



## **LifeGift Registry Publicity Tools**

To help facilitate your registry challenge during National Donate Life Month, LifeGift is providing you several tools:

**REGISTRY DRIVE POSTERS** – We have customized posters available for you to use within your facility that provide a spot for you to indicate the specific time/date of your event.

**TABLE TENTS** – We have Donate Life Month table tents that we can provide to your facility for use in cafeterias, cafés, etc.

**NEWSLETTER ARTICLE** – We have a newsletter template available that you can use in your employee newsletter, on your Intranet, etc. You will need to customize around the details of your event.

**TESTIMONIALS** – LifeGift can provide you with donor family testimonials, transplant recipients and those who are candidates for donation to help you during your registry drive. They can go on rounds, speak to groups of employees, etc.

**BROCHURES** – We have several brochures available about donation that you may distribute throughout your hospital.

**PRESS RELEASE** – LifeGift can provide you with a press release template that you can customize and distribute to your local news media announcing the registry drive.

**PROMO ITEMS** – LifeGift can supply a *limited* number of promotional materials including notepads, pens, LifeSavers, Donate Life bracelets, magnets, etc. for your table or booth. (These are available on a first-come, first-serve basis).

**SOCIAL MEDIA** – If you need content for your Facebook and/or Twitter feeds, LifeGift can provide statistic, facts and figures, as well as myths v. truths about organ and tissue donation.

### **QUESTIONS?**

If you have any questions, please contact the Communications Department at LifeGift:

**Lesley Adams**

(713) 349-2571

[ladams@lifegift.org](mailto:ladams@lifegift.org)

**Laura Frnka**

(713) 349-2570

[lfrnka@lifegift.org](mailto:lfrnka@lifegift.org)

**Elvia Valdez**

(713) 349-2572

[evaldez@lifegift.org](mailto:evaldez@lifegift.org)