thank you and tax receipt from LifeSource we will need their name, mailing address and the amount contributed. If they pay by check, checks should be made out to LifeSource, and include the name of your event on the memo line. The information on the check will be sufficient information for sending an acknowledgement. Cash donations can only be recognized if LifeSource receives all appropriate contact information including full name, mailing address and the amount contributed.



Collecting Gifts Online

Simplify your fundraising and have your guests contribute online. It's easy! Set up a fundraising page on www.GiveMN.org. We will acknowledge and thank all contributors. You can see who has given, how much has been gifted and when the gift was made.

Net Proceeds

You may also make a gift directly to LifeSource with the proceeds of your event, after expenses, by making a check payable to:

LifeSource
2225 West River Road North
Minneapolis, MN 55411

LifeSource will provide a tax receipt to the individual or organization that submits the check.

ABOUT LIFESOURCE

LifeSource is the non-profit organization dedicated to saving lives through organ, eye and tissue donation in the Upper Midwest, serving the 7.2 million people who live in communities across Minnesota, North Dakota, South Dakota and western Wisconsin. Headquartered in the Twin Cities, we have offices in Rochester, MN and Sioux Falls, SD with additional team members located in Duluth, MN; Grand Forks, Fargo and Bismarck, ND; and Rapid City, SD.

LifeSource partners with 279 hospitals and 300 driver's license offices to facilitate the gifts of organ and tissue donation and encourage people in our communities to register as a donor.

VISION



MISSION

LifeSource saves lives and offers hope and healing through excellence in organ and tissue donation.

VALUES

- Respect
- Advocacy
- Accountability
- Life
- Innovation

Programs

LifeSource manages all aspects of the organ, eye and tissue donation process. All of our programs are designed to do one or more of following things:

- Save lives by generously placing donated organs and tissues with people waiting for a transplant;
- Educate healthcare and medical professionals about their role in the life-saving process of donation;
- Support the families of organ, eye and tissue donors, both at the time of donation and in the months and years following their loved one's death;
- Help people document their decision to save lives by registering as an organ, eye and tissue donor.

Accreditations

LifeSource is accredited by the Association of Organ Procurement Organizations (AOPO), American Association of Tissue Banks (AATB), monitored by Medicare and the Food and Drug Administration (FDA), and each year goes through an independent financial audit.

Board of Directors

The LifeSource Board of Directors is comprised of individuals from transplant programs, transplant recipients, donor family members and other community representatives.

PROMOTING LIFESOURCE

We appreciate your interest in sharing the life-saving work of our organization. As a strong voice for donation, we take great pride in the LifeSource brand and work hard to ensure the messages connected to it are factual, appropriate and inspire others to give the gift of life.

LifeSource is the organization; Donate Life is the brand.

Please refer to LifeSource as a non-profit organization dedicated to saving lives through organ and tissue donation in the Upper Midwest. DonateLife America holds the proprietary rights to the DonateLife logo. Please contact us directly for more information about requesting use of these logos. **Include a call to action in your event promotion** and encourage people to register as an organ, eye and tissue donor at the state-based donate life website or when they renew their driver's license or state ID. You may include these state-specific links in your materials.

DonateLifeMN.org | DonateLifeND.org | DonateLifeSD.org

Donate Life is the national brand of donation and is shared locally through state-based websites where people can register as an organ, eye and tissue donor.

Using the LifeSource logo

We have developed special logos to be used by individuals and groups hosting events on our behalf. These logos are the visual representation of your connection to our organization, and it is important that they be used consistently and appropriately. We ask that you please follow these guidelines:

- Materials that mention LifeSource or infer a connection to us should be approved in advance.
- The full logo must be used and may not be altered in any way
- Please use full color or black, white or grey – it may not be printed in other colors
- Prior approval is required before printing the logo on promotional materials or clothing items; please contact Rebecca Ousley for approval at **612.800.6275** or **rousley@life-source.org**. We will then email you the logo.

For events raising funds for LifeSource, please use either the “proceeds benefit” or “in support of” logos. For events raising awareness of organ and tissue donation on behalf of LifeSource, please use the “in support of” logo.



Using the Donate Life Logo

Please contact LifeSource in regards to using the Donate Life logo. Additional Donate Life materials can be purchased directly at www.DonationPromotions.com

Promotional Materials Language

LifeSource's mission is to save lives and offer hope and healing through excellence in organ and tissue donation.

Where to direct people to learn more about LifeSource: www.life-source.org

Social Media Outlets

There are many ways to spread the word about your event.

LifeSource has several social media channels to connect with the communities we serve and inspire the public to register as organ, eye, and tissue donors. Be sure to "Like" our pages on Facebook, where we share inspirational stories, photos, videos, news events and more: www.facebook.com/lifefsource.donate, **Donate Life Minnesota**, **Donate Life South Dakota**, **Donate Life North Dakota**. Follow **@DonateLifeMN** on Twitter for news and inspiration and subscribe to our **YouTube** channel for inspirational videos of hope.



Connect with us online and use your own social networks to help make our communities stronger. We count on our partners and advocates to help us more widely share the life-saving mission of donation and transplantation so that people have the information they need to register as a donor and save lives.

Link your Facebook and Twitter event page to our website: www.life-source.org

EVENT CHECK LIST

This list includes some of the things to keep in mind when planning an event. It is not meant to be exhaustive.

Purpose: Identify the purpose and theme of the event.

- Planning – Identify event specifics including date and location. We strongly encourage building a planning committee. Larger events may need multiple subcommittees.
- Set a fundraising goal, taking into account expenses such as food, permits, printing, etc.
- Venue – Scout appropriate locations for the event, taking into account the size of rooms, space for registration (if needed), food, costs and accessibility.
- Sponsorships – Determine sponsorship levels for support needed including appropriate recognition and benefits; develop a list of potential sponsors to solicit.
- Publicity – Plan marketing and promotions strategies including invitations, e-communications, press releases, social media posts, etc.
- Registration – Prepare event registration materials including on-site registration if that is an option. Determine payment options for participants. Determine admission or registration fee.
Note: If writing checks directly to LifeSource, please ask people to make checks out to LifeSource and put your event name on the memo line.
- Food – Get estimates for food, drinks, space and rental equipment as this will help with budgeting.
- Budget – Set an event budget keeping in mind all potential expenses (food, entertainment, printing, postage, decorations, audiovisual needs, etc.).
- License – Check to see if permits are needed to hold the event. Sometimes the license process can take time so do this early in the planning process.
- Program – Determine emcee, speakers, entertainment if needed. Decide if you want a printed program to distribute to your guests.
- Décor – Determine your decoration and signage needs.
- On-site details – Check venue details including:
 - Seating Tables Sound system Registration area
 - Nametags Program Signage
- Volunteers – Determine volunteer needs for event; review responsibilities with volunteers and train as needed.
- Follow-up – Acknowledge and thank your participants, donors, sponsors and in-kind sponsors after the event.

If you want event contributors to receive a thank you and tax receipt from LifeSource we will need their name, mailing address and the amount contributed. If they pay by check, checks should be made out to LifeSource, and include the name of your event on the memo line. Cash donations can only be recognized if LifeSource receives all appropriate contact information including full name, mailing address and the amount contributed.

EVENT EXPENSE TRACKING FORM

| | Vendor | Company | Contact | Phone | Email | Estimated Budget | Actual Budget |
|---------------|--------|---------|---------|-------|-------|------------------|---------------|
| Venue | | | | | | | |
| Food | | | | | | | |
| Printing | | | | | | | |
| Postage | | | | | | | |
| Décor | | | | | | | |
| Audio/Visual | | | | | | | |
| Entertainment | | | | | | | |
| Signage | | | | | | | |
| Other | | | | | | | |
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EVENT EXPENSE TRACKING FORM

| Organization Name | Contact | Address | City | State | Zip | phone /email | Contribution | Type of sponsorship (product, services, etc.) | Notes |
|--------------------|-----------|--------------|-------------|-------|-------|-------------------------------------|--------------|---|-------|
| HBC College Course | Joe Smith | 123 Main St. | Minneapolis | MN | 55411 | 612-123-4567 joe.smith@email.com | 2,500 | admission | |
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