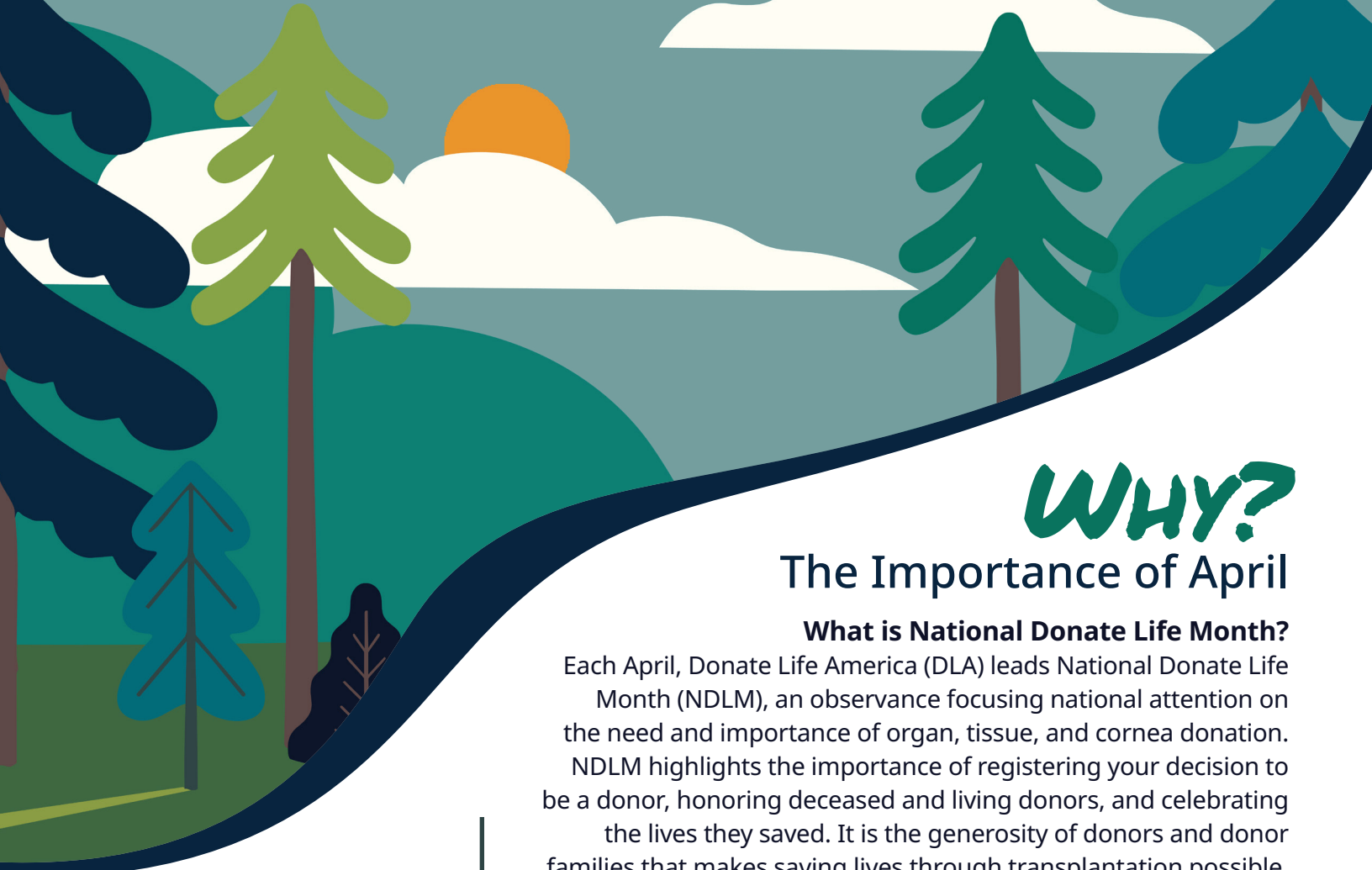




April is National Donate Life Month



JOIN US!
Partner Toolkit



WHY?

The Importance of April

What is National Donate Life Month?

Each April, Donate Life America (DLA) leads National Donate Life Month (NDLM), an observance focusing national attention on the need and importance of organ, tissue, and cornea donation. NDLM highlights the importance of registering your decision to be a donor, honoring deceased and living donors, and celebrating the lives they saved. It is the generosity of donors and donor families that makes saving lives through transplantation possible.



100,000 WAITING

Right now more than 100,000 people are on the national transplant waiting list in the U.S.; another name is added every 8 minutes.



TOO FEW REGISTERED

Currently, fewer than 50% of Pennsylvanians are registered donors, and only about 35% of West Virginians are registered.



DONORS SAVE & HEAL

One organ donor can save up to eight lives, and one tissue donor can heal as many as 75 others and restore sight to two people.

Donate Life® is the national brand for the cause of donation, uniting hundreds of donation and transplantation organizations; those awaiting transplant; the life and legacy of more than one million recipients in the United States and their families; donor families who say yes in their time of grief; and the more than 170 million people who have registered their decision to be a donor.

The Center for Organ Recovery & Education (CORE) is the federally designated, nonprofit organ procurement organization serving western Pennsylvania, West Virginia, and Chemung County, New York. CORE works with hospitals, health care professionals, coroners, medical examiners, funeral directors, community partners, and volunteers to save and heal lives through organ, tissue and cornea donation, while also supporting donor families during and beyond the donation process. Donate Life Pennsylvania (DLPA) and Donate Life West Virginia (DLWV) are statewide initiatives supported by CORE that provide trusted education and donor registration opportunities for residents across the region. CORE, DLPA, and DLWV are honored to lead and support National Donate Life Month efforts in our service area by working together with partners to raise awareness, inspire registration, and honor the life-saving power of donation.

2026 THEME

Trees are a Symbol of Life

The 2026 National Donate Life Month artwork

uses trees as a symbol of life, connection, and lasting impact. Just as trees grow stronger together in a forest, donation connects people—donors, recipients, families, health care professionals, and communities—in a shared network of care.

Donation is not a single moment. Like a tree taking root, it creates an impact that continues to grow over time. One donor can save and heal many lives, and that generosity extends outward to families, workplaces, hospitals, and neighborhoods. Each act of donation strengthens the entire community.

Trees also represent legacy. They stand through seasons and generations, offering shelter, renewal, and hope. In the same way, a donor's gift leaves a lasting legacy—seen in lives saved, milestones reached, and futures made possible. During National Donate Life Month, we invite partners to help share this message and make the unseen connections of donation visible.

How Partners Can Reflect the Theme

As a trusted voice in your community, your participation helps grow awareness and understanding of organ, tissue and cornea donation. Whether you are sharing information with patients, employees, constituents, customers, or neighbors, your support helps normalize the conversation and inspire action.

By joining us during National Donate Life Month, you become part of a larger ecosystem of care—one where small actions, shared messages, and collective commitment can grow into life-saving and life-healing outcomes for generations to come.

**TOGETHER, WE CAN HELP THIS
MESSAGE TAKE ROOT AND GROW.**



HOW?

Ideas for Involvement

Simple Ways to Show Your Support



RAISE THE FLAG

Host a Donate Life flag-raising ceremony or moment of recognition to honor donors and donor families.



INFORM OTHERS

Use internal emails, intranet posts, digital signage, or staff meetings to share Donate Life Month messaging and resources.



RECOGNIZE TEAMS

Acknowledge clinical or DMV teams who play a role in supporting the donation process.



LIGHT IT UP

Light the hospital building, sign, or local landmark in blue and green to help the message take root in your community.



SHOW YOUR SPIRIT

Participate in Blue & Green Spirit Week 2026. You can be in the photo contest or dress up your pet! More info at DLA.net.



SHARE STORIES

In person or on social media, share stories of donors, donor families, recipients, or staff experiences to highlight the impact of donation.



HONOR DONORS

Hold a recognition ceremony that remembers and honors the donors from your community or your hospital.



HOST A DONOR DRIVE

Set up an informational table in a public or staff area to share educational materials and answer questions.



TELL EVERYONE!

Hang posters on the walls, sign off emails with a call to register, use branded table tents in the cafeteria, send informational emails!



SHARE ONLINE

Post Donate Life Month content on social media. Share educational resources, CORE posts, or messages of support to help spread accurate information.



SPREAD THE WORD

Include Donate Life information in community or church newsletters, neighborhood or personal emails, bulletin boards, websites, or meeting agendas.



START CONVERSATIONS

Talk with family, friends, coworkers, or classmates about donation. Share your decision and why it matters to you.



REWARD DONORS

Offer discounts or perks for your customers, students, congregants or even constituents who are registered donors.



WEAR YOUR COLORS

Wear blue and green throughout April to spark conversation and show visible support.



DECORATE YOUR SPACE

Add blue and green decorations in offices, classrooms, break rooms, lobbies, community spaces or even your own home!

RESOURCES

For Hospital & Community Partners

What's Available and How to Use Them

To help hospitals, community organizations, workplaces, schools, and volunteers participate in National Donate Life Month, CORE provides a set of easy-to-use resources designed to support awareness, education, and engagement throughout April.

These materials are meant to help you celebrate Donate Life Month in ways that fit your role, your space, and your community.

Event & Outreach Materials

Posters, flyers, table tents, event programs, email signatures, branded Zoom or PowerPoint templates, speaker training tools and even pre-written remarks for events are available to support your activities.

These materials come in four versions: a CORE version, a Donate Life PA version, a Donate Life WV version and a blank version.

Social Media Resources

Sample posts, graphics, banners, and story templates to help you raise awareness online and share your Donate Life Month activities.



RESOURCES



Media & Logo Use

If you are interested in media outreach, public announcements, or logo use beyond the provided materials, CORE has resources available to support you. All media activity and logo use must be coordinated with CORE in advance at media@core.org.

Need Help?

Hospital teams can connect with their CORE Hospital Services representative at professionalservices@core.org.

Community organizations, businesses, and volunteers can connect with a CORE Community Outreach representative at communityoutreach@core.org.



PARTNER TIPS

Sharing the Donate Life Message

Best Practices for NDLM Partners

You do not need to work in health care or be a public speaker to be an effective advocate for donation. Some of the most meaningful Donate Life messages are shared through social media, emails, newsletters, signage, tabling events, meetings, classrooms, workplaces, and community gatherings. Even seasoned health care professionals can benefit from simplifying language and approaching donation communication with fresh perspective. However you choose to participate, your voice matters.

Meet People Where They Are

Whether you are posting online, creating materials, staffing a table, or speaking briefly, focus on connection and clarity. Use respectful, human language and keep messages easy to understand. The goal is not to persuade or overwhelm, but to inform, honor, and invite others to learn more.

When questions or misinformation arise—online, in writing, or in person—a helpful approach is to pause, acknowledge the concern, and then share a clear, accurate fact. This keeps communication calm and respectful. If helpful, reinforce the fact with context or personal meaning rather than statistics alone.

Misconceptions about donation remain a major barrier, and they often come from fear or misunderstanding. When correcting myths, focus on being calm, factual, and respectful. Avoid debating or overwhelming people with information. One clear, trusted fact is often more effective than many.

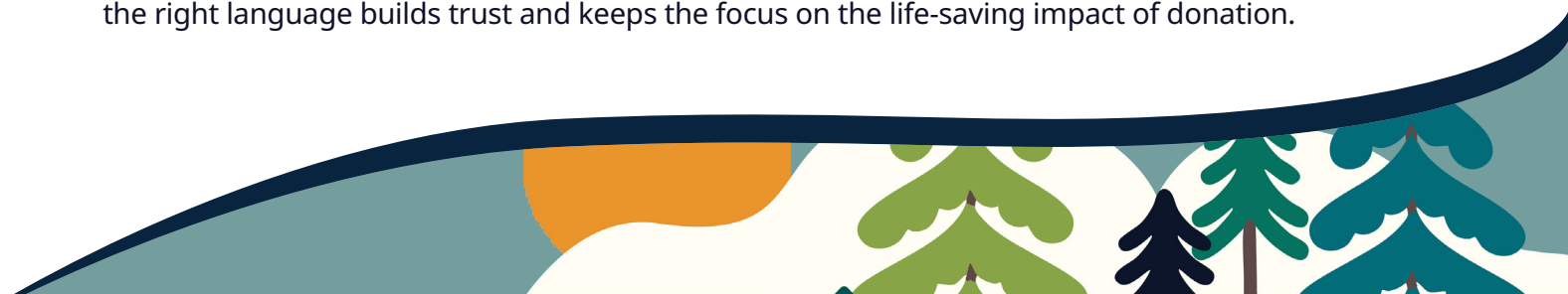
When possible, ask permission before explaining and keep responses brief. If someone seems unsure or emotional, acknowledge that feeling before sharing information. The goal is not to “win” the conversation, but to build trust and understanding. Additional information about common myths and questions is included on the next page.

Inspire Action

The purpose of sharing the Donate Life message is to inspire action. When appropriate, end posts, presentations, events, or materials by encouraging people to register as an organ, tissue and cornea donor on their driver's license, state ID, or online at core.org/register. Every informed decision has the potential to save and heal lives.

Words Matter

The language we use shapes how people understand donation. Choose respectful, accurate terms such as recover organs, deceased donation, brain death, and mechanical or ventilated support. Never use terms like harvest, cadaver, life support, or coma, which can be misleading or distressing. Using the right language builds trust and keeps the focus on the life-saving impact of donation.





MYTH FACT

My body will be mutilated and disfigured if I would donate.

Organ and tissue donation will not interfere with traditional funeral arrangements such as an open casket. Doctors maintain the utmost respect for the donor and organs are removed in a routine operation similar to other types of surgeries.

Organs go to people who didn't take care of theirs.

Organs go to people who were born with or developed diseases that have caused organ failure. Less than 5 percent of those waiting need a transplant because of their own behaviors or choices. For those people, they must achieve and sustain sobriety before they can be listed for a transplant.

I am too old to become an organ, tissue and cornea donor.

No one is ever too old or too young to give the gift of life. Every potential donor is evaluated on a case-by-case basis at the time of their death to determine which organs and tissue are suitable for donation.

I am too sick to donate.

Few illnesses or conditions prevent someone from being a donor. People with diabetes, heart disease, cancer, hepatitis and even HIV have saved lives through organ and tissue donation. At the time of death, CORE reviews medical and social histories to determine suitability for donation. Although someone may not be able to donate blood, it does not always prevent the individual from donating organs and/or tissue.

My family will have to pay for costs related to my donation.

Donors and their families are not responsible for any costs related to donation. All costs are incurred by the organ procurement organization.

My religion does not support donation.

All major religions consider organ donation to be an individual decision, or support it and see it as the final act of love and generosity toward others.

Wealthy people are the only people who receive transplants.

Financial and celebrity status do not determine who receives a transplant. A national computer network, maintained by the United Network for Organ Sharing (UNOS), matches organs according to height, weight and blood type, followed by medical urgency and then time accrued on the waiting list. Age, race, gender, religious affiliation or financial status are not factors that determine who receives a transplant.

EMTs and hospital staff members don't work as hard to save your life if you're a donor.

When you go to the hospital for treatment, all staff members are focused on saving your life, not somebody else's. You'll be seen by a medical team whose specialty most closely matches your particular emergency.



THANK YOU!



**PITTSBURGH
204 SIGMA DRIVE
PITTSBURGH, PA 15238**

**CHARLESTON
501 MORRIS STREET
CHARLESTON, WV 25325**

**WWW.CORE.ORG
800-DONORS-7 (800-366-6777)**