

LifeSource Ambassador Resource Guide



LifeSource
AT THE HEART OF ORGAN DONATION

Thank you for your willingness to share the life-saving message of organ, eye and tissue donation! This manual is meant to give you an overview of LifeSource, donation, and the Ambassador Program.

LIFESOURCE: WHO WE ARE AND WHAT WE DO

Who is LifeSource?

LifeSource is the federally-designated non-profit organization dedicated to saving lives through organ, eye and tissue donation in the Upper Midwest.

It's our privilege to serve the 7 million people who live in communities across Minnesota, North Dakota, South Dakota and portions of western Wisconsin.

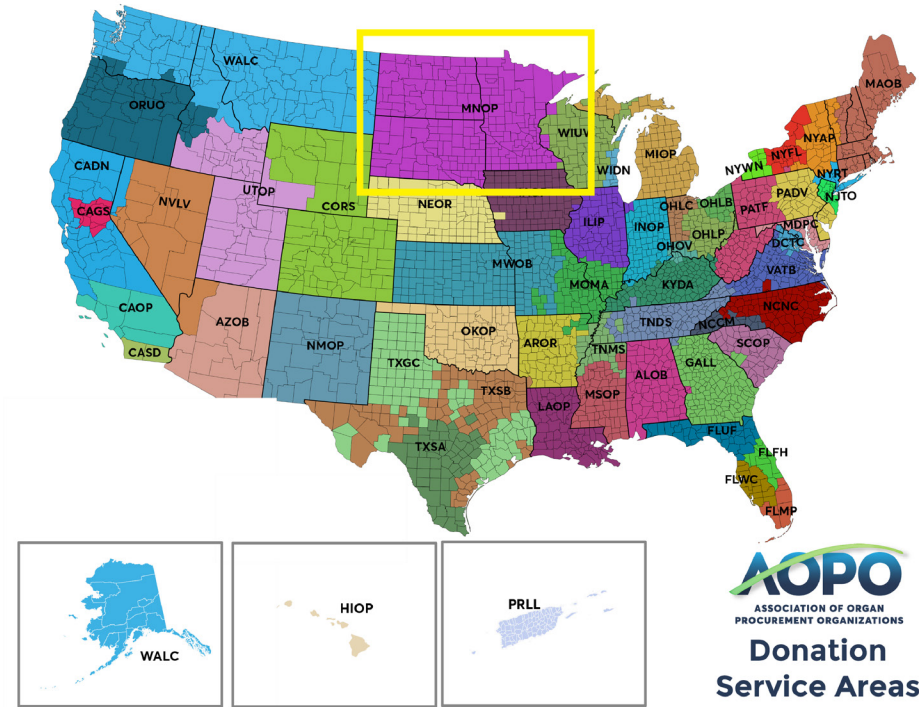
To complete our important work, we offer three core services:

- 1 We manage all aspects of organ, eye and tissue donation.
- 2 We support donor families.
- 3 We educate communities and healthcare partners about their role in the life-saving process of donation.



Donor Service Area (DSA)

LifeSource is one of 56 federally designated Organ Procurement Organizations (OPOs) across the country, serving MN, ND, SD, and western WI.



Our Donor Service Area by the Numbers

- 7M people
- 3K on transplant waiting list
- 9 Transplant Centers
- 270+ Hospitals
- 300+ Driver's License Offices

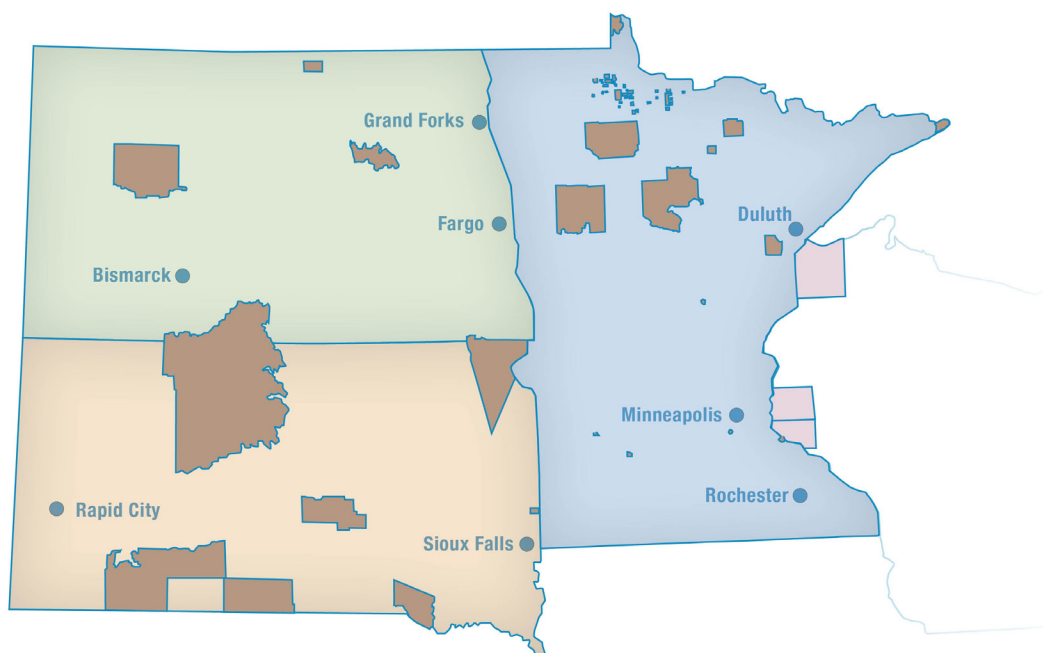
Transplant Centers and Tissue & Eye Partners

LifeSource partners with multiple other organizations to distribute the gifts from organ, eye and tissue donors.

The gifts of eye and tissue donation are distributed to our partner organizations such as MTFBiologics, RTI Donor Services, LifeNet Health, CryoLife, AlloSource, SightLife and Dakota Lions Sight and Health.

Donated organs within our DSA can be transplanted at one of our 9 Transplant Center partners.

*Transplant Center Partners**



- | | |
|---|--|
| ① University of Minnesota: Heart, Kidney, Liver, Lung, Pancreas, Intestine, Islets | ⑥ Sanford Sioux Falls: Kidney |
| ② Hennepin Healthcare: Kidney | ⑦ Avera McKennan: Kidney, Liver, Pancreas |
| ③ Abbott Northwestern: Heart, Kidney | ⑧ Sanford Fargo: Kidney |
| ④ Children's Minnesota: Heart | ⑨ Sanford Bismarck: Kidney |
| ⑤ Mayo Clinic: Heart, Kidney, Liver, Lung, Pancreas, Vascularized Composite Allografts (VCA) | |

**Brown Shaded regions represent the Tribal Nations.*

***LifeSource extends respect to the 23 sovereign Indigenous Nations in our designated service area.*

LifeSource & Donate Life

You may have seen or heard of both LifeSource and Donate Life and wondered... *What's the difference?*

The LifeSource logo features the word "LifeSource" in a dark blue sans-serif font, with a stylized orange heart shape replacing the letter "o" in "Source". Below the main text, the tagline "AT THE HEART OF ORGAN DONATION" is written in a smaller, dark blue, all-caps sans-serif font.

LifeSource
AT THE HEART OF ORGAN DONATION

LifeSource is the organization dedicated to saving lives through donation in our community.



Donate Life is the national symbol for the cause of donation. We use this brand for public education and as a call to action to get involved in our mission.

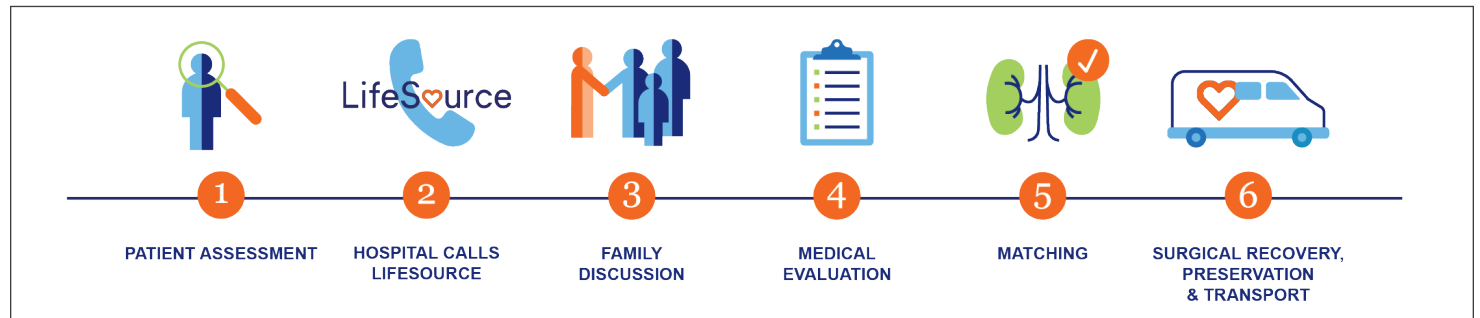
AN OVERVIEW OF ORGAN, EYE AND TISSUE DONATION

The Need for Donation

Thousands of men, women, and children in the United States are waiting for life-saving organ transplants. Together with our partners, donor families, and the community we work towards one goal – that no one dies waiting.

Learn the latest facts and figures about the need for donation on the LifeSource website: life-source.org

How Donation Works



Learn more about the donation process by watching the video on the LifeSource website: life-source.org/donation.



Top 10 Facts About Donation

1 Your life is always first.

Medical professionals first priority is to save YOUR life. Your status as a donor is not considered until every effort has been made to save your life.

2 Everyone has the potential to be a donor.

Your age or health does not prevent you from registering. Most health conditions do not prevent donation and age is not a factor – the oldest organ donor was 98.

3 All major religions support donation.

All major religions in the United States support organ, eye and tissue donation and consider it a generous act of caring.

4 There is no cost to the donor's family.

Your family will not have to pay for medical expenses associated with donation.

5 One individual can save and heal more than 75 lives.

In addition to the recipients whose lives are restored, donor families often share that their loved one's gifts of donation help them in their grief journey.

6 Everyone is equal--no one on the transplant waiting list gets preferential treatment.

When it comes to waiting for an organ transplant, we are all created equal. Wealthy or famous do not get preferential treatment. Factors such as blood type, location, severity of illness and length of time on the waitlist are used to determine best candidates.

7 Your decision will be honored.

When you register as an organ, eye and tissue donor you are making a legal decision that will be honored after your death. It's important to talk with your family so they are aware of your decision.

8 If you don't make a decision, your family will.

If you don't decide prior to your death whether or not you want to be a donor, your loved ones will make the decision on your behalf.

9 Donors are treated with care and respect.

Organ, eye and tissue donors are heroes and are treated as such.

10 Registering is easy!

You can register online or check the box when you register for or renew your driver's license or state ID card.

Who can Register to be a Donor? Anyone!

Every individual has the right to register to donate their organs, eyes and tissues at the time of their death. Anyone can register. Age or health does not prevent someone from registering. Most health conditions do not prevent donation and age is not a factor – the oldest organ donor was 98. Medical advances now allow people with chronic conditions, cancer, HIV and hepatitis to donate.



There are two types of donation:

Living Donation

Sometimes a person chooses to donate an organ while they are living to help others. Living donation is managed directly through the transplant center where a patient is awaiting transplant.

In many cases, the donor is a relative or friend of the recipient. Sometimes people choose to be a living donor anonymously; this is typically referred to as altruistic living donation since the organ is matched with the person in greatest need.

Most people who are living donors donate one of their kidneys. Other organs that can be donated while living are partial liver or partial lung. For more information on living donation, please contact one of LifeSource's partner transplant programs.

Deceased Donation

People can donate their organs, eyes and tissues to help others in need after their death. LifeSource works with grieving families to facilitate the gift of donation after their loved one's death.

Deceased donation is only possible after death has been declared. Death is declared one of two ways:

Brain Death	—	when a person is declared dead after all brain activity ceases
Circulatory Death	—	when a person is declared dead after the heart stops beating

Both brain death and circulatory death are irreversible. Organ recovery occurs in an operating room after death has been declared by medical professionals not associated with donation. Tissue can be recovered up to 24 hours after death.

How Donation Helps

One donor can save and heal more than 75 lives. Donation is a rare event — you are much more likely to need a transplant than to be a donor.

Heart

Delivers oxygen and nutrients to all the cells in the body. Patients who need a heart transplant will not survive without this precious gift, often waiting in the hospital or at home for many months.

Lungs

Allows you to breathe! Lung transplants most often benefit people with cystic fibrosis, emphysema and pulmonary hypertension.

Liver

Cleans the blood and removing waste and toxins from the body. The liver can be split to help two people!

Pancreas

Helps regulate blood sugar through the production of insulin. Patients with diabetes benefit from a pancreas transplant.

Intestine

Helps break down the food we eat and allows the body to absorb nutrients. People with digestive disorders benefit from an intestine transplant.

Kidneys

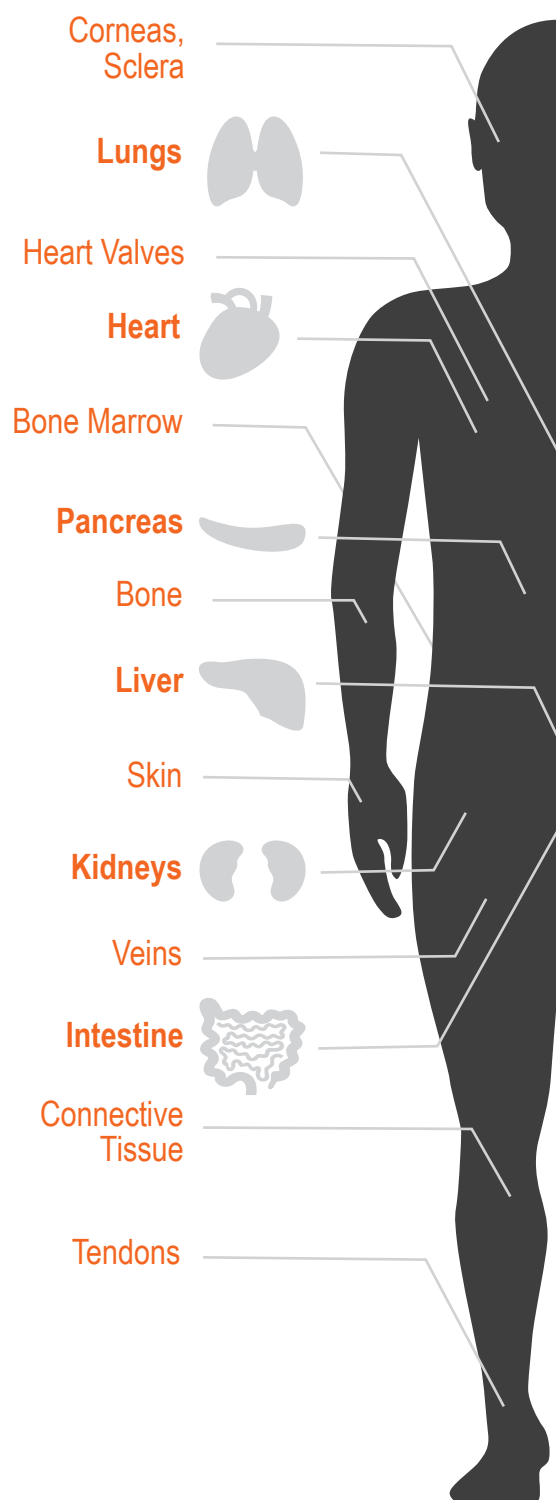
Frees recipients from time-consuming dialysis treatments by helping filter the body's toxins. Kidney failure may be the result of disease, high blood pressure or diabetes.

Bone

Repairs bone damage or loss after serious injury, crippling diseases of the bone, or bone cancer.

Skin

Provides protection for people who have been severely burned or helps restore function for patients after surgery.



Heart Valves

Regulates blood flow and restores damaged or defective heart valves.

Veins

Restores blood flow in people whose own veins are badly damaged because of disease or injury and can help prevent amputation.

Tendons

Restores mobility, reduces pain and promotes healing in patients with injury.

Connective Tissue

Restoring mobility, reducing pain and promoting healing in patients with injury.

Bone Marrow

Transplanting bone marrow in conjunction with transplanted bone increases the strength and effectiveness of the transplant.

Eyes

Restores sight! Corneal transplants restore and improve sight after injury or disease.



Donation is a Rare Event!

For donation and transplantation to happen, the potential to donate must be combined with a willingness to donate (by either the donor or the donor's family) and the ability to meet stringent medical criteria.

In order for someone to become an organ donor after they've passed away, they must:

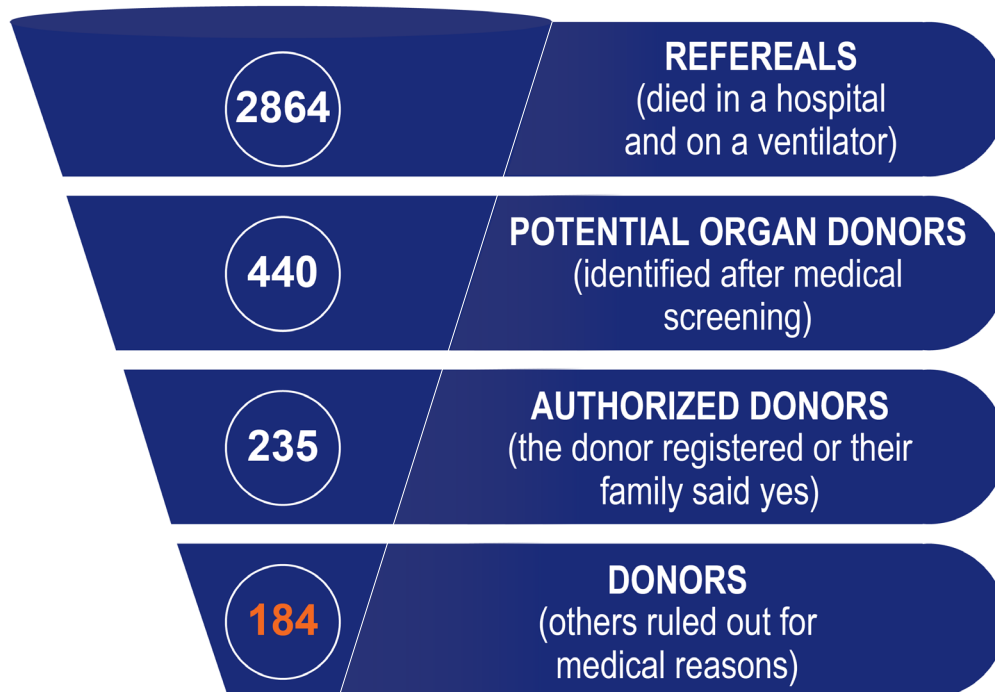
1 Experience brain death or non-survivable injury

And

2 Pass away in a hospital on ventilated support

Rule out reasons may include things like family denial, lack of medical history for tissue donation or other medical findings. Only about 1% of people who are registered as organ donors can donate after they pass away. Only about 3-5% can be tissue donors after they pass away.

20,000 Deaths Reported



Based on 2018 numbers.

The Allocation Process

Every donated organ is gifted with the best possible match in order to save lives and help end deaths on the transplant waiting list. Sadly, there are not enough organs for everyone who needs a life-saving transplant.

The following is an overview of the process LifeSource follows for determining organ allocation.

Patient Registered with UNOS

Every patient in the United States waiting for a transplant is registered with the United Network for Organ Sharing (UNOS). UNOS maintains a centralized computer network that links all organ procurement organizations and transplant centers, and is accessible 24 hours per day, seven days per week. All patients have equal access to donated organs.

Donor Details Entered into UNOS Database

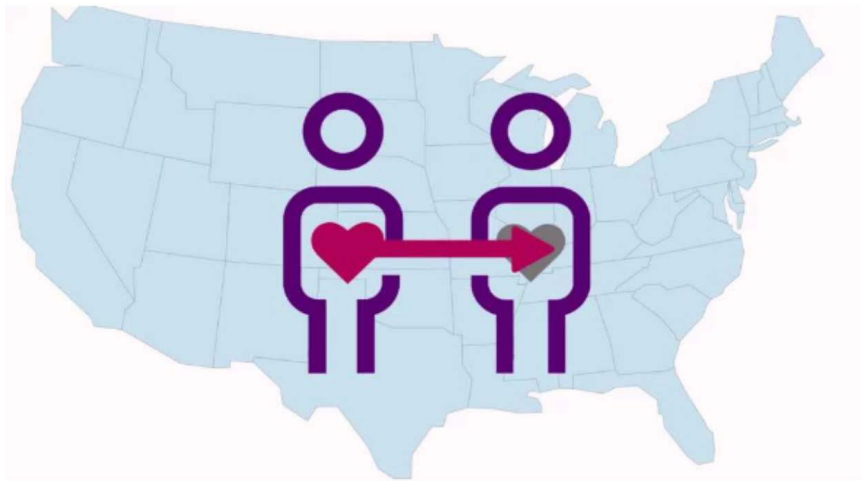
As part of the process of caring for donors and their families and facilitating donation, LifeSource manages matching donor organs with recipients. A LifeSource coordinator will enter information about the donor into the UNOS database, which generates a computerized list of potential matches for each organ.

Match List is Generated

The generated match list provides the names of potential recipients in order of priority. Matching priority is based on criteria such as severity of the patient's illness, length of time waiting for their transplant, blood type, body size and genetic tissue matching. Every organ will generate a differently ranked list of patients based on the unique characteristics of each donor.

A Match is Determined

The LifeSource coordinator begins with the first patient on the list and contacts that patient's transplant center to offer the organ. If the organ is turned down, the next center on the list is contacted, and so on, until the organ is placed. This process is followed for every organ donated by each donor.



Transplantation Surgery is Scheduled

Once the patient is selected and contacted, and all testing is complete, organ recovery and transplantation surgery is scheduled and completed.

DONATION LANGUAGE

Three Key Messages

LifeSource has developed three key messages that get to the goal of our Ambassador program, which is to encourage more people to register as donors and save lives. We want people to have actionable steps they can take after hearing your story.

Whether you have two minutes, five minutes or an hour to share, you should always include these three messages when talking to others about donation.

Key Message #1

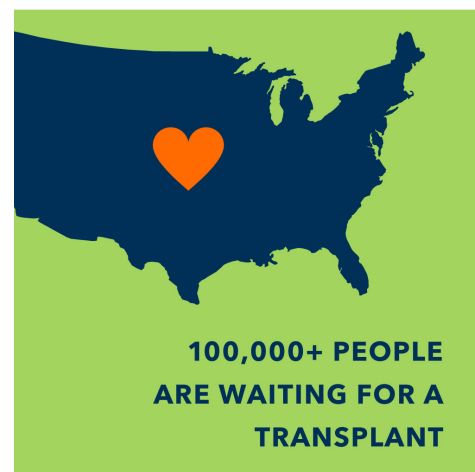
People in our community are waiting for a transplant, and you have the power to help them.

There are many more people waiting for a life-saving organ transplant than there are organs available, and the need continues to grow. It's also important to let people know that there is something they can do about the need. Using the phrase "you have the power" emphasizes that there is something they can do to help.

You can support this statement with facts about donation, such as how frequently someone is added to the wait list.

Additional stats include:

- *Approximately 3,000 of our neighbors in the Upper Midwest are waiting for a transplant.*
- *Nationally, more than 100,000 people are waiting for an organ transplant.*
- *Each day, 17 people die due to the organ shortage.*
- *Another person is added to the nation's organ transplant waiting list every 9 minutes.*
- *Thousands of people are in need of a tissue transplant.*

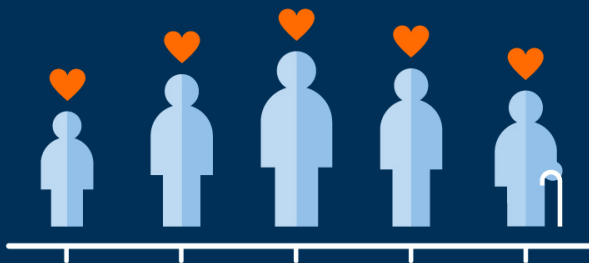


Key Message #2

This message is worth repeating: anyone can register. Age, gender, race, sexual orientation, religion and even pre-existing conditions do not disqualify anyone from registering.

Medical advances now allow people with chronic conditions, cancer, HIV and hepatitis to donate. Just because someone registers to donate does not mean they will ultimately be a donor, but registering is the first step in making that a possibility.

Anyone can register to be a donor



ANYONE CAN REGISTER TO BE A DONOR

Key Message #3

The third key message is what we might term a Call to Action.

The point of this message is to provide people with a specific action to take after they hear you speak.

When someone walks away from your speech, presentation or event, they have two action items: to register in the best way they know how and to share the decision with their loved ones.

If you support donation, do two things:

1. Register to be a Donor
2. Share your decision with your family

6. YES _____ NO ☒ Are you currently on active duty in the U.S. Armed Forces? _____

7. YES _____ NO ☒ Have you, in the past twelve months, been convicted of a felony? _____

8. YES _____ NO ☒ Are you currently on active duty in the U.S. Armed Forces? _____

DONATION REGISTRATION

☒ **I would like to be an organ/tissue donor.**

I consent to the release of my driving record information. I certify that, if required by law, I will provide my driving record information to the Department of Public Safety or to the Department of Motor Vehicles, which requires my driving record information pursuant to CL 32-12-17.12 and CL 32-12A-7.1.

I, as an operator of a motor vehicle in this State, have been found to be in violation of the provisions of CL 32-12-17.12, which requires me to be licensed to operate a motor vehicle in this State, and I am being arrested for a violation of CL 32-12-17.12.

Tips for Sensitive Language

Language plays an important role in how we think and feel about organ, eye, and tissue donation. The words we use have the power to inspire and show respect or to cause hurt feelings and fuel misconceptions.

It's important to keep in mind the feelings of donor families when we write or talk about donation, as we are talking about their loved ones – individuals who gave a generous gift to give others life.

INSTEAD OF THESE PHRASES:	USE THESE PHRASES:
<i>Harvest</i> or <i>Harvesting Organs</i>	<i>Recover</i> Organs, Eyes, and Tissue
<i>Cadaver</i> or <i>Cadaveric</i>	<i>Deceased Donor</i> or <i>Deceased Donation</i>
<i>Life Support</i>	<i>Mechanical Support</i> or <i>Ventilated Support</i>
<i>Persuade</i> someone to donate	<i>Inspire</i> someone to donate

DONOR DESIGNATION

Donor registration is authorization for a person's organs, eyes and tissues to be recovered after death and gifted to people who are sick.

Registering to be an organ, eye and tissue donor on a driver's license, state ID card, hunting and fishing license (Minnesota-only), or online will ensure that a person's decision to be a donor is honored.

No matter how someone registers, it means the same thing– that their decision will be honored.





**I'M A
REGISTERED
ORGAN
DONOR**

CTB-A7

**REGISTER TO BE AN ORGAN,
EYE AND TISSUE DONOR.**

Life-Source.org/Register





**I CHECKED
THE BOX
TO BE AN
ORGAN
DONOR**

CTB-A8

**REGISTER TO BE AN ORGAN,
EYE AND TISSUE DONOR.**

Life-Source.org/Register



MINNESOTA

ONLINE

life-source.org/register

Click *Minnesota* to be taken to the online registry site.

You will not receive a new license or ID card until you renew in person at the DMV.

AT THE DRIVER'S LICENSE OFFICE

Check the box on your driver's license or state ID card application.

DONOR will be printed on the front of your license when you receive it. Once you are registered you remain registered unless you choose to remove the designation at a later time.

ON HUNTING AND FISHING LICENSE

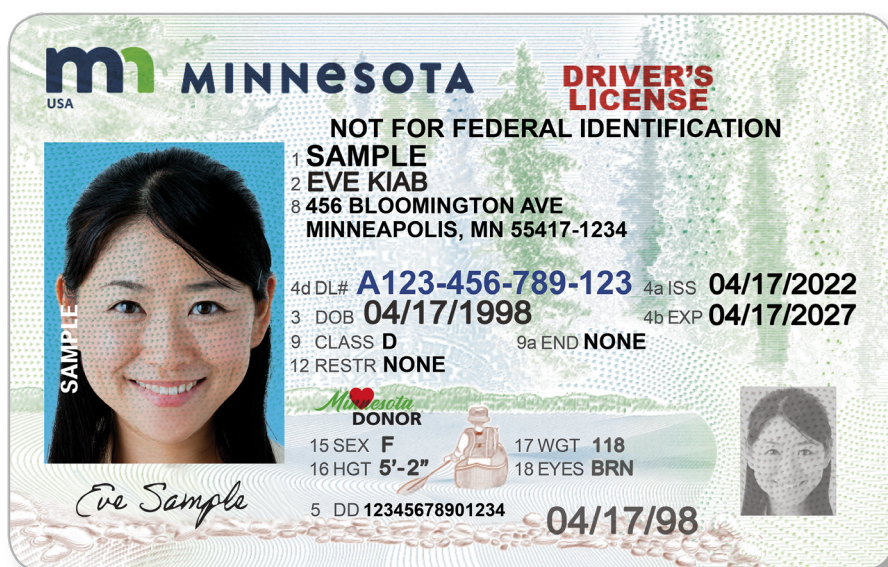
Check the box when registering for your annual hunting and fishing license at licenses.dnr.state.mn.us

Nothing will appear on your hunting and fishing license, but you will be registered as a designated donor in the state donor database.

IN THE HEALTH APP

Sign up to be a donor in the Health App on any Apple mobile device.

Open the Health App, tap your profile photo, go to features and then *Organ Donation*. You will be registered in the national registry database.



NORTH DAKOTA

ONLINE

life-source.org/register

You will be sent a letter indicating you have registered to be a donor. You will not receive a new license or ID card until you renew.

AT THE DRIVER'S LICENSE OFFICE

Check the box on your driver's license or state ID card application.

North Dakotans need to register as a donor EACH TIME they renew their license or ID card.

IN THE HEALTH APP

Sign up to be a donor in the Health App of any Apple mobile device.

Open the Health App, tap your profile photo, go to features and then *Organ Donation*. You will be registered in the national registry database.



SOUTH DAKOTA

ONLINE

life-source.org/register

Click *South Dakota* to be taken to the SD Dept. of Public Safety website.

You will be sent a letter indicating you have registered to be a donor, along with a sticker to affix to your driver's license or identification card. You will not receive a new license or ID card until you renew in person at the DMV.

AT THE DRIVER'S LICENSE OFFICE

Check the box on your driver's license or state ID card application.

DONOR will be printed on the front of your license when you receive it. Once you are registered you remain registered unless you choose to remove the designation at a later time.

IN THE HEALTH APP

Sign up to be a donor in the Health App of any Apple mobile device.

Open the Health App, tap your profile photo, go to features and then *Organ Donation*. You will be registered in the national registry database.



WISCONSIN

ONLINE

life-source.org/register

Click *Wisconsin* to be taken to the WI Dept. of Health Services.

You will be sent a letter indicating you have registered to be a donor. You will not receive a new license or ID card until you renew.

AT THE DRIVER'S LICENSE OFFICE

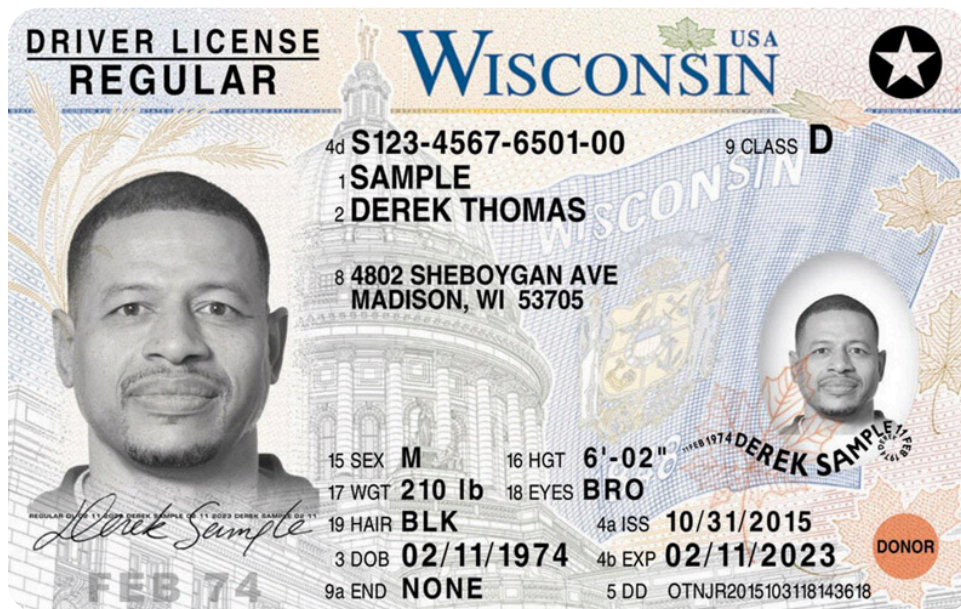
Check the box on your driver's license or state ID card application.

An orange dot will be printed on the front of your license when you receive it. Once you are registered you remain registered unless you choose to remove the designation at a later time.

IN THE HEALTH APP

Sign up to be a donor in the Health App of any Apple mobile device.

Open the Health App, tap your profile photo, go to features and then *Organ Donation*. You will be registered in the national registry database.



THE LIFESOURCE AMBASSADOR PROGRAM

The goal of the Ambassador Program, and all of LifeSource's outreach, is to educate and encourage people to register as donors and save lives.

Ambassadors selflessly share their stories in the community to **inspire people to register as donors and save lives**. LifeSource Ambassadors are the cornerstone of LifeSource's public education efforts.

Ambassador Opportunities

There are all types of community events and public education that we love to have Ambassadors involved in. Here are some of the types of opportunities you may be contacted about to participate in:

- Community Events
- Local Schools: Health Classes and Driver's Ed Classes
- Speaking Engagements
- Media Interviews
- Social Media

When LifeSource is presented with an opportunity to do public education, the Advocacy and Ambassador Specialist will contact Ambassadors directly with the opportunity based on the location, needs and specifics of the request.



Ambassador Expectations

We are so grateful that you want to be a part of this program. The following Ambassador Expectations are intended to provide clarity and guidance while participating in this program.

Provide a Positive and Accurate Representation of LifeSource and Donation

We want everyone that hears from you to walk away with the message that organ, eye, and tissue donation offers hope and healing for donor families and saves the lives of recipients.

This means framing your story in a positive way and providing accurate information about donation.

Coordinate all Activities with LifeSource

Anytime you participate in a Donation-related event, we want to know about it! This helps us ensure we are not duplicating efforts across our Donation Service Area. It also helps us understand the needs and appetite for public education.

If you've found an event you'd like to be a part of, please inform the Advocacy and Ambassador Specialist. If LifeSource has asked you to participate in an event, be sure to follow up with us when the event is over.

Fullfill Your Commitments

It may seem obvious, but when you have been invited to an event, make sure you attend!

We understand that unexpected circumstances happen, so we ask for at least two weeks notice for scheduling changes. Even if it's less than two weeks in advance, let the LifeSource Advocacy and Ambassador Specialist know as soon as possible if you are unable to attend a scheduled event.

Arrive on Time and Stay Within Established Time Frame

If you've been given a time limit for your presentation, do not exceed it. This shows respect for the organization that you're presenting to and ensures that you'll be invited back! Don't feel like you have to fill time. When you're done, you're done.

The strongest and most impactful messages are those that are concise and to the point.

Respect the Audience's Needs

Consider who you're presenting to and what they may need or want to hear. A presentation to a group of high schoolers should likely not have graphic content. A presentation to a group of nurses might be a bit more technical. Reach out to your Advocacy and Ambassador Specialist for guidance in identifying audience's needs.

Provide Additional Resources to Audience Members When You Are Unsure of an Answer

You do not need to be an expert on everything related to donation! If you don't know the answer to the question, be sure to direct the individual or audience to a LifeSource staff member or the LifeSource website. You can offer to follow up with them after the event and research the answer together.

Participate in One Ambassador Activity Every 12 Months

We want you to stay engaged with the message of donation.

As a LifeSource Ambassador, you are committing to participating in one Ambassador Activity every 12 months. Activities may include speaking at events or presentations, or attending events such as our Donation Advocacy Day during National Donate Life month.

Maintain Confidentiality

Please refrain from sharing identifying or confidential information about donors or recipients in any presentation.

LifeSource resource & materials made available to Ambassadors include:

- Wristbands, brochures and other giveaway items geared for specific audiences (such as Driver's Education)
- Up-to-date facts and information
- Specialty items, videos and online resources

If you would like an item beyond what LifeSource can provide, you can order merchandise at donationpromotions.com or donationmerchandise.com



Proud to be on Team Legend!

LifeSource
AT THE HEART OF ORGAN DONATION

RESOURCES

Stay Up-To-Date on the Latest Facts of Information

LifeSource's YouTube Channel

www.youtube.com/lifesourcemn

Find inspirational stories from donor families and transplant recipients, as well as information videos about donation

LifeSource Facebook Page

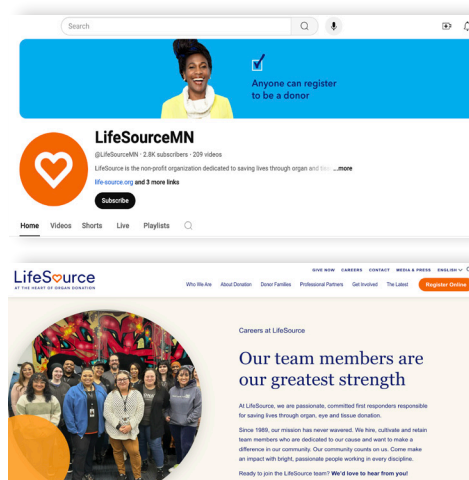
www.facebook.com/lifesourcemndak

This is a great resource for ongoing updates.

LifeSource's Website

Life-Source.org

Find donation info, FAQ, Ambassador info and more.



Organ, Eye, and Tissue Donation Resources

ORGANIZATION	DESCRIPTION
American Association of Tissue Banks (AATB)	National tissue banking organization with information about tissue donation and transplantation. aatb.org
Association of Organ Procurement Organizations (AOPO)	AOPO represents and serves organ procurement organizations and develops activities that will maximize the availability of organs and tissues and enhance the quality, integrity, and effectiveness of the donation process. aopo.org
Department of Health and Human Services - Organ Donatation Website	US Government information on donation and transplantation. organdonor.gov
Donate Life America	Donate Life America assists mobilizing the donation and transplantation community to educate the public on the need for organ, eye, and tissue donation. donatelife.net

Organization	Description
Eye Bank Association of America (EBAA)	Association of Eye Banks, committed to restoring sight worldwide. restoresight.org
National Marrow Donor Program (NMDP) - Be The Match	Be The Match provides information on bone marrow donation and transplantation, including how to join the Bone Marrow registry and information on diseases treatable by marrow or blood stem cell transplantation. bethematch.org
United Network for Organ Sharing (UNOS)	UNOS maintains the list of people in the US who are waiting for an organ transplant. Their site includes information and statistics about donation, transplants, current issues and developments. unos.org



Living Organ Donation Programs

Organization

University of Minnesota Medical Center - Living Kidney and Liver Donation (mhealthfairview.org)

Hennepin Healthcare (hennepinhealthcare.org)

Mayo Clinic (mayoclinic.org)

Sanford Health Fargo (sanfordhealth.org)

Avera McKennan Transplant Center (avera.org)

Other Resources

Organizations like the National Kidney Foundation, American Heart Association, American Lung Association, Memorial Blood Centers, and the American Red Cross may all prove useful.