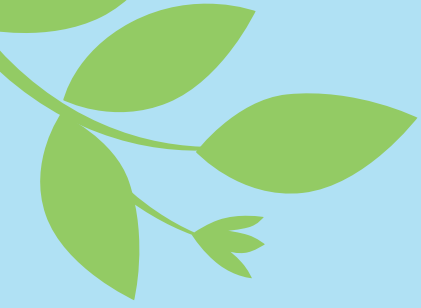




2025 Donate Life Month TOOLKIT





APRIL IS National Donate Life MONTH

ABOUT



DONATE LIFE NEW YORK STATE IS THE STATEWIDE NON-PROFIT ORGANIZATION WHOSE MISSION IS TO INCREASE ORGAN, EYE, AND TISSUE DONATION IN NEW YORK STATE.



OUR GOAL IS TO
Ensure a Life-Changing Transplant
FOR EVERY NEW YORKER IN NEED.



Community Partners





WELCOME TO Donate Life Month



April is National Donate Life Month, we're thrilled to partner with you on this critically important annual observance. With nearly 8,000 New Yorkers awaiting organ transplants and around 350 losing their lives annually due to donor shortages, your participation is crucial. Despite New York's high need for donors, only 51 percent of residents are registered -- well below the national average of 64 percent.

This year, Donate Life New York State (NYS) invites you to help us save and heal lives through organ, eye, and tissue donation. Our theme, "Let Life Sing!" reflects that birds represent both new beginnings and visits from loved ones who have passed away. Throughout April, we urge our friends and supporters to spread awareness in their communities about the importance of donation.

2025 DONATE LIFE MONTH THEME: *Let Life Sing!*

Birds are known across many cultures as one of the most welcomed and visible signs of spring. They represent both new beginnings and visits from loved ones who have passed away. For 2025 National Donate Life Month, join us to honor and remember donors who bring new life and inspiration to those waiting for a second chance at life.

Egg-splore OUR ONLINE RESOURCES

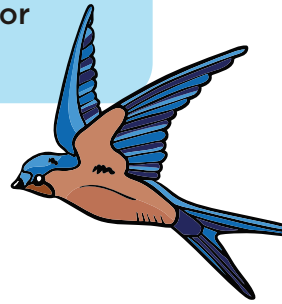
Swoop over to donatelifenys.org/dlm-partners where you'll discover our owl-some resources including social media posts, graphics, digital resources, press releases, PSAs, and much more!

If your office needs additional materials or support during Donate Life Month, contact us at (518) 326-3237 or info@dlnys.org.



MAKE DONATE LIFE MONTH A Rousing Success!

Thank you for joining our “wing-tastic” celebration of National Donate Life Month! This eggs-traordinary observance will make your numbers of registered donors soar, giving hope to those in need of organ, eye, and tissue transplants. Below are seven real tweet fun ideas to feather your nest in promoting donor registration in your community..



SEVEN TWEET WAYS TO CELEBRATE

- 1 HOST A Kick-Off Event**
Eggs-plore hosting a mission-connected event, including speakers and volunteers. Give a hoot by holding a press conference or issuing a press release. You can find sample materials on our website.
- 2 CONDUCT A DONATE LIFE Flag-Raising Ceremony**
Contact us at info@dnys.org to request a Donate Life flag for your building.
- 3 LEVERAGE THE POWER OF Social Media**
Shake your tail feathers using the sample posts and graphics found on our website. Connect with and tag [@DonateLifeNYS](https://www.facebook.com/DonateLifeNYS) on Facebook, Twitter, and Instagram.
- 4 DESIGNATE “Donate Life” Days**
Encourage employees to proudly strut in Donate Life t-shirts or blue and green attire – perfect for **Blue & Green Day on Friday, April 11, 2025**. “Beak” careful not to forget – make sure to capture the moment(s) for our Blue & Green Day photo contest!
- 5 PARTICIPATE IN OUR Five Owl-some Contests**
Offer an egg-sighting prize or recognition to the employee who garners the most registrations each week, such as a gift card or a special parking space.
- 6 Chirp About ORGAN, EYE, AND TISSUE DONATION THROUGH YOUR OFFICE’S COMMUNICATIONS**
Include Donate Life content in your workplace’s voice mails and hold messages. You can find sample scripts on our website.
- 7 LET THE LEADERSHIP Flap Their Wings WITH ENTHUSIASM**
Encourage employees to “flock” to Donate Life Month events, activities, and contests.

You'll be pheasantly surprised at all the activities found on our website at donatelifenys.org/DLM-DMV. Have a creative idea you'd like to share? Email info@dnys.org or call (518) 326-3237.





Raise Funds FOR DONATE LIFE NYS

WHY Fundraise?

Save Lives: Your fundraising efforts directly support Donate Life NYS' mission to increase organ, eye, and tissue donation - offering hope to thousands of New Yorkers in need of lifesaving transplants.

Make a Meaningful Impact: Every dollar raised helps change lives. Your support strengthens communities, uplifts families, and highlights the power of collective action.

Build Team Spirit: Fundraising Fundraising is a great way for your school, business or organization to rally your teams, boost morale, and create a sense of camaraderie - all while making a real difference.

Support Lifesaving Initiatives: Funds raised go directly toward raising awareness, increasing donor registrations, and expanding organ, eye, and tissue donation programs. Your contributions ensure these vital efforts continue to grow.

HOW TO Get Started

Form a Team: Gather a group of staff, volunteers, or even local student organizations to help plan your fundraiser.

Pick a Date: Choose a day (or multiple days) that works best for your event.

Engage Local Leaders: Invite officials and community leaders to participate and spread the word. Photo opportunities can help generate buzz and increase attendance.

Share Your Success: Snap photos, celebrate your fundraising milestones, and send updates to mcohn@dlnys.org - we'd love to highlight your efforts!

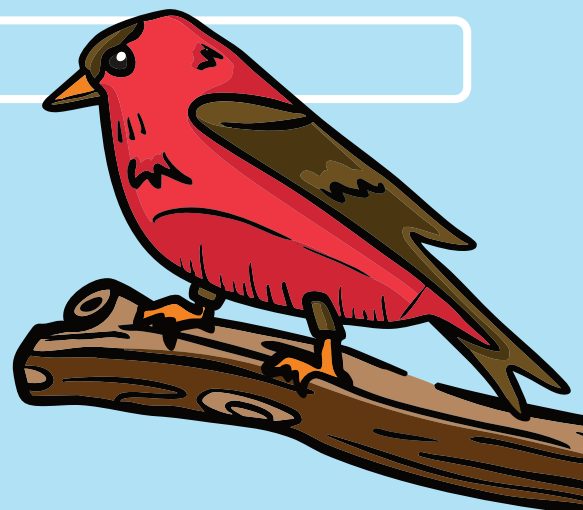


BE A Lifesaving CONNECTOR

As community leaders, your fundraising efforts serve as a bridge, connecting Donate Life NYS with organizations and individuals eager to advance our lifesaving mission. Your role as a connector helps establish meaningful partnerships within your community.

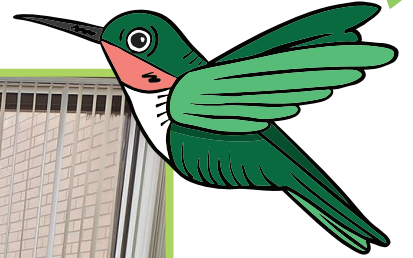
LET'S GET Started

Have an idea or need inspiration? We're here to help! Contact Meredith Cohn, Director of Development and External Relations, at mcohn@dlnys.org or call (518) 326-3237 to start planning your fundraising initiative today.



Blue & Green Day

PHOTO CONTEST



1

Friday, April 11, 2025 until Sunday, April 13, 2025: Submit Your Photos

Visit Donate Life NYS' Facebook page and add your best blue & green photo in the comments of the pinned post. All photos must be posted by 11:59 p.m. EST on Sunday, April 13, 2025.

Categories include:

- Adults & Groups
- Clinical Partners
- DMV
- Light It Up!
- Food & Art
- Home & Garden
- Kids & Teens
- Pets

*Please make sure to submit original photos - photos with collages, borders, or filters cannot be accepted.

2

Vote for Community Choice Award Winner

Vote by liking your favorite photos submitted for the contest until April 17, 2025 at 11:59 p.m. EST. The photo with the most likes will be the Community Choice Award winner and receive a \$50 Amazon Gift Card!

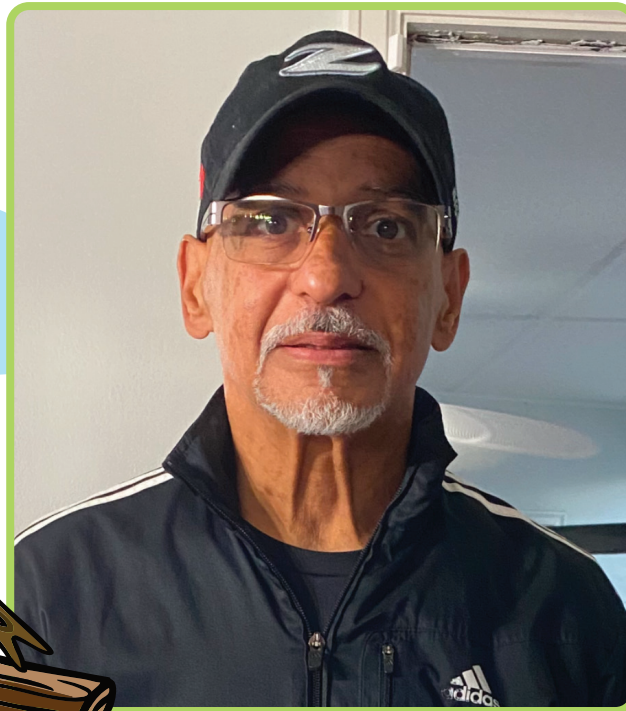
3

Top Five Photos to National Photo Contest

The five photos with the most likes will be submitted to the national photo contest held by Donate Life America for a chance to win a \$100 gift card.

MORE Information

For more information, visit donatelifenys.org/dlm-partners or contact info@dlnys.org, or (518)326-3237.



Angel Galban's STORY OF HOPE

Second chances in life should never be taken for granted. Angel Galban, a 58-year-old Orange County, NY, resident, knows this firsthand. In November 2022, he received a double-lung transplant after battling pulmonary fibrosis, a devastating disease that scars the lungs and makes breathing nearly impossible. Thanks to his donor hero, Angel was given the gift of life just when time was running out.

Angel's journey began in 2017 with what seemed like a routine cold, but it quickly progressed into bronchitis, pneumonia, and eventually a diagnosis of pulmonary fibrosis—the same disease that had claimed his mother's life at just 46 years old. For five years, experimental treatment slowed the disease, but by April 2022, Angel's condition had worsened so much that he was placed on the transplant waiting list. By November, he was hospitalized and told he had only days to live unless a donor match could be found.

On November 15, after two false alarms, Angel's doctors delivered miraculous news: They had found a match. Following a 12-hour double lung transplant at Montefiore Medical Center in the Bronx and months of recovery with the steadfast support of his wife, Sylvia, Angel regained his strength and returned to the life he thought he had lost.

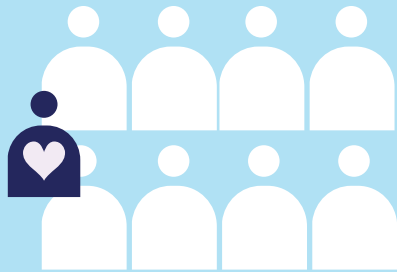
Today, Angel cherishes every moment—running with his grandchildren, traveling with Sylvia to visit family, and celebrating milestones like weddings and graduations. He even fulfilled a dream of driving a sports car on a racetrack.

Grateful for his second chance, Angel is committed to honoring his donor by raising awareness about organ donation. "As someone helped me and my family by giving me this gift of life, it's my job now to help others," he said.

Angel hopes his story inspires others to register as organ, eye, and tissue donors and bring hope to the nearly 8,000 patients in New York State waiting for lifesaving transplants. Register today at donatelifenys.org/register.

Get the Facts

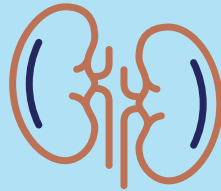
ABOUT ORGAN AND TISSUE DONATION



**ONE ORGAN DONOR
CAN SAVE 8 LIVES**

AND HEAL 75 MORE THROUGH
EYE AND TISSUE DONATION

NEARLY 8,000
NEW YORKERS ARE WAITING
FOR A LIFESAVING ORGAN
TRANSPLANT



MORE THAN 1,000
HAVE BEEN WAITING MORE
THAN FIVE YEARS



MORE THAN 350
NEW YORKERS DIED IN 2024
BECAUSE THE ORGAN THEY
NEEDED WASN'T DONATED
IN TIME



EVERY 8 MINUTES
ANOTHER PERSON IS ADDED TO THE
NATIONAL TRANSPLANT WAITING LIST

**NO ONE IS TOO
OLD OR TOO SICK
TO REGISTER**



**REGISTERING AS A DONOR
DOES NOT INTERFERE
WITH MEDICAL CARE**



ANYONE AGE 16+ CAN JOIN THE NYS
DONATE LIFE REGISTRY

DONATION BECOMES AN OPTION
ONLY AFTER DEATH HAS BEEN DETERMINED



**ALL MAJOR
RELIGIONS**

SUPPORT ORGAN AND
TISSUE DONATION, VIEWING
IT AS AN ACT OF LOVE AND
GENEROSITY



**THERE IS NO COST TO
THE DONOR'S FAMILY
OR ESTATE FOR ORGAN AND TISSUE DONATION**



ANNUAL DONATE LIFE Observances

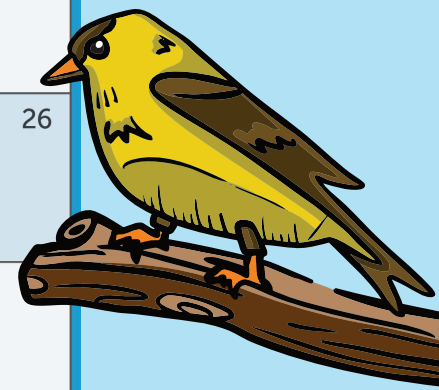
FEBRUARY 14: NATIONAL DONOR DAY

A day to honor donors who have given the gift of life, patients who have received a donation, those who are currently waiting, and those who died because the organ they needed was not donated in time.

APRIL: NATIONAL DONATE LIFE MONTH

An entire month of activities to help encourage Americans to register as organ, eye, and tissue donors and to honor those that have saved lives through the gift of donation.

SUN	MON	TUE	WED	THU	FRI	SAT
	31	1	2 Donate Life Living Donor Day 	3	4	5 Spirit Week  Dress Up Your Pets
6 Make Blue & Green Treats 	7 Thank Your Healthcare Team 	8 Write a Message of Hope 	9 Donate Life Flag Raising Day 	10 Create Donate Life Art 	11 National Donate Life Blue & Green Day 	12 Share Your Decision Day 
13	14 Volunteer Appreciation Week 	15	16	17	18	19
20 National Pediatric Transplant Week (April 20-26) 	21	22	23	24	25	26
27	28 	29 	30 			



AUGUST: NATIONAL MULTIETHNIC DONOR AWARENESS MONTH

A nationwide observance to save and improve the quality of life of diverse communities by creating a positive culture for organ, eye, and tissue donation.

SEPTEMBER: NATIONAL DMV APPRECIATION MONTH

A time for the donation community to say “thank you” to our DMV partners who serve as the front line of donor registration, helping more than 6.5 million New Yorkers enroll as organ, eye, and tissue donors to date.

NOVEMBER AND DECEMBER: SEASON OF GIVING

Spread the joy of giving during the holiday season by supporting Donate Life NYS through various festive fundraisers. Your financial contributions are crucial to saving and healing lives through increased organ, eye, and tissue donation. Explore ideas like candy cane or bake sales, holiday-themed auctions, ugly sweater contests, gift-wrapping stations to make a meaningful impact.

Top 8 FREQUENTLY ASK QUESTIONS ABOUT ORGAN AND TISSUE DONATION

1

WHAT IS THE NEW YORK STATE DONATE LIFE REGISTRY?

The New York State Donate Life Registry is a confidential database of people who have authorized the donation of their organs, eyes, and/or tissues after their death.

2

WHO CAN JOIN THE NEW YORK STATE DONATE LIFE REGISTRY?

Anyone age 16 and older can enroll in the New York State Donate Life Registry.

3

AM I TOO OLD OR TOO SICK TO JOIN THE REGISTRY?

No one is too old or too sick to enroll in the New York State Donate Life Registry. Doctors conduct a thorough evaluation of potential donors, including laboratory testing, to ensure donated organs and tissues are safe for transplant.

4

IF I JOIN THE REGISTRY, WILL MY MEDICAL CARE BE AFFECTED?

If you are sick or injured, the number one priority is to save your life. Hospitals, EMS, doctors, and nurses cannot access the Registry. Organ and tissue recovery agencies check a potential donor's registration status at the time of death to see if they were enrolled in the Registry.

5

WHAT DOES MY RELIGION SAY ABOUT ORGAN AND TISSUE DONATION?

All major religions approve of organ and tissue donation and transplantation, viewing it as an act of love and charity. If you have any questions or concerns, you should discuss them with your religious or spiritual leader.

6

IS THERE ANY COST TO MY ESTATE OR FAMILY FOR DONATING MY ORGANS, EYES, AND TISSUES?

No, there are no costs to your estate or family for you to become a donor. Your family pays for your medical care and funeral arrangements, but never incur costs for the donation process. The transplant recipient, typically through their insurance, pays costs related to donation.

7

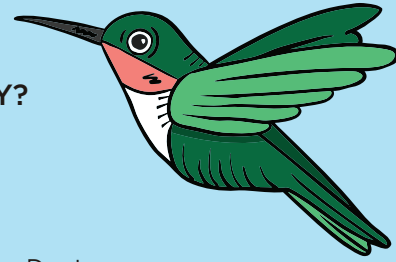
WILL I BE ABLE TO HAVE AN OPEN-CASKET FUNERAL IF I DONATE MY ORGANS, EYES, AND TISSUES?

Organ, eye, and tissue donation doesn't interfere with having an open-casket funeral. The donor's body is clothed for burial and treated with care and respect, so there are no visible signs of donation.

8

HOW CAN I ENROLL IN THE REGISTRY AT HOME?

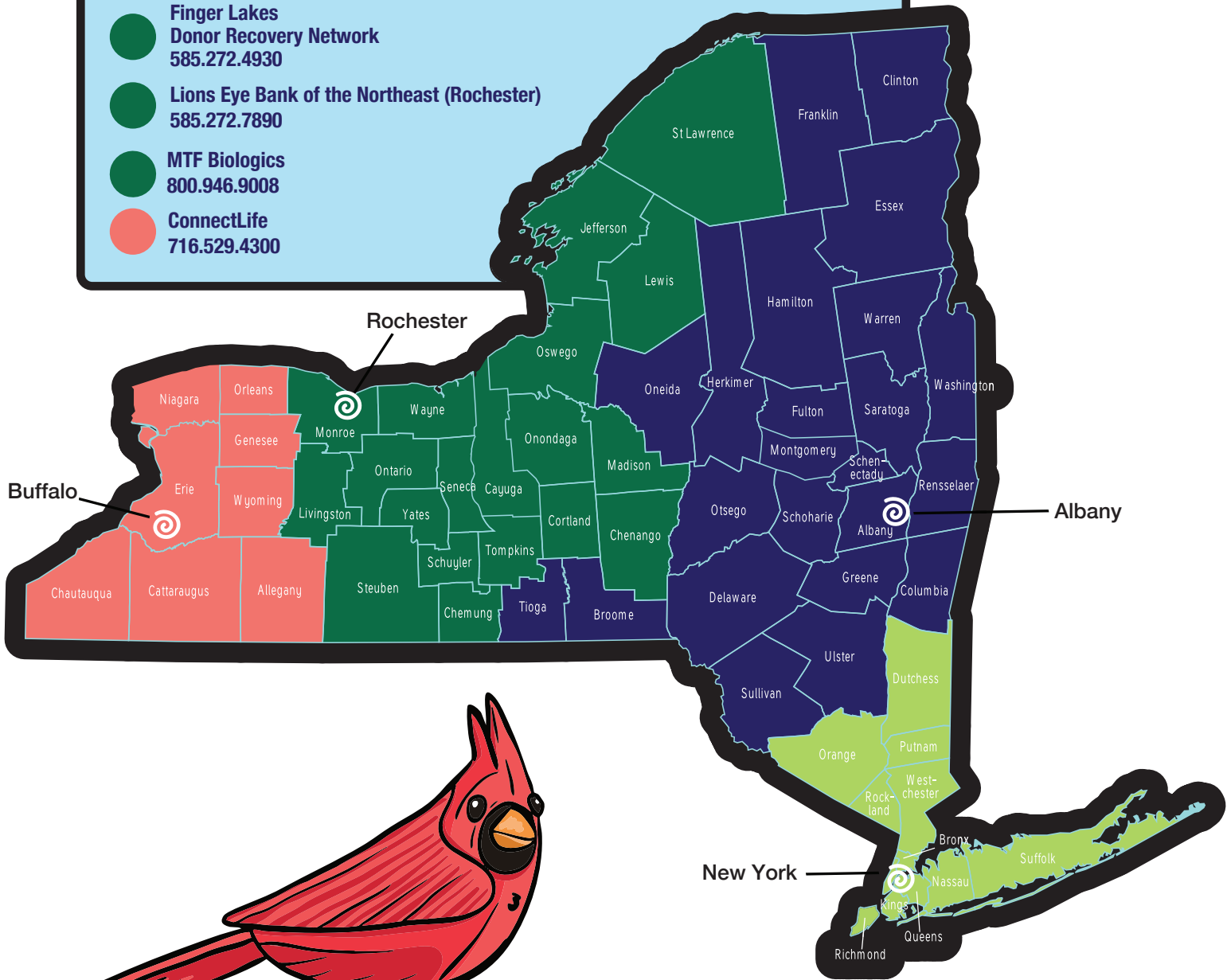
You can find more information and enroll online at any time by visiting donatelifenys.org/register



CONTACT YOUR Local Partners



	Center for Donation & Transplant 518.262.5606		LiveOnNY 646.291.4444
	Lions Eye Bank of the Northeast (Albany) 518.489.7606		Eye-Bank for Sight Restoration 212.742.9000
	Finger Lakes Donor Recovery Network 585.272.4930		
	Lions Eye Bank of the Northeast (Rochester) 585.272.7890		
	MTF Biologics 800.946.9008		
	ConnectLife 716.529.4300		





NEW YORK STATE County Data

Statewide, 51% of the population has enrolled in the New York State Donate Life Registry.
Donor Designations on December 31, 2024

County	Donor Designations <small>Number of residents enrolled in New York State Donate Life Registry</small>	Donor Designation Share <small>Percentage of residents age 18+ enrolled in NYS Donate Life Registry</small>	County	Donor Designations <small>Number of residents enrolled in New York State Donate Life Registry</small>	Donor Designation Share <small>Percentage of residents age 18+ enrolled in NYS Donate Life Registry</small>
Albany	151,789	58%	Oneida	96,691	54%
Allegany	24,327	65%	Onondaga	249,087	67%
Bronx	323,071	31%	Ontario	70,300	77%
Broome	98,808	62%	Orange	154,553	51%
Cattaraugus	45,123	76%	Orleans	19,650	62%
Cayuga	40,958	68%	Oswego	64,381	68%
Chautauqua	72,135	72%	Otsego	32,483	63%
Chemung	49,826	77%	Putnam	47,923	60%
Chenango	25,485	69%	Queens	570,590	31%
Clinton	45,394	71%	Rensselaer	78,252	60%
Columbia	37,645	73%	Richmond	134,722	35%
Cortland	24,828	66%	Rockland	104,305	43%
Delaware	23,263	62%	Saint Lawrence	52,033	60%
Dutchess	142,410	58%	Saratoga	142,195	73%
Erie	478,415	63%	Schenectady	75,187	60%
Essex	23,124	74%	Schoharie	16,058	64%
Franklin	25,931	70%	Schuyler	11,286	79%
Fulton	25,832	61%	Seneca	15,992	62%
Genesee	34,675	76%	Steuben	57,218	78%
Greene	25,498	64%	Suffolk	653,357	54%
Hamilton	3,498	78%	Sullivan	33,486	53%
Herkimer	27,695	58%	Tioga	29,534	77%
Jefferson	70,432	80%	Tompkins	68,711	76%
Kings	756,698	38%	Ulster	94,935	63%
Lewis	14,598	71%	Warren	40,210	74%
Livingston	34,969	69%	Washington	31,368	63%
Madison	39,100	71%	Wayne	49,628	69%
Monroe	393,187	66%	Westchester	393,291	50%
Montgomery	21,183	56%	Wyoming	22,081	68%
Nassau	455,575	42%	Yates	12,509	66%
New York	836,631	61%	NYS TOTAL	7,949,398	51%
Niagara	116,442	69%			