

*Email announcing participation to all employees from organizational leadership*

SUBJECT LINE: Join us in saving lives – register as a donor today

I am excited to announce that [Workplace] is teaming up with LifeNet Health on a special DoNation campaign to raise awareness of all the good that comes from organ, eye, and tissue donation. We believe this is a vital way to help our community.

In the U.S., more than 90% of adults support organ donation, but only 60% have signed up as donors. With a new person added to the national transplant waiting list every 9 minutes, we need more organ, eye, and tissue donors.

Our goal is to sign up at least [XX] people between now and [date]. Our organization will earn points for every registration – as well as each activity we implement to promote donation – to help us earn national recognition from the U.S. Health Resources and Services Administration.

[REGISTER AS A DONOR](#)

As the Organ Procurement Organization for most of Virginia, LifeNet Health works every day to make donation and transplantation a reality in our communities. We are proud to partner with them to advance this cause.

You can expect to see more communication on this issue in the weeks to come. Thanks in advance for your support!

*Follow-up email 1*

SUBJECT LINE: Help us reach our goal of signing up [XX] organ, eye, and tissue donors

Did you know there is a ripple effect of good that comes from organ, eye, and tissue donation? Many people in our communities are in need – and we can all help by learning more and signing up as donors through our new DoNation campaign, in partnership with LifeNet Health.

One organ donor can save up to nine lives, making a difference for the 100,000-plus Americans who are on the national transplant waiting list. A tissue donor can help more than 150 people. One in 20 Americans will need a tissue graft in his or her lifetime. Examples include ligament repairs and skin grafts. In some cases, donated tissue can even save a life.

Our goal is to sign up at least [XX] people between now and [date]. Our organization will earn points for every registration – as well as each activity we implement to promote donation – to help us earn national recognition from the U.S. Health Resources and Services Administration.

[REGISTER AS A DONOR](#)

As the Organ Procurement Organization for most of Virginia, LifeNet Health has saved over 13,000 lives. We are proud to team up with them to help so many of our friends, family members and neighbors.

Thanks for your support!

*Follow-up email 2*

SUBJECT LINE: Just the facts – the truth about donation

Community support is a core value at [Workplace] – and as part of that commitment, we are working to raise awareness of organ, eye, and tissue donation. That’s why we are partnering with LifeNet Health on a special DoNation campaign.

Our goal is to sign up at least [XX] people between now and [date]. Our organization will earn points for every registration – as well as each activity we implement to promote donation – to help us earn national recognition from the U.S. Health Resources and Services Administration.

LifeNet Health, the Organ Procurement Organization for most of Virginia, is supporting us in this cause. This organization helps save 600-plus lives every year, in partnership with more than 70 hospitals.

To help bring this issue into focus, we wanted to share some key facts:

- Anyone can be a donor, no matter what their age or medical condition. The oldest organ donor in U.S. history was 95. The oldest cornea donor was 102.
- Registering as a donor does not affect medical care. Doctors and hospital staff will always focus on providing lifesaving treatment.
- There is never any cost to donate.
- Donation doesn’t limit funeral options.
- All major religions support donation.

You can use the link below to learn more, and to sign up.

[REGISTER AS A DONOR](#)

You can also help support this cause by following LifeNet Health on social media. Like and share their posts to help them spread the word about all the good that comes from donation. You can find them on [Facebook](#), [Instagram](#), and [LinkedIn](#).

Thanks for helping us advance this important goal!