

How Do I Spread the Word?

Individual and organizational registration drives, created on www.BeADonor.ca, are a way for individuals and organizations to encourage people in their social network to register their consent for donation. People are more likely to register if their friends and family have registered, and if they are asked to do so by someone close to them. Your customized page will let you tell your friends, family and colleagues why donation is important to you, and will explicitly ask them to either register or check their registration status. The links to online registration at www.BeADonor.ca are embedded right into your custom page.

BeADonor.ca also provides detailed registration data for communities and regions all across Ontario. While Ontario's overall donor registration rate is more than 33%, registration rates in individual communities vary widely across the province from around 10% to more than 50%. By making this information available, advocates and supporters can use this data to encourage improvement where they live. The scoreboard will be updated every three months to show how many new donor registrations have taken place across Ontario and within each community. The scoreboard also shows, in real time, how many new visits to the online registration site have been driven by each of the active individual and organizational pages.

How Can I Get Involved?

Visit www.BeADonor.ca and choose Spread the Word to set up a page for yourself or for your organization. The easy-to-follow instructions will walk you through the process. You can also spend time reviewing the provincial registration data. "Our Top Communities" allows you to sort Ontario communities by ranking, alphabetically, change vs. last update, or by number of residents who are eligible to register.

How do I run an individual or organizational registration drive?

Visit www.BeADonor.ca and choose Spread the Word, then click Start Your Own, to set up a page, for yourself or for your organization. The easy-to-follow instructions will walk you through the process.

Individual Pages:

Once you have set up a page for yourself, the next step is to share it as widely as you can in your social circles. Facebook and Twitter are great vehicles for you to share your page, and you can ask all your friends and family to share it to their Facebook and Twitter contacts as well.

Never used Facebook or Twitter before? There are great online tutorials to show you how to get started:

Getting Started on Facebook: <https://www.facebook.com/help/188157731232424>

Twitter Basics: <https://support.twitter.com/articles/215585--getting--started--with--twitter>

You can also share your page via email by pasting the url for your custom page into an email and send it to all your friends and family and by including it in your email signature. If you are holding an event to raise awareness and encourage registration for organ and tissue donation and you don't have a computer or internet access on site, you can collect email addresses at the event and send out a post-event email with a link to your individual drive page.

Organization Pages:

If your organization already has a website, include a prominent link to your organizational page and have your members share it with their networks via Facebook, Twitter, LinkedIn and email. Include a link to your page in all emails to your members. If your organization is a workplace, include a link on your website and your intranet. Encourage your employees to share it via their social networks and to include it in their email signatures.

Interested in running a registration drive at your workplace? Your organizational drive page can play a key part in a workplace campaign. Contact Trillium Gift of Life Network at giftof8@giftoflife.on.ca for a workplace package including all the details.

Measuring Your Success

Your custom page includes a counter that tracks all the visits to the online donor registration site that have come via your individual organizational registration drive. If you like, you can include a goal when you set up the page. For example, you could aim to generate 100, 150, 200 or 400 visits to the registration site from your page, depending on the size of your network. You don't have to set a goal for your page, but having a goal –and seeing where you are against your goal –can often motivate you to find new ways to use your page, and to get more friends, family and colleagues to register.

Do's and Don'ts

- *Don't just rely on your own network.* Ask everyone in your network to share it with their networks too. That's how you can reach the most people and get the best results.
- *Do share why donation is important to you.* By telling your story, you help make the need for organ and tissue donors real, and not just another worthy cause.
- *Do try to incorporate your page in all your awareness-raising efforts.* Once you've inspired people to register, your page gives them the opportunity to do it right away, before procrastination and forgetfulness set in.
- *Don't make your participation a one-day endeavour.* We'll continue to give you new reasons and tools to reach out to your networks again. Some people may need to see your request a few times before they are convinced to register.
- *Do use the regional and community data available at www.BeADonor.ca to help motivate your friends and family.* Are rates low where you live? Encourage your neighbours to help improve them. Are rates better than average? Push your local networks to make sure your community stays a leader.