

## **Phase 1**

- Set up a Michigan Donor Registry table at your company health fair or other employee gatherings. Encourage employees in advance to bring their drivers' licenses so they can sign up.
- Place Donor Registry materials in your lobby, place them in employee mailboxes or inside paycheck envelopes.
- Use your internal newsletter to promote donation. Invite staff with personal transplant or donation experiences to contribute to an article or write a short, first-person column.
- Have your CEO send an email about donation to employees and include a link to the Michigan Organ Donor Registry so they can sign up. Sample emails are available upon request.

## **Phase 2**

- Host a lunchtime program and invite a transplant recipient or donor family member to talk about their positive experiences.
- Make organ and tissue donation materials available at company blood drives.
- Pull together a company team to walk or run in the annual July event, Life Walk, for organ donation education and awareness in Detroit.
- Encourage your local media to produce stories about donation and transplantation or use public service announcements.
- Post a link on your company's internal employee site, allowing them to sign the Michigan Organ Donor Registry.

## **Phase 3**

- Post a link on your company's public Web site, allowing your customers and others to sign the Michigan Organ Donor Registry.
- Encourage you vendors, customers and other partners to join the Workplace Partnership for Life program.
- Initiate an interdepartmental donor drive challenge.
- Implement an employee leave policy for employees to who donate a kidney or bone marrow.