



Life

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Goes On

Be an organ/tissue donor

Office of the Illinois Secretary of State

To strengthen the Illinois Organ/Tissue Donor Registry through outreach and registration initiatives.

Represent your College in the Illinois Secretary of State Organ/Tissue Donor Program's

“Be A Hero” Campaign

Community Service Opportunities!

Earn service hours as you launch your own campaign to promote organ/tissue donor awareness. Compete against other Illinois Community Colleges in an effort to help save and restore lives.

CALLING ALL VOLUNTEERS ... ILLINOIS NEEDS YOU!

HELP US SAVE LIVES!

- More than **5,000** men, women, and children in Illinois are waiting for a lifesaving organ.
 - Every **10 minutes** a new person is added to the national waiting list.
 - An average of **18 people die each day** while waiting.
 - One donor can save or enhance the lives of more than **25 people**.
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For more information, visit our website at LifeGoesOn.com or call 800-210-2106.

Illinois Secretary of State
Organ/Tissue Donor Program

“Be A Hero”

Campaign

Education and experience are two valuable gateways to success. The Illinois Secretary of State’s Organ/Tissue Donor Program would like to partner with Illinois college students, faculty and staff in our new **“Be A Hero”** campaign. This lifesaving mission is designed to promote organ/tissue donor awareness and to increase registration in Illinois. It also serves as an opportunity for volunteers to earn community service hours, strengthen their leadership and organizational skills, and serve as humanitarians by giving back to the community and by advocating for those who are desperately in need of organ/tissue transplants. Illinoisans need you, and today we challenge you to “Be A Hero.”

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A MESSAGE FROM SECRETARY OF STATE JESSE WHITE

As we prepare for April 2015, National Donate Life Month, the Illinois Secretary of State's Organ/Tissue Donor Program is launching a "**Be A Hero**" campaign. This pilot program will offer city and community college students statewide the opportunity to earn community service hours or fulfill program requirements while promoting organ/tissue donor awareness and encouraging Illinois residents to join the Illinois Organ/Tissue Donor Registry.

Currently, there are more than 5,000 men, women and children on Illinois' transplant waiting list; more than 300 people die each year while waiting for a lifesaving transplant.

We are challenging city and community college students to get involved as community service representatives and become heroes by joining our "Be A Hero" campaign.

- Volunteer application period: November 24, 2014-January 30, 2015
- Campaign registration period: February 1, 2015-March 31, 2015
- Presentation and award ceremonies: April 30, 2015

Three "**Be A Hero**" initiatives from three separate Illinois Community Colleges will be recognized based on the creativity and effectiveness of the campaign, as well as the number of registrations. The following awards will be presented at a special ceremony with Illinois Secretary of State Jesse White:

- *First place: \$1,500 scholarship – Granted through DLI partners*
- *Second place: \$1,000 scholarship – Granted through DLI partners*
- *Third place: \$500 scholarship – Granted through DLI partners*
- *Video/Photos of Ceremony*

Enclosed are the campaign guidelines, registration sheet, and contact information for Life Goes On Organ/Tissue Donor staff in your area should you have questions or need further assistance. I encourage you to pass this information along to your students, to actively get involved, and to help convey the message about the importance of organ/tissue donation.



Jesse White
Illinois Secretary of State

2.0 MISSION STATEMENT

“To strengthen the Illinois Organ/Tissue Donor Registry through outreach and registration initiatives.”

SECTION I

3.0 INTRODUCTION

One of the main barriers that prevents people from signing up as organ/tissue donors is a lack of knowledge regarding donation. As part of the new “Be A Hero” Campaign, you can be a hero by educating and influencing others on your campus and in your community in their decisions about donation.

This guide will help you establish a “**Be A Hero**” campaign on your campus and in your community. We strongly encourage you to use it as a tool to aid you in organizing a campaign in your area.

Remember, you have our experienced Organ/Tissue Donor Program staff as a resource. Please contact one of the regional coordinators in your area with any questions you may have. They will be happy to assist you in achieving your goals.

**Illinois Secretary of State
Organ/Tissue Donor Program Staff**

4.0

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5.0 HISTORY

SECRETARY OF STATE JESSE WHITE

ORGAN/TISSUE DONOR PROGRAM HISTORY

Currently, more than 5,000 Illinois residents and 118,000 people nationwide are waiting for a lifesaving transplant. Tragically, many of these people will die before a suitable donor is found.

Following is an overview of the history of the Secretary of State's Organ/Tissue Donor Program.

- **1991** In June, staff begins work to develop an **Organ Donor Poster Contest** for students in kindergarten through 12th grade. Working through the Illinois State Library, contest materials were provided to all schools and libraries statewide.
- **1991** The Secretary of State's first organ/tissue donor **celebrity signing** is held in December. Celebrities from film, television, radio and sports join with the Secretary of State to witness signatures on the organ donor portion of driver's licenses and ID cards.
- **1992** The Secretary of State's office launches the **Organ/Tissue Donor Registry**, making Illinois one of only three states in the country to maintain such a listing and the first state to maintain a usable/accessible registry. The registry allowed a three-pronged approach that gave procurement agencies the ability to look at numbers geographically, approach families with information, and measure the success of the organ/tissue donor public awareness program. The registry utilized the driver's license database and was implemented at no cost to taxpayers. **As part of the registry, a toll-free 800 number was established** at the Secretary of State Police Command Center, accessible by procurement agencies when there is a question about a person's wishes to be a donor.
- **1992** The donor registry goes online in October.
- **1993** The **Illinois General Assembly passes legislation to provide funding** for organ/tissue donor education and awareness. **Secretary of State Driver Services facilities** are continually encouraged to promote organ/tissue donation. Posters, brochures and other materials are in place at all facilities, including Spanish language versions where appropriate. Driver Services facility training efforts are intensified by targeting facilities with lower than average donor registry numbers; appointing a full-time organ/tissue donor training coordinator; displaying photos

of local transplant recipients in facilities; producing a motivational video tape for Driver Services facility personnel; forming a statewide volunteer bureau consisting of organ/tissue recipients to enhance local facility training programs; instituting recognition awards for facilities that reach a 50 percent and 60 percent donor registry mark and for those facilities that show significant progress.

- **1994** Information about organ/tissue donation is included in all driver's license renewal notices and available at all Secretary of State Driver Services facilities.
- **1995** Spanish language radio commercials, billboards, posters, brochures, clergy guides and public awareness videos are developed and available by calling a bilingual hotline: 773-793-1338/1339.
- **1999** Walter Payton announced in campaign, boosts registry participation.
- **2001** Walter Payton license plates promoting organ/tissue donation became available.
- **2004** Secretary White forms a task force to look at all aspects of first-person consent and how it would benefit Illinois.
- **2005** **First-Person Consent** legislation is passed in the spring legislative session.
- **2006** First-Person Consent Law becomes effective on January 1.
- **2011** Illinois' Organ/Tissue Donor Registry tops 5 million potential donors.
- **2012** 20th anniversary of the online Illinois Organ/Tissue Donor Registry.
- **2013** Illinois College "Be A Hero" Campaign announced.

6.0 Organ/Tissue Donation Glossary of Terms

Blood Vessels—The arteries, veins and capillaries through which blood circulates. Blood vessels can be donated and transplanted.

Bone—Dense tissue that forms the skeleton and supports the body. Bone can be donated and transplanted.

Bone Marrow—A thick liquid substance found in the body's hollow bones (i.e., leg, arm, pelvic bone). Marrow consists of cells that develop into blood cells (platelets, red and white blood cells). Marrow for transplant is usually collected from the pelvic bone.

Cornea—The transparent outer covering of the eye's iris and pupil. Corneas can be donated and transplanted to restore sight for people with damaged corneas.

Donor Registry—A confidential electronic database in which individuals enter and store their wish to be an organ/tissue donor. Most registries are for a single state, but a few serve more than one state. Most registries have enrollment capacity through motor vehicle offices and online registry portals. Since donor registry information is accessible on a 24/7 basis to authorized procurement personnel, it is the safest and quickest way to determine if a deceased individual wanted to be a donor.

Heart—A muscular organ that pumps blood through the body. The heart can be donated and transplanted.

Heart Valves—Prevent the back flow or leakage of blood as it is being pumped through the chambers inside of the heart. Heart valves can be donated and transplanted.

Intestines—The portion of the digestive tract consisting of the stomach, the small intestine and lower large intestine. The intestines can be donated and transplanted.

Kidneys—A pair of organs that maintain proper water and electrolyte balance, regulate acid-base concentration, and filter metabolic waste excreted as urine. Kidneys to be transplanted can be donated by deceased and living donors.

Ligaments—Fibrous bands or sheets that link two or more bones, cartilages or structures together. Ligaments provide stability during rest and movement and protect against excessive movements such as hyper-extension or hyper-flexion. Ligaments can be transplanted.

Liver—A large organ that secretes bile and is active in the formation of certain blood proteins and in the metabolism of carbohydrates, fats and proteins. The liver assists in the removal of waste and toxins from the blood stream. The liver can be donated by deceased donors, and a liver

lobe (section) can be provided by a living donor to be transplanted. The donor's liver will grow to full size again, and the transplanted lobe will too.

Living Donor—A person who donates an organ or tissue while alive.

Lungs—The sponge-like organs that enable breathing to take place, providing life-sustaining oxygen to the body and its organs. Air is inhaled into the lungs and oxygen in the air is exchanged for carbon dioxide which is then exhaled. The lungs can be donated and transplanted. A lung lobe can be donated by a live donor.

Organ—A part of the body, made up of various tissues, which performs a particular function. Transplantable organs include the heart, intestines, liver, lungs, kidneys and pancreas.

Organ Donation—To give an organ or part of an organ to be transplanted into another person. Organ donation can occur with a deceased donor, who can donate kidneys, pancreas, liver, lungs, heart, intestinal organs, and with a live donor, who can donate a kidney or a portion of the liver, lung or intestine.

Pancreas—A long, irregularly shaped gland that lies behind the stomach. Some glands in the pancreas secrete insulin. Pancreas transplants give patients with diabetes a chance to become independent of insulin injections. In addition to insulin, the pancreas secretes digestive enzymes that aid in the digestion of proteins, carbohydrates and fats.

Recipient—In the context of organ/tissue transplantation, this is the patient receiving the donated organ or tissue.

Recovery—In the context of organ/tissue transplantation, the process of removing organs/tissues from the donor.

Skin—The largest organ of the body that provides several different functions (e.g., protection from infection, fluid balance, cooling). Skin grafts can save the life of a burn victim and can provide severely scarred individuals with a better quality of life.

Tissue—A body part consisting of similar cells that perform a special function. Examples of tissues that can be transplanted are bones, corneas, heart valves, ligaments, veins and tendons.

Transplantation—The transfer of cells (e.g., stem cells), tissue or organs from one person to another.

Waiting List—A national database maintained by the Organ Procurement and Transplantation Network of all patients waiting for a transplant. It is made up of sub-lists of patients waiting for specific organs/tissue.

7.0 Myths and Misconceptions

Myth: *Wealthy or famous people get priority for organs.*

Fact: A national computer system and strict federal, regional and local systems are in place to ensure ethical and equitable distribution of organs. Organs are allocated based on a recipient's blood type, body size, medical urgency, length of time on the waiting list and proximity to a transplant center.

Myth: *"I heard about the guy who went to a party and woke up in a bathtub full of ice. One of his kidneys was stolen and placed for sale on the black market."*

Fact: There is no documented case of this ever happening. U.S. law prohibits the buying and selling of organs. This popular urban legend has been repeated many times in newspapers and over the Internet, but is not true.

Myth: *People have been known to "wake up" from brain death.*

Fact: Brain death is not a coma. It is a clinical and legal determination of death. Brain death occurs in patients who have suffered a severe, irreversible injury to the brain and brain stem. As a result of the injury, and despite all medical efforts, the brain swells and obstructs its own blood supply. Without blood flow, all brain tissue dies within a short period of time. Mechanical devices may maintain body functions, such as heartbeat and respiration, for a few hours or days but not permanently. A physician confirms brain death using a strict neurological exam.

Myth: *"I'm too old or too sick to be a donor."*

Fact: Organ and tissue donors typically are healthy people who have suffered from a life-ending trauma. But virtually anyone—regardless of age, race, gender, and even many health conditions—can be an organ/tissue donor. One donor can potentially save or enhance the lives of more than 25 people.

Myth: *"If I am in an accident and the hospital knows I want to be a donor, the doctors won't try to save my life."*

Fact: Organ/tissue recovery takes place only after all efforts to save your life have been exhausted and death has been legally declared. The doctors trying to save your life are completely separate from the transplant surgeons involved in recovering organs and tissues, who are notified only after your death.

8.0 Resources for Facts and Figures

Illinois Secretary of State Organ/Tissue Donor Program:

- Website: **www.LifeGoesOn.com**
- Toll Free Hotline: 800-210-2106

Donate Life America - <http://donatelifenet/>

Donate Life Illinois - <http://www.donatelifellinois.org/>

Gift of Hope - <http://www.giftofhope.org/>

Saving Sight - <https://saving-sight.org/>

Help, Hope, Live - <https://m.helphopelive.org/>

LifeSource - <http://www.lifesource.org/>

Mid America Transplant Services - <http://www.mts-stl.org/>

National Marrow Donor Program - <http://bethematch.org/>

Organ Transplant Support (OTS) - <http://www.organtransplantsupport.org/>

Rock River Valley Blood Center - <https://www.rrvbc.org/>

The American Liver Foundation - <http://www.liverfoundation.org/>

The Gift of a Lifetime - <http://www.organtransplants.org/donor/coalition/>

The Illinois Eye Bank - <http://www.illinoiseyebank.org/>

The National Kidney Foundation - <https://www.kidney.org/>

Transplant Recipients International Organization (TRIO) - <http://www.trioweb.org/>

TransWeb: All About Transplantation and Donation - <http://www.transweb.org/index.shtml>

United Network for Organ Sharing - <http://www.unos.org/>

U.S. Department of Health and Human Services - <http://optn.transplant.hrsa.gov/>

University of Wisconsin Hospital OPO - <http://www.uwhealth.org/organ-donation/organ-and-tissue-donation/10868>

Facts about Organ/Tissue Donation

- More than **5,000** men, women and children in Illinois are waiting for a lifesaving organ.
- Every **10 minutes**, a new person is added to the national waiting list.
- An average of 18 people die each day while waiting for a transplant.
- One donor can save or enhance the lives of more than **25 people**.
- There is **no cost** to the donor's family or estate.
- **Virtually anyone**, regardless of age, race or gender, can become an organ/tissue donor.
- The vast majority of **religious groups support** donation as the highest gesture of humanitarianism.
- Organs and tissues are recovered in a surgical procedure that does not disfigure the body and **will not interfere with customary funeral arrangements**.

Signing the back of your driver's license no longer makes you a donor. You must register your decision to be an organ/tissue donor by joining Illinois' Organ/Tissue Donor Registry.

Join Illinois' Organ/Tissue Donor Registry:

- Online at **LifeGoesOn.com**.
- Call 800-210-2106.
- Visit any Secretary of State Driver Services facility.
- Mail a donor registration card.

SECTION II

IDEAS FOR A SUCCESSFUL

“BE A HERO” CAMPAIGN

10.0

ORGANIZING YOUR “BE A HERO” CAMPAIGN

The Secretary of State Organ/Tissue Donor Program staff can help you organize a “Be A Hero” campaign in your area. They can provide direction as you move forward with this exciting initiative. Addresses and phone numbers of Donor Program staff and regional coordinators are provided in this guide.

Note: With any endeavor, it is important to plan efficiently to be successful. Remember to set goals, make plans and meet deadlines. If desirable, create a committee or commission with your family and friends to assist with your plans. Be creative and remember, one donor can potentially save or greatly improve up to 25 lives.

Below are several ways representation from different parts of your community can help you as you work toward designing your project and accomplishing your goal.

10.1 Business: Ask a local business person to assist with the project. Usually, most businesses are members of your local Chamber of Commerce. Invite the Director of the Chamber of Commerce to make suggestions regarding your community’s needs. Examples of business participation include:

- Tray liners at local fast food restaurants (Hardees, McDonalds, Wendy's, etc.)
- Messages on marquees such as hotels, restaurants, movie theaters, etc.
- Posters in windows
- Banners
- Chamber of Commerce newsletters
- Materials in businesses
- Table tents in all local restaurants
- Messages on utility bills and privately owned utility company newsletters

10.2 Clergy: Contact a faith leader in your community. The Secretary of State’s office can provide you with National Donor Sabbath materials that you can share with faith leaders. Oftentimes, if a faith leader supports a cause, congregants are happy to participate. Check to see if any members are organ/tissue recipients or donor family members. You may also inquire about a local ministerial society. Suggestions for faith organizations include:

- Brochures in vestibule of church
- A Sunday message or sermon about donation
- Church newsletters
- A letter from a particular faith leader from all faith organizations
- Messages about donation in bulletins
- A recipient or donor family member would be happy to speak to the congregation about donation
- Asking faith organizations to help organize an event
- Message on church marquee

(Also see 11.6 for Bulletin and Letter inserts)

10.3 Education: Ideally, each organization on your campus should be included in your efforts to register donors. These organizations include, but are not limited to fraternities, sororities, health occupations departments, service organizations, sports, faculty; students or their family members who are recipients; donor family members and others who would support your program. Some materials that could be used are:

- Brochures for students to take home
- Announcements via the schools' public address systems
- Ballpoint pens, lanyards and/or bracelets
- Designs for bulletin boards
- Individual room decorations proclaiming Donor Week
- All school assemblies
- Speakers in various classes
- Videos for classes about donation
- Essays
- Booths at local sports events (basketball games, etc.)

10.4 Government: Local elected officials such as coroners, mayors, county board members, township officials, state representatives and senators, sheriffs, police officers, firefighters and other governmental officials can be a tremendous help with activities such as:

- City and county health fairs
- Health Department involvement
- Support from local and county police departments
- Bulletin boards
- Mayor and county board proclamations
- City-wide donor day activities
- Recipient and donor family recognition days

(Also, see 11.8 for Proclamations)

10.5 Labor: Labor leaders in all "Life Goes On" cities have been valuable resources. Invite a local labor leader to be part of your plan. They have a tremendous networking system and are more than willing to help. Examples of labor involvement include:

- Newsletters
- Speakers at local union meetings
- Help with distribution of Life Goes On Materials
- Hanging banners at various sites
- Providing stories about union members who are recipients or donor family members
- Health fairs
- Posters in union halls

10.6 Recipients and Donor Family Members: Organ/tissue recipients and donor family members are very valuable resources. Many of them belong to area support groups and are most willing to help organize events, staff informational booths, participate in parades and distribute literature. They help to personalize your "Be A Hero" efforts by encouraging others to donate organs/tissue. They can also help by providing interviews to the press. The Secretary of State's office also maintains a listing of recipients and donor families who have helped with past efforts and will be happy to contact people in your area. Recipients, donor family members and patients on waiting lists will be an integral part of your effort—after all; they are what it's all about.

11.0 RAISING PUBLIC AWARENESS

The month of April is National Donate Life Month. During this time, you should plan many events and activities for the campus and surrounding community to promote donor awareness. The following are activities that will help your committee raise awareness about organ/tissue donation.

11.1 Secretary of State Jesse White Visit

A highlight of your project might be an appearance by Secretary of State Jesse White. Organ/tissue donation is a personal issue for Secretary of State Jesse White so he tries to attend as many events as possible throughout Illinois. Because the "Be A Hero" campaign is all about registering donors, Secretary White wants to participate in any way possible to showcase your efforts.

11.2 Green Ribbon Campaign

The green ribbon is the universal symbol for organ/tissue donation. Green ribbons can be tied on trees in parks, atriums, courtyards and even car antennas. Also, many municipal buildings have allowed green ribbons to be tied around the trunks of trees or light poles near their buildings. Police officers and other community leaders also have volunteered to wear green ribbons on their lapels during the month of April.

It is always important that you contact the proper authority to obtain permission to display the ribbons in a public area.

Green ribbons should be weatherproof. The sizes will vary depending on use. Smaller ribbons work well on lapels for shirts. However, longer and thicker ribbon works well for tying around tree trunks.

11.3 Organ/Tissue Donation Day in the Park

An Organ/Tissue Donation Day on campus or in the park can be a great event for the entire community. Donor families, recipients, community leaders, and citizens are invited to the park for a picnic in recognition of the benefits of donation.

Games and other activities can be planned for entertainment. Time can be allotted for donor families and recipients to share their stories with the community, and media is always encouraged to attend.

11.4 Public Displays

Organ/tissue donor displays are available for public display from the Secretary of State's office. Local businesses, hospitals, schools, doctor's offices, malls, libraries and churches make excellent locations. You should contact the proper individual to obtain permission. To obtain materials please visit LifeGoesOn.com.

11.5 Speakers

Many community organizations request people to speak about organ/tissue donation. You are encouraged to reach out to these organizations to organize speaking engagements at upcoming meetings or events. Some possible groups are civic organizations, churches and schools.

Community donor families and recipients make wonderful speakers. However, the Secretary of State can also provide speakers for your community. To request a speaker please visit LifeGoesOn.com for contact information.

11.6 Faith Organization Bulletin Inserts and Letters

Bulletin inserts help raise awareness in the faith community. A simple page explaining how to join the donor registry can be given to local faith organizations to put in weekly bulletins. Contact your local faith community leaders for details.

Letters can on also be written and mailed to all faith leaders in the community to encourage them to present a sermon on the benefits of donation.

11.7 Organ/Tissue Donor Booths

Information booths can be set up at campuses and community-sponsored events. Health fairs, county fairs, and local celebrations or festivals provide great opportunities to reach out to people. By contacting the local coordinator, it is usually possible to arrange for booth space at the event. It is important to note that the committee should contact the coordinator weeks in advance to ensure that the space be reserved. The Secretary of State's office will provide materials to be distributed to the public. For materials please visit LifeGoesOn.com.

11.8 Proclamations

A proclamation can be adopted by the city council or county board in recognition of the benefits of organ/tissue donation in your respective community or county. The proclamation is then signed by the mayor or county board president and presented at a public ceremony. Contact the city council or county board to arrange for a proclamation.

11.9 Newsletter Articles

Many businesses, labor unions and community organizations publish newsletters. Contact them about contributing an article detailing the story of a local recipient or donor and the benefits of organ/tissue donation. Using a local recipient or donor in the article can be a more personal approach and bring more meaning to the message for people in the community.

11.10 Marquis Displays

Local marquis boards are excellent places to display a message about organ/tissue donation. Contact local businesses, libraries, unions and hospitals to encourage them to put up a donor message during the month of April. This should be done several weeks in advance to ensure that the billboard marquis is not already taken.

11.11 Floats in Parades

As with nearly every community in the state, there are always parades occurring throughout the year. By contacting the parade coordinator, you may be able to enter a “Be A Hero” float in the parade.

By building a float and encouraging committee members, recipients and donor families to ride on it, bystanders will see the importance of organ/tissue donation.

11.12 Tree-Planting Ceremony

A tree-planting ceremony in memory of a donor or recipient can be a very meaningful event to create public awareness. Purchasing a small tree and asking permission to plant it in the park along with a ceremony honoring the person’s memory has been very successful in the past.

Usually a small plaque with the person’s name is put in the ground after the tree is planted and dedicated. Community leaders, residents and the media are all invited to attend.

11.13 Sporting Events

Consider organizing a special Organ/Tissue Donor Night at a local professional, college or high school sporting event. At the event, a designee can present a message about the benefits of donation during a break in the game, distribute brochures at the gates or offer an informational booth in the lobby/parking lot.

These are just some of the events that may be appropriate for your campus or community campaign. Please feel free to expand or modify these events to fit your specific area. Some of the best ideas may be new ones that you design.

12.0 APPROACH

During an event, it is imperative to be proactive in your approach to dealing with potential registrants. Be sure to greet people as they pass by; sitting behind your display will not attract people to your efforts. For continuity, **always** utilize your introduction and approach with every person you interact with at a donor registry event. Remember, not just participants or attendees are potential donors; other vendors, food service individuals, and anyone else in the vicinity should all be considered.

12.1 Pre-Event:

- Confirm date, set up time and location.
- Confirm that the amount of materials and displays are sufficient.
- Be energetic, professional and knowledgeable for the best outcome.

12.2 Script:

“Hello, I’m (insert name), and I am participating in a campaign with Secretary of State Jesse White’s Organ/Tissue Donor Program. I’m here today to find heroes. In 30 seconds, you can save or benefit the lives of over 25 people by joining the Organ/Tissue Donor Registry. Allow me to share some information with you.” (Open brochure).

- Point out that this is a top priority of Secretary of State Jesse White. Inform people that Secretary White has been personally affected by donation as his sister is a recipient of a lifesaving kidney.
- Express that more than 5,000 people in Illinois and 120,000 people nationwide are waiting for a hero.
- Remind them that in only 30 seconds, they can be that hero.

“In an effort to shorten the waiting list in Illinois, I am asking that you be a hero and take 30 seconds to register as a donor so that people like you and I, our family, our friends, and our loved ones will not have to suffer or die waiting for a transplant.”

“It takes just a moment to complete this registration form. I’ll be happy to help you do that now. All I need is your name and address and a valid Illinois driver’s license or ID card.”

- Fill out the brochure tear-off registration form.
- Keep the tear-off portion with their information in a safe place.
- Hand back the rest of the brochure to the person and point out the contact information on the back for further questions or concerns.
- Inform them that they will receive a confirmation letter from the Secretary of State's office in about three business weeks.
- Thank them for their generous decision to be a hero by signing up as a potential donor.
- Encourage them to spread the message to their friends and family.

12.3 POST EVENT

A simple act of gratitude can go a long way. Remember to express your appreciation to all those who contributed to the success of your campaign. There are many different ways to show your appreciation. Find the one that best fits you.

***You will be required to submit a summary report at the end of your campaign. Take good notes, it's best to jot down your experiences promptly.**

SECTION III- Guidelines for Participation

13.0 General Rules and Guidelines

- Community-service opportunities will be provided in order of receipt of application (“first-come, first-served basis).
- Volunteers are not required to be organ/tissue donors.
- Volunteers can earn a maximum of 64 service hours per semester through the program.
- Volunteers cannot register donors who are currently active (those who registered after Jan. 1, 2006) on the donor registry.
- Volunteers are required to wear **Be A Hero T-Shirts** while campaigning (these are provided in your “starter kit”).
- Volunteers not seeking community-service hours are permitted to register as participants.
- Donor registrants must be age 18 or older (age 17 or younger must inform their family of their wishes to donate).
- Donor registrants cannot register without a State of Illinois-issued driver’s license or ID card.
- Donor registrants must be present at the time of registration.
- Community colleges are permitted to have a maximum of two campaign initiatives (allowance per initiative is a minimum of one participant and a maximum of five participants).
- Community colleges opting to support more than one campaign initiative must submit two separate Volunteer Registration Forms.
- **Volunteer Registration Forms** must be submitted listing all participants and their signatures, as well as the signature of the Designated Administrator, to qualify.
- The **Designated Administrator** must be part of the community college faculty/staff. The administrator’s signature verifies the students' community-service hours. The administrator shall act as the contact person between the Secretary of State's Donor Program staff and participants. Administrators will not be responsible for initiating volunteer campaigns.
- All **starter kits** and **promotional material** will be shipped to the Designated Administrator.
- Participants must submit **Log Sheets** listing service hours, Illinois driver’s license or Illinois ID card numbers of donor registrants, and signatures of their Designated Administrator to the Secretary of State’s Organ/Tissue Donor Program.
- A final **Summary Report** addressing the total number of registrants signed to the Organ/Tissue Donor Registry, each campaign initiative, and the effectiveness of campaign initiatives must be submitted to the Secretary of State’s Organ/Tissue Donor Program. This summary report will serve as an aid in the judging process.
- Three separate community colleges will win awards. These awards will be measured by the volume of registrants, creativity of campaign drives and effectiveness of initiatives.
- Award recipients must have actively contributed and participated in campaign initiatives. All participants will be recognized.
- Judges’ decisions are final.
- All matters relating to violence, discrimination, forgery or stereotypes will be **disqualified immediately** and are subject to prosecution.
- Submission of your signed **Volunteer Registration Form** certifies your acknowledgment and adherence to the rules, guidelines and all other contents of this packet.
- Minimum requirements must be met for issuance of all scholarships.

13.1 Advice to Participants

You are representing the Secretary of State's Organ/Tissue Donor Program in this lifesaving mission. Potential donors cannot be coerced or bribed into registering. While you are encouraged to actively seek registrants, all registrations must be altruistic in nature.

13.2 How to Apply

Volunteers who wish to participate must complete the *Volunteer Registration Form* and return it before the deadline. Applications must be submitted listing all participants and their signatures, as well as the signature of the Designated Administrator, in order to qualify.

13.3 Registration Deadline

Friday, January 30, 2015

***Mail-in envelopes must be postmarked before 11:59 p.m., Friday, January 30, 2015.**

Please mail or fax application form to:

**Illinois Secretary of State
Organ/Tissue Donor Program
501 S. Second St.
Rm. 451 Howlett Bldg.
Springfield, IL 62756-9000
217-782-9448 (fax)**

14.0 Record Keeping

It is important to maintain excellent records as you will be required to submit a final report. Be sure to note dates, time, locations, special speakers, and all other important details of the events. Remember to get the names of everyone in your pictures.

Log Sheets and all portions of brochures containing donor registrant information should be kept private and in a safe place.

14.1 Summary Report

Volunteers must provide a final summary report addressing **three categories: Volume, Creativity and Effectiveness**. Participants are encouraged to submit photos of their campaign initiatives for inclusion in our newsletter and other media outlets. Please provide outline for all photos. Volunteers who wish to be considered for one of the three awards must submit their summary reports before the deadline.

14.2 Summary Report Deadline

Wednesday, April 8, 2015

***Mail-in submissions must be postmarked before 11:59 p.m., Wednesday, April 8, 2015.**

- Summary Report will serve as record of your activities.
- Complete and submit by mail or fax all completed Log Sheets, along with all portions of brochures containing donor registrant information to:

**Illinois Secretary of State
Organ/Tissue Donor Program
501 S. Second St.
Rm. 451 Howlett Bldg.
Springfield, IL 62756-9000
217-782-9448 (fax)**

15.0 Awards and Presentations

Three “**Be A Hero**” initiatives from three separate Illinois Community Colleges will be recognized based on the creativity and effectiveness of the campaign, as well as the number of registrations. The following awards will be presented at a special ceremony with the Illinois Secretary of State Jesse White:

- *First place: \$1,500 scholarship - Granted through DLI partners*
- *Second place: \$1,000 scholarship - Granted through DLI partners*
- *Third place: \$500 scholarship - Granted through DLI partners*
- *Video/Photos of Ceremony*

First place: Pledge of
100 donors (minimum qualifier)

Second place: Pledge of
75 donors (minimum qualifier)

Third place: Pledge of
50 donors (minimum qualifier)

***Award ceremonies will be held for the top three awardees, with Secretary of State Jesse White presenting the awards.**



*Organ/Tissue Donor Program
501 S. Second St., Rm. 451 Howlett Bldg.
Springfield, IL 62756-9000
800-210-2106*

"Be A Hero" Campaign Volunteer Registration Form

The Illinois Secretary of State's Organ/Tissue Donor Program's "Be A Hero" campaign focuses on city and community colleges statewide. The campaign provides community service opportunities to students by creatively building awareness about the importance of organ/tissue donation and registering people on Illinois' Organ/Tissue Donor Registry. Each participating school must be limited to a maximum of two committees with five members each.

Please provide the information below and help encourage your students to **"Be A Hero."**

College Name: _____

College Address: _____

College President: _____

Designated Administrator Name & Title: _____

Designated Administrator Number & Email: _____

PARTICIPANTS (Please alphabetize)

LAST NAME	FIRST NAME	GENDER	T-SHIRT SIZE (S-3XL)	SIGNATURE

Designated Administrator's Signature _____ Date _____

The Designated Administrator must be part of the community college faculty/staff. The administrator's signature verifies the student's community service hours. The administrator shall act as the contact person between the Secretary of State's Donor Program staff and participants. Administrators will not be responsible for initiating volunteer campaigns.

**Please mail or fax the completed form to:
Secretary of State Organ/Tissue Donor Program
501 S. Second St., Rm. 451 Howlett Bldg.
Springfield, IL 62756-9000
217-782-9448 (fax)**

