



Diversifying DoNation

TOOLKIT

A Guide to Increase Diversity, Equity, Inclusion, and Respect (DEIR) in the DoNation Campaign

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1 <https://www.organdonor.gov/learn/organ-donation-statistics> Last accessed: July 5, 2023



More than **90%** of
Americans support
organ donation, but
only **60%** are signed
up as donors.¹



More than
100,000 people
are waiting for an
organ donation today
in the U.S.—
and **60%** are a
racial or ethnic
minority.²

Introduction

The Health Resources and Services Administration (HRSA) DoNation

Campaign (DoNation) unites America's workforce to sign up organ, eye, and tissue donors across the country. As part of this mission, DoNation is working with the nation's 56 organ procurement organizations (OPOs), leading organ, eye, and tissue donation and transplant organizations, and companies across all industries to educate underrepresented minority communities about organ donation and diversify the donor pool.

The Importance of Donor Diversity

Shared race and ethnicity are not a requirement for matching organ donors and recipients. However, organ transplants have higher success rates when donors and recipients share similar ethnic backgrounds.³ Because there are fewer organ, eye, and tissue donors from racial and ethnic minority groups,⁴ patients on the national transplant waiting list from such backgrounds receive transplants at a significantly lower rate than non-Hispanic white patients.⁵

Research also shows that areas with more socioeconomic deprivation and fewer white residents have lower donor designation rates.⁶ According to OPO insight, neighborhoods with the fewest designated donors are also the areas with the most people waiting for a transplant.⁷

2 <https://optn.transplant.hrsa.gov/data/view-data-reports/national-data/> Last accessed: July 5, 2023

3 <https://www.organdonor.gov/learn/organ-donation-statistics> Last accessed: July 5, 2023

4 <https://optn.transplant.hrsa.gov/data/view-data-reports/national-data/> (deceased donors) Last accessed: July 5, 2023

5 See information from the Office of Minority Health on organ and tissue donation under the Minority Population Profiles: <https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=2&lvlID=26>

6 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8191504/> Last accessed: July 5, 2023

7 Based on ZIP code data available through the United Network for Organ Sharing (UNOS).

Additionally, older Americans and younger Americans are underrepresented as donors. As of April 2023, over 70,000 patients aged 50 and over need an organ transplant, but only 27,020 received a transplant in 2022.⁹ Meanwhile, young adults aged 18 – 24, especially those who have not attended college, have below-average donor authorization rates.¹⁰ Improving donor authorization rates among these populations will grow the donor pool to help meet the need for organ, eye, and tissue transplants.

How to Use the Diversifying DoNation Toolkit

The Diversifying DoNation toolkit supports and encourages diverse, equitable, inclusive, and respectful outreach to potential donors. The resources and best practices included in this toolkit come from interviews with leaders in equity-focused organ donation outreach, suggestions from experts serving on the DoNation Planning Committee, and recommendations solicited from the nation's 56 OPOs. We prioritized best practices that were established through focus groups conducted with underrepresented donor populations, as well as recommendations supported by the results of HRSA-funded grant research.

This toolkit will help you:

1. Learn best practices for approaching and building relationships with underrepresented communities
2. Discover print and digital resources from other OPOs that can be adopted and tailored for use in your local area
3. Find community-outreach models to emulate in your own campaign efforts
4. Learn where to find DoNation Campaign materials that support donor diversity



Matches between organ donors and recipients with **similar** ethnic backgrounds have **higher** long-term transplant success rates.⁸



To save more lives equitably, the U.S. must look to continuously diversify the donor pool and improve organ, eye, and tissue donor designation rates in underrepresented communities.

8 <https://www.organdonor.gov/learn/organ-donation-statistics> Last accessed: July 5, 2023

9 <https://optn.transplant.hrsa.gov/data/view-data-reports/national-data> Last accessed: July 5, 2023

10 <https://www.mdpi.com/2078-1547/13/1/21> Last accessed: July 5, 2023



“I believe that, with any group, the most effective message comes from like individuals.”

– RaChelle Gruba,
Dakota Lions Sight
& Health

Best Practices from the DoNation Planning Committee

The DoNation Planning Committee comprises organ donation outreach experts who are committed to sharing best practices in organ, eye, and tissue donor education. Based on conversations with these experts, we have compiled the following guidance for conducting outreach with underrepresented minority communities:



Be generous.

Always give more than you take when working with underserved communities. Contextualize conversations about organ donation by showing how the local community will benefit. Also, show your sincere investment in the community’s well-being by supporting other crucial needs like access to food, trash pick-up, and school supplies.¹¹



Be patient and consistent.

Building relationships with communities can take time. It is important to become a familiar face by regularly attending community events, visiting locally owned businesses, and meeting with charitable organizations that serve the area.



Listen.

Listen more than you speak to ensure you truly understand and appreciate the community’s perspectives on organ, eye, and tissue donation.¹²



¹¹ See also: <https://www.thedecisionproject.org/about>. Last accessed: July 5, 2023

¹² See also: <https://www.organdonor.gov/sites/default/files/organ-donor/professional/grants-research/grant-bulletin-march-2023.pdf>



Build up to the ask.

Planning Committee members discourage leading with organ, eye, and tissue donation messaging when first connecting with a community. Instead, have the information available, but build relationships through conversations about local needs. Ask how you can be of service, and, when the time is right, lead into your cause, organically.¹⁴



Be honest and prepared.

Have reliable, research-based information ready to answer questions about organ donation and religion, race, ethnicity, and culture. When you don't have an answer, be honest, and offer to find someone who does.^{15, 16}



Leverage data.

Use data from the local area to communicate the urgent need for more organ, eye, and tissue donors. Reference donor designation rates, transplant rates, and waiting list data. Several OPOs, including Infinite Legacy and HonorBridge, are using ZIP-code analysis to identify and direct their resources to the neighborhoods most in need.

“Helping people see the neighbor-to-neighbor connection is key.”
– Gift of Life Donor Program

22% of patients
on the National
Transplant Waiting List
are of **Hispanic**
ethnicity.¹³

HRSA has organ, eye, and tissue donation stories in English and Spanish to supplement local stories.



13 <https://optn.transplant.hrsa.gov/data/view-data-reports/national-data> Last accessed: July 5, 2023

14 See also: <https://www.organdonor.gov/sites/default/files/organ-donor/professional/grants-research/april-18-grant-bulletin.pdf>

15 See also: <https://www.organdonor.gov/sites/default/files/organ-donor/professional/grants-research/grant-bulletin-march-2023.pdf>

16 See also: <https://www.organdonor.gov/sites/default/files/organ-donor/professional/grants-research/june-2022-grant-bulletin.pdf>



• HRSA LIFE STORY •



Sara, Kidney Recipient, CA

At five-weeks old, Sara received a heart transplant. Nearly 30 years later, she received another transplant: a kidney from her cousin.

[Read Sara's story.](#)



Use stories.

Data is important, but it's also important to humanize data by sharing stories about organ, eye, and tissue transplants from the community you are approaching. Finding those who have been touched by donation can generate empathy and understanding among potential new donors.



Start small.

Small businesses can have big impacts. Family-owned businesses, minority-owned businesses, nonprofits, and community centers are excellent places to begin.



Partner with community leaders.

Invite trusted community leaders to participate in community outreach. Having their support will help you establish trust with other members of the community.^{17,18} Examples of community leaders to engage include:

- Local government officials
- Religious leadership
- School administrators
- Local sports coaches
- Organizers of community fairs and events
- Leaders of non-profit organizations
- Public safety officials
- TV/ Radio personalities



HRSA provides state and national data you can use to support donor outreach. See "[Accessing Diversity Data About Organ Donation](#)" in this toolkit for more information.

17 See also: <https://www.organdonor.gov/sites/default/files/organ-donor/professional/grants-research/grant-bulletin-march-2023.pdf>

18 See also: <https://www.organdonor.gov/sites/default/files/organ-donor/professional/grants-research/july-18-grant-bulletin.pdf>

What **NOT** to Do

Just as important as doing the right thing is avoiding the wrong thing. Here are some ways to promote respectful engagement with marginalized groups:

Don't alienate.

Individuals from underserved communities can be mistrustful of the medical establishment and government.^{19, 20, 21} Some religions and cultures are also wary of discussing death.²² In these cases, leave medical terminology out of the conversation and deemphasize deceased donation.²³ Instead, focus on the gift of life, the human impact, and the urgency of the issue.

Don't preach.

Unless you are a member of the community you're speaking with, don't position yourself as an expert on the community members' concerns.²⁴ Introduce new resources and data that people may not know about, offer yourself as a guide, and be willing to connect people with authoritative members of their own community who can speak about organ donation.

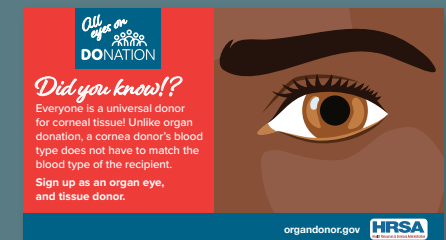
Don't shame.

Organ donation can be a scary or taboo topic, especially for those who believe common myths.^{25, 26} Be understanding of people's hesitancy, and don't get frustrated if someone isn't receptive. Not everyone will decide to be a donor, and it may take some people several conversations before they feel comfortable making a decision. The role of the DoNation Campaign is to dispel organ donation myths and communicate the need for donors while signing up as many new donors as possible.



TIP:

Corneal and tissue donation (rather than solid organ transplants) can sometimes be a more comfortable entry point to the discussion.



19 <https://pubmed.ncbi.nlm.nih.gov/34985177/> Last accessed: July 5, 2023

20 <https://www.nationalacademies.org/documents/embed/link/LF2255DA3DD1C41C0A42D3BEF0989ACAECE3053A6A9B/file/D9CE82C52A4EBC-F60452076A7C6E4816B5B6662FE1A2?noSaveAs=1> Last accessed: July 5, 2023

21 <https://restoresight.org/news/black-history-month-mistrust-of-the-medical-establishment-in-the-black-community/> Last accessed: July 5, 2023

22 <https://www.organdonor.gov/sites/default/files/organ-donor/professional/grants-research/june-2022-grant-bulletin.pdf>

23 <https://www.organdonor.gov/sites/default/files/organ-donor/professional/grants-research/june-2022-grant-bulletin.pdf>

24 <https://www.organdonor.gov/sites/default/files/organ-donor/professional/grants-research/grant-bulletin-march-2023.pdf>

25 Learn about common organ donation myths: <https://www.core.org/understanding-donation/dispelling-the-myths/>

26 This video from DoNation educates viewers about the organ donation process: <https://youtu.be/5jmSH9uvGpc>





DID YOU KNOW?

Kidneys are the most needed organ among every ethnicity according to data from the Organ Procurement and Transplantation Network (OPTN).

NATIONAL KIDNEY MONTH

A second chance at life is in your hands.

Sign up as an organ, eye, and tissue donor.



organdonor.gov **HRSA**

Recruiting Diverse Partners to DoNation

When recruiting new DoNation partners, prioritize outreach among workplaces with staff or patrons who are likely to diversify the donor registry. Consider workplaces in neighborhoods with low donor-designation rates and high concentrations of underrepresented donor populations such as older Americans over 50, younger Americans aged 18 – 24, and racial and ethnic minority groups. Following are suggested industries and workplaces that can help you connect with these populations.

Older Americans

- Hospice care facilities
- Veteran service centers
- Senior community centers
- Retirement homes
- Leisure businesses marketed to retirees (e.g., cruises, golf courses)
- Cultural organizations (e.g., local museums, heritage sites)

Younger Americans (aged 18 and older)

- High schools
- Community colleges and technical/vocational schools
- Colleges and universities
- Driver-education courses
- Retail and food-service businesses
- Military recruitment offices

Racial and Ethnic Minority Groups

- Minority-owned businesses
- Faith-based organizations
- Dialysis centers
- Community recreation centers
- Community health centers
- Social clubs or fraternities/sororities
- Local consulates



Nevada Donor Network has had great success partnering with local hospices. Watch the March 2023 [DoNation webinar recording](#) to hear more about this partnership!

Tips for Approaching New Partners

Check out the [DoNation Campaign Recruitment and Engagement Guide for OPOs](#) for general advice about campaign recruitment and for messaging to use with potential partners. Below are three keys to success when recruiting partners from underserved populations.

1. Be ready to share the mutual benefits of joining the DoNation Campaign.

Some examples include:

- Giving back to the local community.
- Fulfilling corporate social-responsibility goals.
- Earning publicity for your business.
- Helping save neighbors' or loved ones' lives.

2. Emphasize that campaign participation is easy.

- Explain the support your OPO can provide. Consider offering to help plan engagement events, tailor resources, and provide training.
- Show the many resources available from HRSA's [Outreach Materials Library](#) in English and Spanish, including toolkits, graphics, social media messaging, posters, and certificates.
- Don't overwhelm new potential partners with too much information or lead them to believe the campaign is too time-consuming or difficult to run.



Use PSAs and newsletter templates from the [DoNation Campaign](#) to publicize your campaign participation.



“Build relationships so that the campaign becomes a part of the community.”

– Latoya Joyner, HonorBridge

92% of the Asian/
Non-Hispanic patients
on the National
Transplant Waiting list
need **kidneys.**²⁷



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3. Tailor your approach to demonstrate cultural sensitivity. Adjust messaging, language, stories, and materials to ensure they resonate with your audience.

- If using images or stories about specific people during outreach, ensure your target audience is represented.
- Keep in mind the possibility of medical mistrust, religious concerns, and cultural conflicts.
- Remember that some underrepresented donor communities in disadvantaged neighborhoods may lack access to comprehensive education, reliable transportation, affordable healthcare, and other resources. These challenges can affect the pre-existing knowledge people have about organ donation as well as their availability to participate in outreach activities.



DID YOU KNOW?

Each tier of recognition available through the DoNation scorecard can be earned in as few as 4 activities! Use the DoNation [“Pathway to Recognition”](#) worksheet to help new partners visualize an achievable path to recognition.



27 <https://optn.transplant.hrsa.gov/data/view-data-reports/national-data> Last accessed: July 5, 2023

Accessing Data About Diversity in Organ Donation and Transplantation

Data is essential to demonstrating the urgent need for more organ, eye, and tissue donors. HRSA provides access to [quick facts](#) drawn from OPTN data. Data is also available in [Spanish](#).

Following are links to detailed organ donation and transplantation data, including race, ethnicity, age, and gender data at the national, regional, state, and local levels, as well as additional race and ethnicity-related resources.

Organ Procurement & Transplantation Network (OPTN) Data

The OPTN is a network public-private partnership that links all professionals involved in the U.S. donation and transplantation system, including OPOs, and nationally allocates and distributes donor organs to individuals waiting for an organ transplant.^{28, 29} The [OPTN website](#) is a great source for data about organ donation and transplantation.

- The OPTN provides public access to comprehensive data regarding deceased donation, the national transplant waiting list, and transplants performed.
 - National: [National data - OPTN \(hrsa.gov\)](#)
 - State: [State data - OPTN \(hrsa.gov\)](#)
 - Regional: [Regional data - OPTN \(hrsa.gov\)](#)



In March 2023, HRSA released a [dashboard of organ donation and transplantation data](#) as part of a modernization initiative. This data may support efforts to improve equitable access to organ transplantation and enhance data-driven program monitoring.

²⁸ <https://optn.transplant.hrsa.gov/about/>. Last accessed: July 5, 2023

²⁹ <https://www.hrsa.gov/about/organization/bureaus/hsb>. Last accessed: July 5, 2023



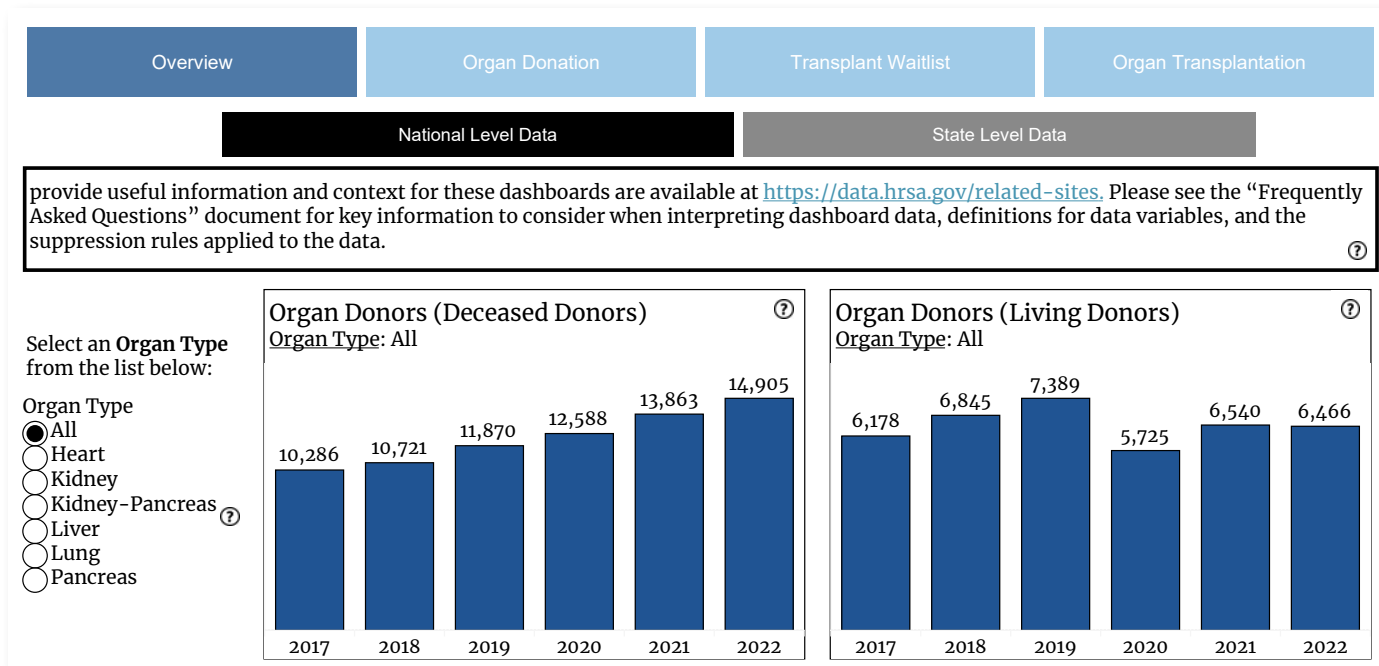


DID YOU KNOW?

OPTN members and the public can request [customized data reports](#).

More than **28%** patients on the National Transplant Waiting List are **Black/Non-Hispanic**.³⁰

- The [OPTN dashboard](#) visualizes key metrics, including year-to-date transplants completed, donors recovered, and additions to the waitlist.³¹
- To view data specifically in the context of equity concerns, the OPTN provides an [“Equity in Access to Transplant” dashboard](#).
- OPOs also have access to UNetSM, an online database system used to collect, store, analyze, and publish OPTN data. Member OPOs may use this database to identify the neighborhoods with the lowest donor authorization rates within your service area ZIP code.



Pictured: HRSA's Organ Donation and Transplantation Dashboard displaying data from July 2023.

30 <https://optn.transplant.hrsa.gov/data/view-data-reports/national-data> Last accessed: July 5, 2023

31 Data displayed on the OPTN dashboard is typically from one month prior to the date the dashboard is visited.



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Racial Minority Groups Pathfinder to Resources

HRSA's Office of Minority Health (OMH) published a series of "Pathfinder to Resources" guides about the health of racial and ethnic minority populations in the U.S. These guides can help you learn about the unique risks, health concerns, and racial justice issues pertinent to these populations.

- [Black/African American Health in the United States](#)
- [American Indian & Alaska Native Health in the United States](#)
- [Asian American Health in the United States and U.S. Territories](#)
- [Hispanic/Latino Health in the United States](#)
- [Native Hawaiian/Pacific Islander Health in the United States and U.S. Territories](#)

OMH's Minority Population Profiles summarize the demographics, educational attainment, economics, insurance coverage, and health statistics for several racial and ethnic minority groups. Additionally, a special section in each population's profile discusses how organ donation and transplantation affect people within these groups.

Your DoNation Campaign Data

To help partners track data from their own DoNation Campaign efforts, Donate Life America (DLA) provides custom donor sign-up links. The personalized campaign pages at these links include a live counter that tracks real-time increases in donor sign-ups. A data dashboard, available through [RegisterMe.org](#), allows OPOs with personalized hospital and community partner campaign pages to view limited demographic data (age, gender) and the date/time of donor sign-ups. For assistance accessing this dashboard, email DLA at DonateLifeAmerica@DonateLife.net.

OPO's needing additional information about registrations can request an automated report from the National Donate Life Registry that shows donor sign-ups from their service area and each donor's demographic information and ZIP code.

• HRSA LIFE STORY •



Faith, Cornea Recipient & Kidney Donor, IN

After receiving a cornea donation that saved her vision, Faith was inspired to become a living kidney donor.

[Read Faith's story.](#)



• HRSA LIFE STORY •



Cesar, Kidney Donor, FL

When his wife got sick, Cesar learned about donor matching and living donation. Cesar's living kidney donation saved his wife's life.

[Read Cesar's story.](#)

DEIR Resources from Organ Donation and Transplant Organizations

OPOs and organ donation and transplant authorities are doing amazing work to raise awareness of the need for more organ, eye, and tissue donors among marginalized and underrepresented donor communities. Leverage the existing resources below by pulling inspiration from these efforts to develop educational opportunities and connect with communities in your area!

Resource Name and Link	Source Organization	Demographics Featured	Resource Type
Monthly webinar series	Association for Multicultural Affairs in Transplantation (AMAT)	All multicultural communities, including religions	Webinar series
Workgroup and Observance Toolkits	Association for Multicultural Affairs in Transplantation (AMAT)	All multicultural communities, including religions	Social media content
Nuestras Historias	DonateLife Puerto Rico	Hispanic/Latinx, Puerto Rican	Stories
"We Speak Life" Mini Documentary	Donor Network West	African American	Documentary
Martin Luther King Days of Service	DonorConnect	African American, all communities of color	Outreach example
Let's Talk Hope	Gift of Hope Organ & Tissue Donor Network	All underserved communities	Podcast
"Let's Talk" Community Outreach	Gift of Life Michigan	Arab American, Muslim American	Stories, videos
Family Stories	Legacy of Life Hawai'i	Asian American, Native Hawaiian, Pacific Islander	Stories
OneHero Campaign	LifeNet Health	African American	Stories, videos
Handbook for National Minority Donor Awareness Month	LifeQuest Organ Recovery Services	All multicultural communities	Toolkit with sample messaging, outreach examples, stories, and more
Talk Donation	LifeSource Organ, Eye, and Tissue Donation	Native American	Campaign, video, stories



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Resource Name and Link	Source Organization	Demographics Featured	Resource Type
National MOTTEP	National Minority Organ Tissue Transplant Education Program (MOTTEP)	All multicultural communities	Publications, metrics at regional sites
National Minority Donor Awareness Month	National Organ, Eye, and Tissue Donation Multicultural Action Group (NMAG)	All multicultural communities	Digital and print outreach materials
Multicultural Outreach	Nevada Donor Network	Hispanic/Latinx, all communities of color	Outreach example, brochures
NEDS YouTube Channel	New England Donor Services	Hispanic/Latinx, African American, LGBTQ+, young Americans	Stories, videos
Communities of Color	New Mexico Donor Services	Native American, all communities of color	Short video
#DonationNeeds-Diversity	NJ Sharing Network	All multicultural communities	Social media content, stories
Connecting the Dots Town Hall Series	OneLegacy	All multicultural communities	Informational video series
emPOWERed to Give	Southwest Transplant Alliance	Hispanic/Latinx	Stories, videos, statistics, media kit
Da Esperanza, Da Vida	Texas Organ Sharing Alliance	Hispanic/Latinx	Visual art, campaign
LifeLine: The Ultimate Bond exhibition	Versiti Organ and Tissue	African American	Visual art, stories, data



In 2021, only **46.3%** patients from diverse backgrounds received organ transplants, despite making up over **60%** of the National Transplant Waiting list.³²

32 <https://www.organdonationalliance.org/insight/august-is-national-minority-awareness-month/> Last accessed: July 5, 2023



“It is a privilege to carry out our mission and serve communities that have traditionally struggled with access to resources.”

– The Decision Project

Model to Emulate: The Decision Project®

[The Decision Project®](#) (TDP) is a grassroots outreach initiative spearheaded by Infinite Legacy that empowers people living in marginalized communities to register their decisions to be organ donors. TDP implements many of the best practices outlined in this toolkit, including building long-term relationships through [charitable community support](#) beyond organ, eye, and tissue donor education. Infinite Legacy’s pilot of TDP in Maryland was so successful at improving donor authorization rates that HonorBridge has launched [The Decision Project in North Carolina](#), and a Virginia-based edition of TDP is in development! Email info@thedecisionproject.org to learn about implementing The Decision Project in your OPO’s donor service area.



Pictured: Ieesha Johnson, founder of TDP (above) and a vehicle for The Decision Project. Photos used with permission.



Pictured: Backpacks for kids, provided by The Decision Project (left) and a person dancing at a community event wearing a TDP shirt (right). Photos used with permission.



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Governmental DEIR Resources

The resources below are available through agencies within the U.S. Department of Health and Human Services (HHS) to promote culturally sensitive outreach in underserved and racial and ethnic minority communities.

HRSA Grant Bulletins

These bulletins share the results of HRSA-funded research into organ donation and transplantation, including tips for signing up new donors.

- [Building trust: Connecting with Muslim Americans about organ donation](#) (March 2023)
- [Promotores de donación: Educating older Hispanics about organ donation through community partnerships](#) (June 2022)
- [Social and Faith-based Interventions Increase Registration Rates among African Americans](#) (July 2018)
- [Bridging Barriers to Living Kidney Donation Education](#) (April 2018)

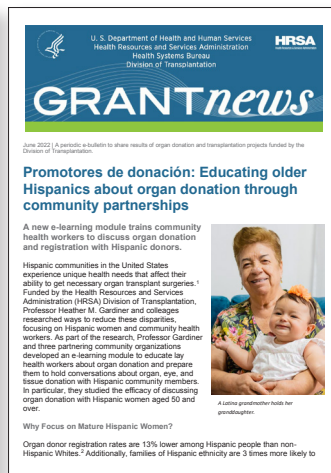
• HRSA LIFE STORY •



Dalton, Organ Donor, NY

Dalton saved more than 50 people by donating his heart, liver, corneas, kidneys, intestines, and tissues.

[Read Dalton's story.](#)



More bulletins are available on organdonor.gov.



• HRSA LIFE STORY •



John, Kidney, Lung & Liver Donor, CA

Kristy, Advocate, CA

John saved five families with the gift of his kidneys, lungs, and liver. Now his daughter, Kristy, helps others say yes to organ donation.

[Read John and Kristy's story.](#)

HRSA Organ Donation Life Stories

HRSA's Organ Donation Life Stories (available in English and Spanish) showcase real stories about organ donation, featuring donors and recipients of all ages, genders, religions, and ethnicities. Use these stories to show potential donors how people like them have benefited from the gift of life.

English-language stories

- [Life stories to read in English](#)
- [Life stories to watch in English](#)

Spanish-language stories

- [Life stories to read in Spanish](#)
- [Life stories to watch in Spanish](#)

Cultural-Competency Resources

- [Think Cultural Health](#). Through the Think Cultural Health website, HHS provides articles, presentations, and more to help you learn about culturally and linguistically appropriate services.
- [OMH Knowledge Center](#). OMH's online library catalog is the nation's largest repository of information dedicated to the health of minority populations within the U.S. and its territories.
- [Minority Population Profiles](#). Use OMH's Minority Population Profiles to learn about minoritized ethnic communities prior to conducting outreach.
- [The National Center for Cultural Competence](#). The Center works to increase the capacity of health care programs to design, implement, and evaluate culturally and linguistically competent service delivery systems that address growing diversity, persistent disparities, and to promote health and mental health equity.



DEIR Outreach Materials from DoNation

The **DoNation Campaign** provides graphics and sample messaging for health observances. These graphics and messages are shared in the [DoNation Campaign Facebook Group](#), and graphics for select observances are promoted via regular e-blasts and added to HRSA's [Outreach Materials Library](#).

Reference the calendar below to plan scorecard activities focused on observances relevant to donor diversity. Join the [DoNation Campaign Facebook Group](#) for access to campaign graphics created for these occasions!



Diversity and Organ Donation Observance Calendar

JANUARY

- New Year's Resolutions Week (1st week of Jan.)
- National Blood Donor Month
- Martin Luther King, Jr. Day (3rd Monday of Jan.)

FEBRUARY

- Black History Month
- American Heart Month
- National Donor Day (Feb. 14)

MARCH

- Women's History Month
- National Kidney Month

APRIL

- National Minority Health Month
- National Donate Life Month
- Blue and Green Spirit Week (usually 2nd week in Apr.)
- National Pediatric Transplant Week (last full week in Apr.)
- Celebrate Diversity Month

- Arab American Heritage Month
- Donor Remembrance Day (Apr. 30)

MAY

- Asian American, Native Hawaiian, and Pacific Islander (AANHPI) Heritage Month
- Older Americans Month
- Jewish American Heritage Month



NATIONAL MINORITY DONOR AWARENESS MONTH 2022

Any age is the right age.
It's never too late to sign up as a donor and save lives.

Join the organ, eye, and tissue donor registry.

organdonor.gov **HRSA**

ASIAN AMERICAN NATIVE HAWAIIAN AND PACIFIC ISLANDER HERITAGE MONTH 2022

GIVE JOY. GIVE LIFE.

Sign up as an organ, eye, and tissue donor.

organdonor.gov **HRSA**

HERITAJE NACIONAL DE LA HERENCIA HISPANA

Hable con sus seres queridos hoy sobre el regalo de la vida.

Regístrese como donante de órganos, córneas y tejidos.

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JUNE

- Pride Month
- Juneteenth (Jun. 19)
- National Men's Health Month

JULY

- Cord Blood Awareness Month

AUGUST

- National Minority Donor Awareness Month
- International Day of the World's Indigenous People (Aug. 9)
- Black Business Month

SEPTEMBER

- Hispanic Heritage Month (Sept. 15 – Oct. 15)

OCTOBER

- Hispanic Heritage Month (Sept. 15 – Oct. 15)
- Indigenous Peoples' Day (2nd Monday in Oct.)
- Hindu Heritage Month

NOVEMBER

- Native American Heritage Month
- Eye Donation Awareness Month
- Día de los Muertos (Nov. 1 – 2)
- Season of Giving (begins)
- Donor Sabbath (2 weekends before Thanksgiving)

DECEMBER

- Season of Giving (ends Dec. 31)

Additional religious and cultural observances that may offer opportunities for connection include Christmas, Easter, Ramadan, Passover, Rosh Hashanah, Yom Kippur, Hanukkah, Kwanzaa, Diwali, and Eid al-Adha. Speak with local cultural leaders to learn how these and other holidays are observed in your area.

Whatever you believe, believe in giving the gift of life.

Sign up as an organ, eye, and tissue donor.

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Organ donors worship here.

DONATION

Join the registry. Sign up at organdonor.gov.

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Donor Sabbath, celebrated each November, encourages faith leaders to discuss organ donation with their congregations. DoNation provides [resources for Donor Sabbath](#), including a [handout](#), [guide for faith leaders](#), and [shareable graphics](#).

Conclusion

Thank you for taking the time to read the Diversifying DoNation Toolkit. Your commitment to diverse, equitable, inclusive, and respectful organ donation outreach will help save and improve lives in underserved communities across the U.S.

If you have questions or concerns about this toolkit or related to DoNation, please reach out to DoNation@hrsa.gov or email your OPO's DoNation Campaign liaison.

Together, we can continue to diversify the donor pool and unite America's workforce for organ, eye, and tissue donation.



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The DoNation Campaign thanks the members of the DoNation Planning Committee for their insight and expert contributions to the development of this toolkit.



Are you a leader passionate about uniting America's workforce for organ, eye, and tissue donation?

The DoNation Planning Committee provides expert recommendations that guide the development of HRSA's DoNation Campaign.

Email DoNation@hrsa.gov to express interest in joining the DoNation Planning Committee.

DoNation Planning Committee Member Organizations

Advancing Sight Network

American Association of Tissue Banks

American Society of Transplant Surgeons

Association of Organ Procurement Organizations

Baptist Health System

Dakota Lions Sight & Health

Donate Life America

Gift of Hope

HonorBridge

Hospital and Healthsystem Association of Pennsylvania

Infinite Legacy

Legacy of Hope

LifeGift

LifeLink Foundation

LifeLink of Florida

LifeLink of Puerto Rico

Midwest Transplant Network

National Kidney Foundation

National Multicultural Action Group

Nevada Donor Network

Organ Donation and Transplantation Alliance

United Network for Organ Sharing

Yale University of Medicine