

WLZ 2015 Projects

1. Advocacy
 - a. HRSA to Support Increasing Living Donation (August 2015 target)
 - b. Application for CMS to reimburse patient education – sent in June 2015
 - c. Living Donation Days
 - i. NYS Living Donation Day in 2015
 - ii. Begin Campaign for other Living Donation Days in 5 states with days to be held in early 2016.
 - d. Begin NYS living donation legislative campaign (patient education, lost wages, one year of healthcare) (target is passage in late 2016 to mid 2017).
 - e. Begin UNOS Living Donor Family Priority Campaign (target is adoption in 2017-early 2018)
 - f. Begin applications by WLZ members to serve on UNOS (also maybe ACOT)
2. Donor Outreach, Education, and Publicity
 - a. Build team of interested donors and organizations; begin doing public talks by donors about donation. (could use more detail)
 - b. Consulted communications experts and potential partners in developing public education strategy for non-directed donation specifically and living donation generally
 - c. Begin Floating Idea of Patient Education Council to potential members (target is establishment in 2016; this is a bit hazy)
3. OneBody
 - a. Have identified and begun implementing programs with 2-3 pilot congregations.
 - b. Apply for grant funding for pilots.
4. Fundraising
 - a. Have financial sustainability with pledges and funding for an organization with at least one employee (and vendors, expenses, potentially a part-time employee) locked in through the end of 2017.
 - b. Conduct New York-based fundraising drive
 - c. Have approached professional associations and NYS transplant centers with proposal for funding of advocacy efforts.
 - d. Plan fundraising drives for Boston and SF for 2016.
 - e. Have applied for grants including GiveWell and LJAF; prepare strategy for successful grant funding in 2016
 - f. Have met with insurers to discuss funding strategies and policy support.
5. Organizational
 - a. Announce Board of Advisors February –March 2015
 - b. Announce Board of Directors in June 2015
 - c. Launch Transplant Policy 101 (in blog or webpage) in March 2015 (complete weekly (?) set of initial posts by June 2015)
 - d. Hire interns for spring/summer 2015
 - e. Acquire/merge with SLNNY – March 2015
 - f. Acquire 1000 Twitter and Facebook followers (each) by end of year
 - g. Establish monthly newsletter by April 2015