



Missouri Organ and Tissue Donor Program

Donate Life America & Team Missouri Information

Donate Life Missouri

Donate Life America is a 501(c)3 not-for-profit alliance of national organizations and state teams across the United States committed to increasing organ, eye, and tissue donation. Donate Life America manages and promotes the national brand for donation, Donate Life, and assists Donate Life State Teams and national partners in facilitating high-performing donor registries; developing and executing effective multi-media donor education programs; and motivating the American public to register now as organ, eye and tissue donors.

Mission:

To drive individuals, organizations and communities to increase the number of designated organ, eye and tissue donors who save and heal lives.

Vision:

A nation that embraces organ, eye and tissue donation as a fundamental human responsibility

State Team Guidelines:

Donate Life State Teams play a vital role in this work and are intended to include members of the donation and transplant community, government agencies, technical partners, media outlets, motor vehicle departments, workplace and community partners, recipients and donor families. Teams compile and deliver educational and motivational information to the public as follows.

Develop and maintain strategic relationships:

- Membership in a state team should include and be open to all members of the donation and transplant community (OPOs, eye and tissue banks, transplant centers, etc.). Be sure to include multicultural points of view. It also should include active representation of other appropriate key stakeholder groups, such as the department of motor vehicles and state hospital association.
- Develop a communications plan for delivering state and national information to media, key stakeholders and the public.
- Create a culture that lives the Donate Life brand. (see Donate Life Brand Usage Policy)
- Share data and outcomes with the Donate Life America Advisory Council (refer to Report Card and Scorecard).

Develop and maintain registries that accurately capture donor designations and make them available to all authorized recovery organizations:

- Implement best practices for operating and improving effective donor registries.
- Develop a communication plan to reach key stakeholders involved in donor designations, from legislation to program administration.
- Integrate registry promotion as the call to action in all education and public relations efforts.

Create a culture of accountability for increasing donor designations:

- Create a culture within your state that embraces the need for collecting and utilizing accurate data.
- Implement a strategy for measuring the increase in actionable donor designations.
- Include multicultural outreach elements in all programs.

Collectively work toward developing a culture of trusted donation expectation.

- May 25, 2014

Team Missouri

Vision, Mission and direction currently being revised. Information will be published once available.