

Event Guidelines

Setting up a Table

1. When possible, always use a Donor Network West tablecloth.
2. Make sure brochures and giveaways are arranged neatly.
3. Please do not place food or drinks on Donor Network West tablecloths.

Using Paper Registration Forms

1. Ask registrants to print neatly or offer to print for them if they are elderly or have special needs.
 - Point out that the bottom portion should be reviewed carefully and checkmarks are to indicate that they “DO NOT” want to donate an organ or tissue.
 - After a minor (under 18) signs a paper registration form, also encourage them to speak with their family about their decision to donate because parents make the final donation decision for children under 18 years of age.
 - If there is a long line to register, do not hesitate to hand out forms for people to fill out and bring back to your table later.

Please check to see that the form is legible and that you can read the information.

2. Keep signed paper registration forms in a secure area.
3. Submit registration as soon as possible to:

ATTN: Lisa Stanley
Donor Network West
12667 Alcosta Blvd. Suite 500
San Ramon, CA 94583

or drop off at your closest regional office in Fresno or Reno.

4. Follow up with your Community Development Liaison if there are any questions or concerns

Use of Giveaways

1. Use small giveaways to entice conversations about donation.
2. Use premium giveaway items as an incentive to sign paper registration forms at the table.

Interacting with the Public

1. Never answer a question if you are unsure of the response. Refer them to a brochure or ask them to contact Donor Network West directly at 888-570-9400 or communications@dnwest.org.
2. Avoid engaging in ethical debates. Focus on the need for donors, registering as a donor, recipient lives saved.
3. When representing Donor Network West, please do not speak with the media without first consulting the Donor Network West Communications Media Department (925.480.3400, 24-hour media hotline)

Health Fair Etiquette & Hints

Think of your booth at a health fair or other event as an introduction to the Donor Network West and to our mission to increase organ and tissue donation for transplantation. Does it make a good first impression? Does it get our message across?

Booth Etiquette

- Please remember that you are a host at the booth. Please treat people with respect and professionalism. Be warm and welcoming.
- One person should stand in front of the booth if possible, rather than hope people will come to you. Acknowledge the visitor by extend a greeting or making eye contact.
- Give them a brochure while asking an opening question*(see list below)
- Listen effectively—let them finish talking.
- Validate their feelings before correcting and informing them”Yes, a lot of people worry about that, but in reality...”
- Please do not chime in or interrupt your booth partner when he/she is talking to someone. Only join the conversation when invited by your booth partner.
- Do include your booth partner when you need help or to make a point. “This is Sam, he’s been waiting six years for a kidney...”
- Keep your personal story VERY short with an appreciative tone....they’ll ask if they want to know more. Avoid medical details!
- Generously give people a brochure. Don’t be so generous with the expensive giveaways unless they are truly interested. Please be conservative with the giveaways, we have a limited budget and don’t have a lot of extra supplies.
- You can stand in front of the giveaways such that people need to get a brochure and talk to you before they can just grab.
- Cell phones—please step away from the booth if you need to talk on the phone.
- Personal clutter — hide it under the table or neatly in a corner of the booth.
- Please, no eating or drinking (water is ok) at the booth—Take time to take a break away from the booth to eat. We want to keep the area clean and professional looking.
- Please limit the personal conversations with your booth partners. This makes it hard for people to approach.
- A neat and clean personal appearance is important. Dress according to the audience you’ll be reaching. For example, a company sponsored health fair requires business casual attire; where at a street festival, the volunteer t-shirt and nice walking (knee length) shorts might be appropriate.

Booth Display

- Be early to set up. Sometimes, you are able to pick a prime location by arriving a few minutes earlier than the other vendors!
- Always use a tablecloth; make sure it's straight on the table—one from Donor Network West, a plastic throw-away one (about \$1 from a party store), or maybe a plain one you have at home. Not only does this give the booth a tidy look, it also gives you a place to stash extra supplies as well as jackets, purses, etc.
- Use bright colors to attract attention. Try to use the blue and green on the “Donate Life” logo to tie it all together.
- Keep booth design clean and simple. Using baskets, colored plastic containers or plastic stands for brochures and give-aways helps organize the materials.
- Have signs or display boards at eye level so that people can see it at a distance.
- Banners should be hung above head level. Resist the temptation to use a banner as a table skirt in front of the table where it can get stepped on.
- Pictures of recipients and/or donors (8x10) are effective conversation starters at your

Staffing

- Usually best with two or three people at a time – one standing in front of the table.
- Don't intimidate people by having too many staffers around the booth.
- Take turns talking to people—keeps you fresh and ready to help others.
- Be careful about leaving the booth unmanned. It's amazing how quickly the giveaways can disappear.
- Circulate and talk with other exhibitors, especially ones with similar causes. Give them your literature. Invite them to stop by your booth & ask what events work best for them. Notice which other displays are effective and incorporate ideas into your own booth!

Health Fair Kit

- Pack your supplies such that the tablecloth is on top, since it goes on first.
- Assemble a kit of possible set up supplies that are always ready to go: scotch/duct tape, string, kid-sized scissors, bungee cords, push pins, cable ties, pens, markers, paper, fishing wire (to hang banner), rubber bands (to hold brochures if it's windy), sunscreen and small bottle of hand sanitizer.
- Bring a paper or plastic bag to use as a trash can under the table.
- Keep a notebook handy for any necessary follow-up notes. Follow up with your Community Development Liaison.

Each Situation is Different, but Generally...

If they are positive about donation, be thankful, then pursue... “Does your family know your wishes? Have you registered on-line yet?”

If they are negative, assure them that it’s ok to feel that way, but what’s their concern?? Don’t be defensive, be understanding. Slow down and listen carefully. These are the most important people to reach. Gently, give them the facts to alleviate their concerns. Perhaps this is the time for your (short) story. Ask what if someone they loved needed a lifesaving transplant—how would they feel? Many people still aren’t sure. End your conversation with a smile, graciously hand them information, and say something neutral like, “Well, it’s something to think about.”

Don’t be afraid to say you don’t know the answer to a specific question. You can refer the question to your booth partner—volunteer or California Transplant Donor Network staff if one is available at the booth. You can write down their question with contact information and we are happy to respond to the question. Alternatively, you can give our contact information out and they can call our offices at any time.

Remember to be cheerful, helpful and respectful at the events. Organ and tissue donation can sometimes be a pretty “heavy” topic for people to think about, so treating it as an opportunity to help others and to save lives, is important. Our goal is to educate and predispose the public to organ and tissue donation, and hopefully, get them to sign up at www.DonorNetworkWest.org . Each opportunity to talk to even one person could make a difference in their decision to donate. Those decisions can mean lives saved. Thank you for making a difference to those who wait for a second chance at life!

Sample Opening Questions

Keep questions short and be ready to respond in a positive way.

- Do you know about the new donor registry?
- Have you ever thought about organ donation?
- Have you and your family or friends discussed organ and tissue donation?
- Do you have a pink donor dot or red heart on your license?
- Have you registered to be an organ donor?
- Do you know about organ donation? Are you registered?
- Do you know anyone who’s had a transplant?
- Do you know anyone who has been an organ or tissue donor?