



## Celebration and Event Sponsorship Opportunities

### State Budget Advocacy Day

February 13, 2018

On this day, Donate Life NYS members and volunteers meet with the appropriate legislative leadership to discuss the organization's funding requests for the upcoming New York State budget while advocating on the impact of that funding.

### National Donor Day

February 14, 2017

National Donor Day is a time to focus on all types of donation – organ, eye, tissue, blood, platelets and marrow –by participating in blood/marrow drives or donor registration events. It is also a day to recognize our loved ones who have given the gift of donation, have received a donation, are currently waiting or did not receive an organ in time.

### NYS Donate Life Month

April 2018

National Donate Life Month (NDLM) features an entire month of local, regional and national activities to help encourage Americans to register as organ, eye and tissue donors and to celebrate those that have saved lives through the gift of donation.

### Donate Life Blue & Green Day

April 21, 2017

The public is encouraged to wear blue and green, hold events and fundraisers, and partner with local restaurants, malls, media, and community organizations to spread awareness about organ, eye and tissue donation and transplantation.

### NYS Legislative Education Day

May 2018 - tbd

On this day, teams of donation professionals and mission connected volunteers visit their legislators to advocate for important donation relevant legislation to help increase organ, eye and tissue donation in New York State.

### Donate Life Echo

July 9-22, 2017

Donate Life ECHO (Every Community Has Opportunity), is a nationwide observance designed to reach multicultural communities. Through the ECHO concept of reiteration and repetition—with people sharing the message of donation within their community—more lives will be saved and healed.

### DMV Appreciation Week

September 25-29, 2017

DMV Appreciation Week is a time for the Donate Life Community to say thank you and show its appreciation of DMV partners across the country through national and local events and outreach.

### NYS Donor Enrollment Day

October 4, 2017

NYS Donor Enrollment Day is a statewide rally asking community members to take action and join the New York State Donate Life Registry. In its first year, 3,100 New Yorkers made the decision to register as organ and tissue donors.

### Donate Life: National Donor Sabbath

November 10-12, 2017

This three-day observance seeks to include the days of worship for major religions practiced in the United States, in order for congregations to come together to learn about and celebrate donation and transplantation, and pray for those affected by it.