

# DONATION PERSPECTIVES



## **AOPO Donation Perspectives: Community Pulse Blog**

*Amplifying Voices. Advancing Donation.*

### **Objective:**

The *AOPO Donation Perspectives: Community Pulse Blog* serves as a platform for sharing insights, best practices, innovations, and collaborative opportunities across the organ procurement and transplantation community. The goal is to amplify community partners, highlight thought leadership, and showcase efforts contributing to AOPO's goal of [50,000 annual organs transplanted from deceased donors in 2026](#).

### **Target Audience:**

- Organ Procurement Organizations (OPOs)
- Organ Donation & Transplant Organizations
- Hospitals & Transplant Centers
- Donor Families, Recipients, and Patient Advocates
- Policymakers & Government Stakeholders
- Media & Communications Professionals
- Industry Vendors & Technology Providers
- General Public

### **Content Categories:**

1. **Industry Trends & Updates** – Regulatory developments, emerging challenges, and system-wide updates.
2. **Best Practices & Case Studies** – Success stories and data-driven approaches to improving donation and transplantation.
3. **AOPO Community Partner Highlights** – Features on Community Partners and their impact on donation and transplantation.
4. **Technology & Innovation** – Tools, research, science, and clinical advancements.

5. **Collaborations & Partnerships** – Joint initiatives, shared learning, and community engagement stories.

#### **Blog Structure & Guidelines:**

- **Length:** 600-1,200 words
- **Tone:** Professional, informative, collaborative, and aligned with AOPO values. Posts must center trust, transparency, donor dignity, and respect for diverse communities.
- **Formatting:**
  - **Title:** Clear, compelling, and descriptive
  - **Introduction:** Brief summary of why the topic matters
  - **Main Body:** Use subheadings, bullet points, and concise paragraphs
  - **Conclusion:** Key insights and actionable takeaways
  - **Visuals:** Include high-quality images, infographics, and relevant links
  - **Author Bio:** Brief bio of contributor or organization

#### **Submission Process:**

1. **Contributors:** Industry Partners, OPOs, national donation and transplant organizations, and other community stakeholders are welcome to submit a guest blog.
2. **Draft Submission:** Initial drafts, along with all supporting content (graphics, links, etc.), must be [submitted online](#) for editorial review.
  - **Online Submission Form:** [surveymonkey.com/r/AOPOCommunityPulseBlog](https://surveymonkey.com/r/AOPOCommunityPulseBlog)
3. **Editing & Approval:** The AOPO communications team will review for accuracy, tone, consistency, and alignment. Contributors will be asked to review and approve final edits before publication.
4. **Publishing Schedule:** Blogs will follow a monthly cadence for consistency, with limited spots available each year. Priority will be given based on importance, relevance, and timely submission.
5. **Promotion:** Shared via AOPO's website, email newsletters, and social media.
6. **Expense:** The blog is complimentary for AOPO Members and Platinum and Gold Level Industry Partners. Silver and Bronze Level Partners may submit blog posts at a discounted rate of \$150. For all other individuals or organizations, the cost is \$300 per blog post. Payment will be requested once a blog post is accepted for publication and may be made via credit card or ACH.
7. **Questions:** Please contact [Mary Delaney Fox](#), AOPO Public Affairs Coordinator.

## **Blog Submission Template:**

**[Blog Title]**

**Author: [Name/Title/Organization] | Date: [MM/DD/YYYY]**

**Category: [Collaboration, Organ Utilization, Community Engagement, or Research/Innovation]**

### **Introduction**

[Provide a brief overview of the blog topic and why it matters to the community.]

### **Main Content**

[Key insights, analysis, case study, impact, or action steps.]

### **Conclusion & Call to Action**

[Summarize key takeaways and encourage engagement (e.g., share thoughts, contact for more information, etc.).]

### **Author Bio**

[Brief background on the author (or organization) and their expertise.]

**[Logo & Social Media Links]**

## **Content Standards & Requirements:**

### **Accuracy & Data Use**

All statistics must be cited. Claims must be factual and evidence based. Posts should avoid sensational, overly clinical, or unverified narratives.

### **Privacy & Permissions**

No protected health information may be included. Any identifiable donor family, recipient, or clinical partner story requires documented permission.

### **Inclusive Language**

Use culturally sensitive, people-first language. Spell out acronyms on first reference and avoid unnecessary jargon.

### **Visual Requirements**

Images must be high-resolution (minimum 1200px wide). Contributors must confirm they have permission or rights to all images. ALT text for accessibility is encouraged.

**Vendor Neutrality & Conflict of Interest**

Product promotion is not permitted. Vendor submissions must focus on insights, case studies, or advancements – not sales or marketing.

**Editorial Rights**

AOPO reserves the right to decline or request revisions to ensure alignment with AOPO's standards, accuracy, tone, and mission.