

Recognizing Our Local Department of Motor Vehicles (DMV) Partners

96% of organ, tissue and eye donors register at the DMV (vs. 4% who register online.) DMV staff ensures that the question “Do you want to register to be an organ, tissue and eye donor” is asked. It is vitally important that their work is recognized and linked back to the human impact it has. The information here represents experiences gained through a few recognition events hosted by Donate Life Wisconsin (DLW).

Star Power:	★★★ Generates media, registry sign-ups and educates people about donation and the registry
Planning Time High	Start at least two months before the recognition event. The DLW DMV Workgroup has an established relationship with the regional managers of all DMVs in Wisconsin so it is important to involve them in this event from the beginning. Contact Martha Mallon, President of DLW or Mary Nachreiner, UW OPO prior to planning. DLW will help coordinate with local DMV manager
Execution Time: Low	A DMV recognition event will take about an hour. Because it is “business as usual” during the event, the event may occur in the lobby or a meeting room. The program portion will be 20-30 minutes. The planning team should arrive 30 minutes early to get the “lay of the land” and determine where the event will occur
Potential costs may include: Medium	<ul style="list-style-type: none"> • \$10 for recognition item, if including • \$50 for refreshments (Donor dot cookies (4 dozen?) are a nice offering) • \$75 (If ordering a Donate Life flag for site)
Number/type of people needed to execute: Medium	<ul style="list-style-type: none"> • Hospital or employer PR/Marketing staff • DMV manager/supervisor • 2-3 hospital staff • 1 DLW member • 1 OPO staff member • 1-2 volunteer speakers – donor family/recipient
Tool kit and other items needed: Medium	<p>Items available on OPO website tool kit:</p> <ul style="list-style-type: none"> • Yes I Will (YIW) table display: YIW cards, Donation education flyer, table cloth, YIW pull-up shade, balloons; donor stickers; reserve Dottie Donor Dot mascot; UW OPO car w/Dottie to park at location <p>Other items needed:</p> <ul style="list-style-type: none"> • Podium/microphone (depending on size of location) • Table for display, garbage can
OPO involvement may include: High	The OPO and DLW member will help plan the event, secure volunteer donor family/recipient speaker- preferably local to DMV location, and will consult with local hospital PR/marketing staff as needed
How to do this idea even BIGGER:	<ul style="list-style-type: none"> • Create “I registered” orange dots and hand them out • Invite media and/or send them a photo with Dottie, volunteers and Dottie mobile in parking lot • Include a local dignitary as part of the program • Post article/photo in hospital/community/business publications • Inquire about DMV raising a Donate Life flag – possibly have ROTC or military person do flag raising
“Let Life Bloom” Strategy:	<ul style="list-style-type: none"> • Host a donor registry enrollment in high-traffic hospital (DMV) area = 65 points • Publish an article about the event in the hosp newsletter=35 points • Provide (“I registered) stickers to anyone who registers=25 points • Pitch donation stories/event to media = 40 points
Other:	Measure success: consider ways you might measure the success of your event

“How to” instructions:

Step 1:	Form a committee/planning team, reserve meeting space
Step 2:	Educate the PR team re: importance of donation education/donor registry. Show them the online tool kit and ask them to brainstorm all ways you could use their skills to promote donation/registry. Request their involvement w/ internal and external promotion
Step 3:	Contact UW OPO or DLW and work with them to execute the next steps
Step 4:	Set a goal: maybe related to how many DMV employees touched and media exposure
Step 5:	With DLW, propose two possible dates for the event. DLW will then contact DMV manager/supervisor
Step 6:	Create program and decide on type of recognition. Identify any local donor family or recipient (or get assist from OPO.) Determine who you want to attend from your hospital/employer. Decide how to reach out to specific people you want to invite
Step 7:	Recruit volunteers and assign duties and gather materials. Things to consider: invites, media, local dignitary, DF/recipient/waitlist person to speak, décor/set up for event, photographer, nametags, refreshments (cookies or something very simple)
Step 8:	Host event. Take a lot of pictures and share them with media, UW OPO and DLW
Step 9:	Meet again to measure success, report back to UW OPO with successes, improvements and outcomes

The most effective effort we’ve witnessed included: Coordinated effort that begins with a call to DLW or UW OPO.