

FY21 Council Advisory Group Goals

Donor Experience

Provide education and awareness to address and effectively manage donor mental health issues.

Awareness and Impact

Increase service to the Network through awareness of the CAG and its positive impact to patients and donors, as well as awareness to service deliverables of Be The Match overall.

Optimize Strategy and Communication to Grow & Diversify Registry

Leverage CAG as communication pathway for entire Recruitment Partner Network.