



2010 Donate Life Flag-Raising Campaign at Michigan hospitals

Frequently Asked Questions

What is the campaign?

Every Michigan hospital will raise the Donate Life flag, with the phrase “Donation Saves Lives,” during April 2010, which is Donate Life Month. This event will be bolstered through the use of social media, CEO emails, and other means to encourage employees and community members to join the Michigan Organ Donor Registry. This is part of a nationwide campaign and an excellent launching point for Donor Drive 2010 – working to increase the size of the Michigan Organ Donor Registry by 1 million people in 2010.

Who can participate?

Flags have been purchased by the MHA Keystone Center, and the campaign is being coordinated with help from Gift of Life Michigan, the Michigan Eye-Bank, and the MHA Keystone: Gift of Life collaborative. The campaign is applicable to all Michigan hospitals and transplant centers, regardless of their organ or tissue donation level or potential. The goal is to increase organ donation awareness and sign up staff and community members on the Donor Registry.

What if the hospital does not have a flagpole or has restrictions on its use?

The 3- by 5-foot flag can easily be placed on a wall or other area. It is not critical that it be raised on a flagpole

How long does the flag have to fly?

That will be left to each individual hospital. The key thing is that employees and community members are made aware of this symbolic event and encouraged to join the Donor Registry.

Can the flag-raising be incorporated into the events of Donor Drive 2010?

Yes. Flag-raising can be done in conjunction with donor tables, events and other activities hospitals sponsor to promote organ, tissue and eye donation.

How will outcomes be measured?

Gift of Life can monitor how many people sign up on the Donor Registry from each hospital. When a person goes to www.giftoflifemichigan.org and clicks on “Become a Donor,” they are asked where they heard about organ donation. Hospital employees (and their friends and family) should select “Hospital” from the drop-down menu, and then choose their specific facility. All Michigan hospitals are currently listed as options in this drop-down menu.