



Donate Life Fundraising Event FAQ

What does Donate Life America do?

Donate Life America (DLA) is a 501(c)3 nonprofit alliance of national organizations and state teams across the United States committed to increasing the number of donated organs, eyes and tissue available to save and heal lives, while continuing to develop a culture where donation is embraced as a fundamental human responsibility. Donate Life America:

- Manages the National Donate Life Registry, RegisterMe.org
- Manages and promotes the national brand for donation, *Donate Life*SM
- Develops and executes effective multi-media donor education programs
- Motivates the America public to register now as organ, eye and tissue donors
- Assists Donate Life State Teams and national partners in facilitating high-performing donor registries

What is the difference between fundraising for Donate Life America and fundraising for a Donate Life State Team?

Donate Life America is the national Donate Life organization. We work to educate the public about the importance of registering as organ, eye and tissue donors. We create educational materials and marketing campaigns that are shared around the country. We also manage the National Donate Life Registry.

Donate Life State Teams work on the local level to spread the message of Donate Life. They hold community events, work with driver's education classes, create materials for high school donor education programs, and more. State Teams are separate 501(c)3 organizations but work towards the same mission of saving and healing lives through organ, eye and tissue donation.

Choosing between supporting Donate Life America and a Donate Life State Team comes down to choosing between supporting national or local Donate Life efforts.

How can I fundraise for Donate Life America?

If you choose to support DLA, we have an online peer-to-peer fundraising platform that allows you to create and personalize a fundraising page that you can send out to family and friends. Proceeds from your fundraising campaign are donated directly to Donate Life America.

DLA works to achieve its mission by focusing its spending on tangible, innovative, and engaging initiatives that will save lives. We know the solution to this health crisis, and that is more organ, eye and tissue donors.

Solutions to invest in:

- Modernizing and simplifying the donor registration process through the management and promotion of the new National Donate Life Registry that includes investment in technology.

- Reaching diverse communities to drive organ, eye and tissue donation.
- Educating millions on the importance of living donation.
- The development and execution of a fluid and multi-faceted public relations and marketing strategy
- Ensuring a culture of sustained innovation within the donation and transplantation community
- Providing HOPE and support for all of those waiting.

How do I create a personalized fundraising page for Donate Life America?

Creating your personal fundraising page is fast, easy, and fun! Head to www.donatelife.net/fundraise to get started. You will be asked to enter basic information and then – presto! Your personal fundraising page has been created. But you can't stop there. Successful fundraising pages include the following:

- A personalized story and explanation of why you want to fundraising for Donate Life America.
- A relevant image. For instance, if you are fundraising in honor or in memory of someone, post a picture of them to motivate and encourage others.
- A goal and timeline. We encourage you to think about how much you want to raise and in what time period. Adding an ending date creates urgency and helps motivate others to contribute in a timely fashion.
- A call to action to register as an organ, eye and tissue donor at DonateLife.net!

How can I fundraise for a Donate Life State Team?

Visit <https://www.donatelife.net/get-involved-locally/> to find your State Team Leader's contact information. They are the best person to talk to about fundraising options in your state.

Will someone be able to attend my event?

If you choose to fundraise for a Donate Life State Team, it is possible that they will be able to send a representative to attend your event. Visit <https://www.donatelife.net/get-involved-locally/> to find your State Team Leader's contact information.

If you choose to fundraise for Donate Life America, DLA staff will need to evaluate events on a case-by-case basis to determine if a representative will be able to attend. We have very limited resources, however, so it unlikely that someone will be able to attend.

Is DLA able to provide resources to send to my event?

DLA is not able to provide free resources for events. If you would like to purchase resources, please visit <http://www.donationmerchandise.com/>.

If you choose to work with your Donate Life State Team, there is a chance that they will be able to provide you with free resources.