



Registration Form: The Workplace Partnership for Life

Thank you for taking the initiative to create a **Donation Friendly America** by joining the **Workplace Partnership for Life**, a national initiative of the Department of Health and Human Services to promote organ, tissue, blood and marrow donation. **Sign-up online at www.organdonor.gov**

Company/Organization: _____

CEO/President: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Web site: _____

Number of Employees in state: _____ Number of Employees in the US: _____

Name of Key Partner for Life: _____

Phone Number: _____ ext. _____ Email Address: _____

Workplace Implementation:

Please check the method you've selected to reach **every** employee in your organization.

_____ **E-Mail:** Send an e-mail from the CEO/President encouraging employees to get information about donation (link to www.DonateLifeNM.org).

_____ **Paper Distribution:** Insert a paycheck stuffer in every employees paycheck (how many _____).

_____ **Information table or brochure stand:** Set-up a table or a brochure stands where employees can obtain brochures and donor stickers (how many _____).

_____ **Presentation:** Invite an individual to share their donation or transplant story during a meeting or brown bag lunch (call NM Donor Services to schedule).

Clients & Customers: Here are some inexpensive ways to share this life-saving donation information with your clients and/or customers. Just let us know what materials you will need, and share with us your ideas.

_____ **Counter:** set up a brochure stand at the customer counter.

_____ **Invoice:** insert a donation stuffer into every mailed invoice.

_____ **Receipt:** print a donation friendly statement on every receipt or invoice

_____ **Website:** add a Donate Life link to your website (www.DonateLifeNM.org)

_____ **Other:** _____

Signature

Date

Please fax completed form to: **(505) 343-1828** or mail to:
New Mexico Donor Services
2715 Broadbent Parkway NE, Suite H
Albuquerque, NM 87107



Key Steps: Workplace Partnership for Life

Step 1

Make a commitment to join the Workplace Partnership for Life.

To qualify as a “partner”, the company president or CEO must commit to communicating information about Donating Life with **every** employee in the organization.

The Donate Life message can be delivered via:

- a) Electronic Sharing – Send an electronic message promoting donation to every employee.
- b) Paper Distribution – Send a letter from the CEO/president promoting donation to every employee and include a Donor Card or Driver’s License Sticker in this distribution.
- c) a and b

Step 2

Identify a key contact

Ideal candidates to champion communications in your workplace may be found in public relations, human resources and health and wellness departments. Employees whose lives have been touched by donation are also excellent candidates for involvement.

Step 3

Announce your company’s participation

Complete the Registration Form and fax to New Mexico Donor Services. Send a press release announcing your company’s participation in the Partnership for Life. Partners will be recognized for playing an important role in the success of the Partnership for Life.

Step 3

Start promoting Lifesaving Donations

Ideas for Employees

- Have CEO/President personalize an e-postcard and send to all employees.
- Run a flash e-mail message on your in-house e-mail system.
- Provide brochures and driver’s license stickers to all employees.
- Add a pro-donation message to pay stubs or newsletters.
- Call blood bank to schedule an employee blood and marrow drive, provide refreshments.

Ideas for Clients & Customers

- Print pro-donation message on sales receipts.
- Include donation information in billing statements or newsletters.
- Provide brochures and driver’s license stickers near register or waiting area.
- Include an electronic banner ad on your company website.

Materials to Promote Donation

Electronic Messages: Electronic messages to promote organ donation.

- **Banner Ads:** www.donatelife.net/promote_bannerads.html - Download a banner ad and place on your company Web site. Ads are available in a variety of sizes.
- **Public Service Announcement:** www.donatelife.net/promote.html - Send a flash e-mail presentation to help educate employees about the importance of donation.
- **E-Postcard:** www.donatelife.net/postcard.asp - Your CEO can personalize and send an e-postcard to share with employees. An e-postcard is also a fun and easy way to share your decision to be an organ donor with friends and family.

Paper Distribution: materials such as brochures, driver’s license stickers, paycheck/bill inserts, bumper stickers can be obtained by contacting your local Organ Procurement Organization at info@donatelifenm.org or (505) 843-7672 in Albuquerque or 1-800-843-7672 in New Mexico.

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