



# Building Donation Culture

## Reaching Out ...

## Extending Donation Beyond the ICU

### Public Relations

- *Install a “Wall of Heroes” display honoring organ and tissue donors*
- *Fly a donation flag at your hospital*
- *Feature donation stories in your hospital newsletter, website and on social media sites*
- *Place registry brochures in key areas to inspire employees, colleagues, and the public to learn more about donation*
- *Pitch a donation story to your local media outlets*
- *Host a donation celebration at your hospital*

### Volunteer Services

- *Spearhead a volunteer group to run a “Donation Heroes Quilt” program at your hospital*
- *Initiate a thank you card project for Donor Families*

### Human Resources

- *Include registry brochures in your new employee benefits package*
- *Highlight your centers commitment at New Employee Orientation*
- *Link to donation info on employee website*
- *Honor employee connections to donation in employee newsletter*
- *Establish an employee award for excellence in donation*