



Partnering for Life: Sharing Life-Saving Information About Organ Donation on Your Website

THE NEED

We need your help saving lives.

Organ, eye and tissue donation is an important, personal decision. Yet many people avoid thinking about it; don't take the necessary steps to document their wishes; or believe they are too old or not healthy enough to donate.

In a 2019 National Survey of Organ Donation Attitudes and Practices, 90 percent of Americans said they "support or strongly support" organ donation. Yet, according to data provided by Donate Life America, only 60 percent are actually registered donors.

In the meantime, 22 people die each day because the organ they need is not donated in time.

REGIONAL EFFORTS

Finger Lakes Donor Recovery Network (FLDRN), the region's federally designated not-for-profit organ procurement organization, serves as the critical link between patients awaiting life-saving organ transplants and donors who give the gift of life. It coordinates organ donations across 20 New York State counties, ensuring that the organ donor decisions of area residents are carried out at the time of death.

In addition to coordinating deceased organ donation, FLDRN is also dedicated to educating the public about what organ donation is, the significance of making one's decision about donation, and how to register as a donor. Getting this information out to the 2.6 million residents in our service area is challenging.

AN EASY WAY YOU CAN HELP

The more often that facts about organ donation are shared, the more likely community members will register to be donors. That, in turn, means more lives could be saved through donation.

Your organization and website are trusted resources of information for those you serve. Sharing facts about organ donation and providing the link to the New York State Donate Life Registry would give your site visitors the information needed to make informed decisions about donation and access to the online donor registry that they might otherwise not be aware of.

Website Tool Options

Option 1 Provide the link to the [New York State Donate Life Registry](#) on your website. The link can be identified by text and/or icon of the Donate Life logo, both provided below.

Links, Approved Text & Ideas

- Link with approved text:
 - “Join the [New York State Donate Life Registry](#)”
 - or “[Register as an organ, eye and tissue donor.](#)”
- Download the [New York State Donate Life logo](#).
 - Use the logo as a standalone with one of the approved hyperlinked text choices above, or as an icon that includes the [hyperlink](#) to the New York State Donate Life Registry.
- Website placement ideas:
 - Include the link to the Registry on your website’s pre-existing sections, such as “POPULAR LINKS,” “HELPFUL LINKS” or “QUICK LINKS.”
 - Consider including the link (with the same approved copy above) on your website menus that address specific questions like “How do I...” or “How to...”
 - Ex: “How do I register as an organ, eye and tissue donor?”

Option 2 Add a page or section on your website dedicated to organ and tissue donation using the content provided on pages 3 and 4 of this document that has been organized into three sections:

- [Facts About Organ Donation](#)
- [How to Register as an Organ Donor](#)
- [Helping Others Through Organ and Tissue Donation](#)

Depending on your website’s design, as well as available or approved space, your organization can use one, two or all three sections. Your website administrator can copy and paste the text we provide. No need to create your own copy, especially given the complexity of the topic.

Please provide content credit to: [Finger Lakes Donor Recovery Network](#).

Provided Copy:

FACTS ABOUT ORGAN DONATION

- Anyone age 16 or older can enroll in the [NYS Donate Life Registry](http://www.donatelife.ny.gov/register) at www.donatelife.ny.gov/register
- There is no upper age limit to registering as an organ donor.
- Don't assume you aren't healthy enough to donate. Health conditions, such as diabetes and hypertension, do not prohibit someone from registering as a donor.
- Medical professionals and tests will determine what organs and tissues can be donated at the time of death.
- The doctors and nurses involved in life-saving care are separate from the medical professionals who perform organ transplants.
- Only authorized organ and tissue recovery specialists (not doctors or nurses in the hospital) have access to the confidential donor registries. A person's registration status is only checked at the time of death.
- Enrolling in the NYS Donate Life Registry is the best place to document your wishes regarding donation.
- Tell your family what your wishes are regarding organ donation. Making your decision now means they won't have to make it on your behalf later.
- Major religions support an individual's choice to be an organ donor.
- Final burial wishes can be honored after donation.

HOW TO REGISTER AS AN ORGAN DONOR

There are several ways to enroll in the [New York State Donate Life Registry](http://www.donatelife.ny.gov). Regardless of which method you choose, the information is sent to the state's organ, eye and tissue donor registry database. Signing the back of your license is not enough to ensure your wishes are known.

- **Online:** New York State residents can sign up to be organ, eye and tissue donors at www.donatelife.ny.gov. Registering only takes a few minutes.
- **DMV:** Check the "New York State Organ and Tissue Donation" box when applying for, or renewing, a Learner's Permit, Driver's License or Non-Driver's ID.
- **Voter Registration Form:** Check the "New York State Organ and Tissue Donation" box on the voter registration form.
- **New York State of Health – Health Insurance Exchange:** Residents applying for or renewing health insurance benefits through the state have the opportunity to register as an organ, eye and tissue donor.
- **Don't reside in New York?** Go to <https://www.organdonor.gov/> to find out how to register as a donor in your state.

Cont.

HELPING OTHERS THROUGH ORGAN AND TISSUE DONATION

Today in the United States, there are more than 113,000 men, women and children on an organ transplant waiting list. Nearly 9,000 are waiting in New York State, with almost 600 from our region alone. Someone is added to the national waiting list every ten minutes and, sadly, 20 people die each day before an organ becomes available. Thousands more are in need of cornea transplants to restore vision or donated tissue to heal wounds, reduce pain and/or improve mobility.

One donor can help save the lives of up to 8 people through organ donation, provide sight to two people through cornea donation, and improve the lives of nearly 75 more through tissue donation.

Why is it important to decide and talk about organ donation?

Organ, eye and tissue donation is an end-of-life option that everyone should decide upon. Making your decision now about donation means your family won't be burdened with having to make it for you later. It only takes a few minutes to enroll online in the [New York State Donate Life Registry](#). Regardless of whether you chose to register as a donor or not, telling your family what your wishes are will give them peace of mind.

Additional downloads and links:

[Finger Lakes Donor Recovery Network logo](#)

[Finger Lakes Donor Recovery Network website](#)

[Finger Lakes Donor Recovery Network Facebook Page](#)

[Finger Lakes Donor Recovery Network Twitter Page](#)

Note: If your organization serves residents outside of New York State, you can provide the link to [OrganDonor.gov](#) where they can find out how to register as a donor in their own state.

<https://www.organdonor.gov/>

Thank you for your consideration in sharing website content about organ donation. Your partnership can literally help save lives!

Please send us the link to your site's content, as we'd be honored to share acknowledge and share your efforts with others. To send the link, or for more information and questions about content, please contact:

Nancy Ryan
Director of Marketing & Community Relations
Finger Lakes Donor Recovery Network
30 Corporate Woods, Suite 220
Rochester, NY 14623
Email: nancyj_ryan@urmc.rochester.edu
585-272-4930