



# RED HEART CLUB: HIGH SCHOOL PROGRAM MANUAL

*Heal a life through organ and tissue donation*

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## RED HEART CLUB MISSION

Red Heart Clubs save and heal lives by inspiring high school students and their communities to sign up as organ and tissue donors on the Nevada Donor State Registry.

As part of the larger Donor Network West Community Education strategy, Red Heart Clubs educate high school students about the facts of organ and tissue donation, promote conversations between students and their families, and support teachers with mandated organ and tissue donation curriculum in science and health classes. Red Heart Club members also support wider community-level outreach events as official Donate Life Ambassadors.

## ABOUT DONOR NETWORK WEST

Donor Network West saves and heals lives by facilitating organ and tissue recovery for transplantation. The organization was established in 1987, and is an official Donate Life organization accredited by the Association of Organ Procurement Organizations (AOPO) and the American Association of Tissue Banks (AATB). Federally designated to serve 40 counties in northern California and Nevada, Donor Network West partners with the Department of Motor Vehicles and the state-authorized donor registries.

## CONNECT WITH DONOR NETWORK WEST STAFF

- Reach out to your Donor Network West Community Development Liaison
- Email [info@dnwest.org](mailto:info@dnwest.org) to be connected to the right person
- Discuss how your Liaison will support your club
- Establish agreements surrounding communication and working together

## MEMBERSHIP

- Recruit a group of at least five students to help you form a club
- These will be your founding members and, potentially, Executive Officers
- Establish criteria for membership
- Establish membership dues

## MAKE IT OFFICIAL

- Apply to become an official club at your school
- This includes recruiting a teacher to be your Staff Advisor
- Attain support from the Associated Student Body (if this step is necessary at your school)
- Establish a social media page for your club
- Make sure your page is linked on [DonorNetworkWest.org/RedHeartClub](https://DonorNetworkWest.org/RedHeartClub)

## RECRUITMENT

- Start recruiting more members through social media, tabling at club days, and posting flyers



Dougherty High School Club

**ELECT EXECUTIVE OFFICERS**

**PRESIDENT**

- Directs all chapter activities
- Presides over meetings
- Communicates with Staff Advisor, Donor Network West Staff Liaison, and other Red Heart Club Presidents
- Ensures completion of all mandatory school year activities
- Mentors club members

**VICE PRESIDENT**

- Organizes campus and community activities and events
- Engages individual members in earning Skills Badges (see page 6 for more info)
- Recruits, trains, and engages new members

**SECRETARY**

- Records meeting minutes, member attendance, service hours, and Skills Badges
- Submits Event Forms, Materials Request Forms, Donor Registration Forms, and any additional reports
- Maintains website and/or social media sites

**TREASURER**

- Collects membership dues and maintains chapter finances
- Organizes fundraising events
- Applies for grants and/or scholarships for club activities

**STRONG MONTHLY MEETINGS – RUN CONSISTENT AND ENGAGING MEETINGS**

- Always have attendees fill out a sign-in sheet including name, phone, and email
- Set the entire year’s meeting schedule (for example, every 3rd Thursday of the month)
- Review the purpose of the meeting at the beginning
- Ensure every attendee participates in the discussion
- End the meeting with actionable items

**YOUR DONOR NETWORK WEST COMMUNITY DEVELOPMENT LIAISONS CAN HELP WITH:**

- Answering donation and transplantation questions
- Event planning, presentations, and media
- Materials, ideas, community contacts, and general support

**KEEP UP COMMUNICATION**

- Respond to emails and phone communications from members, Donor Network West staff, and community partners
- Ensure that all forms are submitted in a timely manner
- Communicate regularly with members through social media/email between meetings and activities

**SCHOOL YEAR ACTIVITIES FOR YOUR CLUB**

Your club must complete at least four of the activities below. We encourage you to expand on this list and come up with new ideas to promote organ, eye, and tissue donation in your school and community.

- Host Donate Life tablings at your school
- Present (or create presentation opportunities for Donor Network West staff/ Donate Life Ambassadors) to all class periods of at least two teachers
- Promote organ donation awareness in school through events like in-class presentations, guest speakers, and lunch activities
- Create a Donate Life promotional event during April, National Donate Life Month
- Encourage your school to wear blue and green on Blue and Green Day in April
- Publish at least one article about donation in your school or local community paper
- Maintain a social media presence
- Participate in Donor Network West campaigns such as DMV, Hospitals, and Health Clinics
- Host a Donor Network West guest speaker
- Collaborate with another Red Heart Club on an event or campaign
- Other ideas to engage the community



Donate Life Ambassadors in the community



**RED HEART CLUB SKILLS BADGES**

Skills Badges can be earned by club members throughout the school year. All members have the opportunity to report their accomplishments near the end of the school year and receive a Certificate of Achievement with their Skills Badges listed.

**LEADERSHIP**

- Sit on the Executive Board
- Attend Leadership Conference
- Hold monthly meetings
- Lead club activities
- Recruit and mentor new club members
- Maintain timely and professional communication



**MARKETING**

- Create marketing collateral such as recruitment, event, and fundraising flyers
- Design effective table displays
- Produce and execute engaging presentations



**EVENT MANAGEMENT**

- Plan a weeklong Donate Life campaign
- Plan tabling opportunities
- Plan a fundraising event



**MEDIA/SOCIAL MEDIA**

- Article(s) in school and/or local paper
- Red Heart Club social media pages
- Television/Radio engagement



**Marketing Collateral and Giveaways - Full list on Materials Request Form**

- Brochures (English/Spanish/Filipino)
- Vertical Banners (English/Spanish)
- Table Top Banners (English/Spanish)
- Registry Forms (English/Spanish/Chinese)
- Posters
- Donate Life pens
- Green Donate Life bracelets
- Donate Life pencils
- Red Heart Donor stress balls

**MONETARY SUPPORT**

- Clubs are encouraged to fundraise to support activities and events
- If the club is in need of funding, the Treasurer should send a request to their Donor Network West Community Development Liaison

**DONATE LIFE AMBASSADOR SUPPORT**

Many Donor Network West Donate Life Ambassadors are donor family members and transplant recipients. They are available to support your activities, events, and presentations both on and off campus. Work with your Donor Network West Community Development Liaison on connecting with local Donate Life Ambassadors.

**REFERENCES**

- [Donor Network West](#)
- [Donor Network West Materials Request Form](#)
- [Donor Network West Event Form](#)
- [United Network for Organ Sharing \(UNOS\)](#)



The Red Heart Club was started to encourage high-school students to consider registering as a donor when they get their first driver license