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