



Dear Business Associate,

We need your help in giving Oklahomans – approximately 600 who are waiting for a lifesaving organ transplant – a second chance at life. Thousands more desperately need cornea and tissue transplants.

LifeShare of Oklahoma would like to invite you to join the nationally recognized Workplace Partnership program to educate employers and employees about the need for organ, eye and tissue donation. **This is a unique, no-cost, lifesaving opportunity.** The program is free-of-charge and becoming a Workplace Partner will enhance your visibility locally and nationally, as well as your reputation as an organization committed to your community.

Implementing the LifeShare Workplace Partnership program is simple. You decide how you want to inform your employees about donation and what will work best in your organization. LifeShare is eager to help by providing promotional materials and activities to fit your needs.

If you would like to join this lifesaving program and agree to promote organ, eye and tissue donation in your workplace, either complete the enclosed registration form and mail or fax it back (see address and fax number below) or register online at LifeShareOK.org.

This program is nationally sponsored by the U.S. Department of Health and Human Services and is locally supported by LifeShare.

For more information about joining the LifeShare Workplace Partnership, please contact us at 1-888-580-5680 or e-mail LifeShare-Marketing@LifeShareOK.org.

Thank you in advance for your support of organ, eye and tissue donation.

Sincerely,

A handwritten signature in blue ink, appearing to read "J.P.", is written over a light blue horizontal line.

Jeffrey P. Orlowski
President/Chief Executive Officer



Workplace Partnership

4705 NW Expressway • Oklahoma City, OK 73132

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LifeShareOK.org

About the Campaign

LifeShare Workplace Partner

What is the Workplace Partnership for Life?

The Workplace Partnership for Life (WPFL) is a national initiative, created in 2001, that unites the U.S. Department of Health and Human Services (HHS) with the organ and tissue donation community and businesses, organizations and associations to spread the word about the importance of organ, eye, tissue, blood and bone marrow donation and to encourage the American public to register as donors. This nationwide network of more than 11,000 "Partners" includes local, regional and national companies, associations, unions and academic, volunteer, philanthropic and community-focused organizations of all kinds. Their shared goal is promoting a "donation-friendly America" by fostering donation education and creating opportunities for individuals to sign up to save lives through organ and tissue donation.

What Do Workplace Partners Do?

Workplace Partners make a commitment to educate their employees, members and/or customers on the critical importance of blood, bone marrow, and organ, eye and tissue donation and join to provide opportunities for people to register as donors. Workplace Partners join with HRSA and local donation organizations and other groups to help educate their constituents about organ, eye and tissue, blood and bone marrow donation.



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About Us LifeShare of Oklahoma

LifeShare Workplace Partner

LifeShare of Oklahoma, created in 1986 as The Oklahoma Organ Sharing Network, is a nonprofit, federally designated organ procurement organization (OPO) dedicated to the recovery of organs and tissue for transplant purposes. LifeShare works closely with three transplant centers and 145 healthcare organizations in the state of Oklahoma to facilitate donation. Additionally, we strive to raise awareness for organ, eye and tissue donation and transplantation through public education.

LifeShare is committed to providing a better quality of life for those people who require organ or tissue transplantation, while respecting and honoring those families who share the gift of life through donation.

Organizational Clarity

At LifeShare, our core purpose can be articulated in three words: We save lives. This core purpose is the cornerstone of our Organizational Clarity, which has four elements: core purpose, business definition, core values and strategic anchors. Our core purpose is why we exist.

Our business definition is what we do; we recover organs and tissue for transplant. LifeShare's core values are can-do, passion and caring. These define how we behave. Our strategic anchors are people, change and relationships and these are how we succeed.

LifeShare team members are a wonderful group of caring professionals who regardless of their role contribute to our core purpose of saving lives. Their passion, caring and can-do approach to all we do is essential to our success.

Our team at LifeShare is always seeking to improve by embracing change, by building relationships in and outside of the organization and by always keeping our work focused on people...donors, donor families, recipients and healthcare professionals.

Every member of the LifeShare team is expected to embrace our Organizational Clarity to support the organization's success in achieving our core purpose.

For more information about organ, eye and tissue donation, visit the LifeShare website at LifeShareOK.org.



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Benefits of being a **LifeShare Workplace Partner**

The LifeShare Workplace Partnership program is free-of-charge and becoming a Workplace Partner will enhance your visibility, as well as your standing as an organization committed to your community and its needs.

The benefits of joining the LifeShare Workplace Partnership for your company/organization:

- ⑥ National listing on the Health & Human Services website, OrganDonor.gov
- ⑥ Recognition on LifeShare's website, LifeShareOK.org
- ⑥ Local Publicity for your company/organization
- ⑥ Opportunity for your company/organization to promote its partnership status in annual reports and media communications
- ⑥ Enhanced good will in your company
- ⑥ Increased employee pride in the company/organization

The benefits of Workplace Partnership for employees:

- ⑥ Opportunity to save and improve lives by registering to be an organ, eye and tissue donor
- ⑥ Opportunity to team with co-workers in a lifesaving mission; builds motivation, inspiration and team spirit
- ⑥ Chance to be a role model by promoting donation

Key Steps to a successful program

LifeShare Workplace Partner

Step One: Make the decision to join the LifeShare Workplace Partnership program. Once you have made the decision, complete a registration form and return it to LifeShare.

Mail: LifeShare of Oklahoma
4705 NW Expressway
Oklahoma City, OK 73132

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To join the program online visit the LifeShare website at LifeShareOK.org.

Step Two: Select a key contact to coordinate the LifeShare Workplace Partnership for your company/organization. Ideal candidates in your workplace may be found in public relations, community outreach, human resources and health & wellness departments. **Employees whose lives have been touched by donation or transplantation are excellent candidates for involvement.**

Your appointed coordinator will be responsible for implementing the ideas you choose, ordering materials from LifeShare, handing out materials to employees and notifying LifeShare of your activities.

Please inform LifeShare of your key contact, so we can offer support and work closely with your designated employee. We can assist in developing and implementing your program and can offer suggestions. LifeShare can help tailor activities to your company/organization's specific needs.

Step Three: As a Partner, all you have to do is communicate information about organ, eye and tissue donation with every employee in your organization. Review available resources by looking over the Action Ideas page for easy tools to further enrich your Workplace Partnership. Choose from the list or develop ideas of your own. Your company/organization's culture will determine what works best.

The overall goal is to provide employees with the information and the opportunity to learn more about organ, eye and tissue donation. Companies/organizations are encouraged to expand their outreach by including clients and customers in their communication about organ, eye and tissue donation.



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Action Ideas employee activities

LifeShare Workplace Partner

The LifeShare Workplace Partnership generally includes an employee kick-off event, along with other programs or activities over the course of a pre-determined timeframe. These activities are individualized to best suit your workplace culture and existing communication vehicles. To make it easy to inform your employees about this program, you can download the materials from LifeShareOK.org. Please remember the materials may need to be customized with your company/organization's name, logo and other specific pertinent information.

Suggested employee activities are:

- ⑥ *Donor Registration Drive* – Host an in-house awareness drive. LifeShare can help you coordinate a “Donor Day” to encourage employees to register to be an organ, eye and tissue donor.
- ⑥ *E-mail* – Send a mass electronic message promoting donation. LifeShare will provide a sample e-mail text for your convenience.
- ⑥ *Letter* – Send a letter from the CEO/Executive Director promoting donation. Request our sample letter and all you have to add is the CEO/Executive Director's signature.
- ⑥ *Newsletter* – Include a donation/registration message or article within your internal newsletter. Request the sample newsletter text that we can provide.
- ⑥ *Pay Check Stuffer* – Include the LifeShare message as a pay envelope stuffer. Request a sample.
- ⑥ *Fact Sheet* – Share donation facts with employees, either as a hand-out or via e-mail. LifeShare has compiled the facts for your convenience.
- ⑥ *Voice mail* – Record a voice mail message promoting donation and send to all personnel.
- ⑥ *Posters* – Hang posters about registration in the breakroom, rest rooms, lobby or other high-traffic areas. Posters are available from LifeShare.
- ⑥ *Bulletin Board* – Create a LifeShare Workplace Partnership bulletin board and update with news clippings, statistics, feature stories, contact numbers and websites.
- ⑥ *Link* – Add a LifeShare link to your Intranet or Internet website.

Register your workplace

LifeShare Workplace Partner

Please complete all of the fields below.

Company/Organization:		CEO/Executive Director:	
Mailing Address: City, State, Zip			
Physical Address: City, State, Zip			
Website:			
Name and Title of Key Contact Person:			
Phone:	Fax:	Email:	
Number of employees in your company/organization in Oklahoma:		Number of employees in your company/organization in the U.S.:	

To help LifeShare serve you better, please complete the following:

We will commit to _____ activities per: <input type="checkbox"/> Month <input type="checkbox"/> Quarter <input type="checkbox"/> Year
<p>We have chosen to reach every employee with the donation message by (see Action Ideas sheet for further explanation). Select as many as appropriate:</p> <p><input type="checkbox"/> Electronic Sharing <input type="checkbox"/> Paper Distribution <input type="checkbox"/> On-Site Donor Awareness Program <input type="checkbox"/> In-house Donor Registration Drive</p> <p><input type="checkbox"/> Undecided Other: _____</p> <p>_____</p>
We will also share a donation message with our clients and customers: <input type="checkbox"/> Yes <input type="checkbox"/> No
<p>Comments:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

Please review the information you have provided above. A LifeShare representative will follow-up with you within one week of receipt to discuss tailoring a program for your specific workplace.



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