



Quick tips for a more successful donor drive at your table or booth

- **Tell, don't ask:** Some people are uncomfortable asking people to sign up as organ donors. And some people simply don't like to be asked – they can feel pressured and respond negatively with a “no.”
Instead of asking, try telling people what you're doing: *“Hi there. We're signing people up on the Michigan Organ Donor Registry if you'd like to do that today.”* This approach not only makes you feel comfortable, it makes people feel more like you're doing them a favor by offering them something of value. The difference in response can be significant.
- **Donor for what?** We talk about donors so much that we sometimes forget there are other types of donors. Don't tell people you can help them be a donor. Make sure you're clear from the start: *Organ and tissue donor.*
- **30-second rule:** People are in a hurry. If they hesitate after you've let them know you can register them, follow up quickly with... *“It takes about 30 seconds.”* If they say yes, hold true to your word.
- **Give and get:** Candy, pens, flair, stickers and other fun giveaways are - without fail - a big draw to any display table. Make sure you have plenty and that they're visible.
- **Key to online signups:** Remember to return to the page with “how did you hear about donation?” after every single sign-up and give credit every time you register a new name. If you don't, they will be automatically credited to the Secretary of State.
- **Help the undecided:** If someone can't decide, or needs more information, make sure they leave the table with a brochure, a Donor Drive 2010 business card, or both.
- **Red heart or no red heart?** Thousands of people think they're already signed up. Don't forget to ask if they have their red heart sticker or logo? If not, take it one step further.