

FAQ



What is Rooted in Life?

- A national partnership between members of the Association for Multicultural Affairs in Transplantation (AMAT) and local chapters of National Pan-Hellenic Council (NPHC), affectionately referred to as the “Divine Nine” (D9)
- A national African American outreach campaign to raise awareness about the impact of organ, eye and tissue donation
- A multi-media campaign designed to:
 - Drive internal advocacy: NPHC (D9) partners with AMAT members to drive advocacy within all nine organizations
 - Drive external outreach: NPHC (D9) helps drive outreach within the community
 - Engage crossover partners

How is this different?

- A collaborative national partnership between AMAT and local chapters of NPHC (D9), uniting efforts across the country
- A nationally branded campaign with the option for Organ Procurement Organizations (OPOs) to customize
- Consistent and cohesive messaging across the country for greater donation awareness
- Unified NPHC (D9) campaign with all 9 organizations actively participating
- Stories represent all aspects of donation: donor families, candidates waiting, living donors, organ and tissue transplant recipients, and loved ones of those who died waiting
- Measurable data through website analytics and NPHC engagement



What resources are available?

- Fully branded assets, graphics and guidelines
- Videos, podcasts, banners, rack cards and suggestions for promotional items
- National website – rootedinlife.org
 - All 9 Greek letter organizations with their own page
 - Step-by-step instructions on how to implement in service area

What's the cost?

- The cost is included in the AMAT organizational membership fee
- OPOs are encouraged to allocate budget for printing, promotional materials, and potential sponsorship opportunities

What's next?

- AMAT webinar January 2025
- Go to rootedinlife.org/partner to sign up
- Begin discussions with your budget team now to ensure alignment and readiness for campaign planning

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