



Sample Newsletter Articles

Want to share the message of organ, eye and tissue donation in your next newsletter? These sample articles are easy to customize and use in your next issue to encourage your readers to register as donors.

Option 1

Title:

[Company/Organization] Offers Associates the Opportunity to be Heroes

Body:

If offered the opportunity to be a hero, how many people would turn down the chance? Not many, we're guessing. But what kind of hero are we talking about? One that leaps tall buildings in a single bound or is faster than a speeding bullet? One that runs into a burning building? Or jumps into a raging river?

The type of hero we're referring to is an ordinary person who can make an extraordinary difference by saving or enhancing more than 50 lives. How is that possible? Simply by registering to become an organ, eye and tissue donor at the time of death and donating the Gift of Life.

We have joined more than 12,000 companies, associations and government agencies across the United States that are part of the Workplace Partnership for Life. The Workplace Partnership for Life is an important national initiative, developed by the U.S. Department of Health and Human Services and coordinated locally by Lifeline of Ohio that encourages companies like ours to share information about donation with its associates.

There are more than 116,000 men, women and children in the United States waiting for an organ transplant. More than 2,900 in Ohio alone. Tragically, 20 Americans die each day due to the lack of available organs.

Learning more about donation is the first step in becoming a hero. Log onto www.lifelineofohio.org to gather more information about donation and to register your donation decision. After you register, be sure to share your decision with your family.

All registered donors offer hope to the thousands who are waiting for their second chance at life. Consider what you can make possible as a hero of donation and register today!

Option 2

Title:

[Organization] encourages you to share the Gift of Life

Body:

This year, **[Organization name]** has partnered with Lifeline of Ohio to help save lives by educating our community and members about the importance of organ, eye and tissue donation and increasing the number of registered donors. Sadly, more than 116,000 Americans are waiting on a life-saving organ transplant and 20 of those individuals will die each day for lack of an available organ. This national health crisis is something that our organization is committed to changing. **[Name], [Title] of [Organization]**, encourages you to join **[him/her]** in support of this cause by registering today.

“The need is real and occurring in our very own community,” said **[last name]**. “It’s time for our community to understand the donation process, de-bunk the myths and make educated decisions to provide a second chance for thousands of people and their families each year.”

[If applicable, insert details about upcoming event(s) or activities to promote donation at your organization].

For more information on how you can register or to learn more about donation visit www.lifelineofohio.org.

Option 3

Title:

An Amazing Gift

Body:

Terry Kaufman was an amazing man. A motorcycle enthusiast, he was also a devoted husband, a father of three and grandfather. As much as Terry loved motorcycles, he loved his family more. He sold his beloved Harley so his wife could go back to college for a degree in elementary education. No one in the family was surprised by this loving decision. Terry’s daughter, Erica, described her Dad as the “rock in the family. That’s just who he was.”

On Thanksgiving Day in 2009, the Kaufman family lost their beloved husband and father due to an accident. Terry had borrowed a friend’s street bike and unfortunately lost control while riding. Although doctors did everything they could to save his life, Terry was declared brain dead.

After he was declared brain dead, Terry’s family was approached about organ and tissue donation. Terry hadn’t registered as a donor so it was up to his family to make the decision.

When his adult children were asked by their mom if they should agree, all three said “yes” without hesitation, knowing Terry would have wanted to help others.

Although it has been hard to cope with the loss of their dad and husband, the Kaufman family has found comfort knowing that he died doing something he loved and that he lives on through the lives he saved through organ and tissue donation.

Every individual has the power to help others, just like Terry, by registering as an organ, eye and tissue donor. A single donor has the potential to save eight lives through organ donation and heal 50 more through tissue and cornea donation. Organs that can be donated include heart, lungs, liver, kidneys and pancreas. Tissues include heart valves, bones, tendons, ligaments, veins, skin, and corneas.

Right now, there are more than 116,000 Americans currently waiting for a life-saving organ transplant.

Twenty people – men, women and children -- die each day in the United States waiting for an organ that didn’t come in time. In 2016, more than 33,600 transplants were performed, but more than 7,300 people died while waiting for their second chance at life.

By placing their name in the Ohio Donor Registry, Ohioans give their consent for donation and ensure that the decision to be a donor will be carried out at the time of their death, if donation is possible. It’s simple to sign up – say “yes” to donation when receiving or renewing your driver license at the local Bureau of Motor Vehicles, or register online at www.lifelineofohio.org.

In addition to registering their intent to become a donor, Ohioans are encouraged to share the decision with their family. Sudden and unexpected death is tragic and painful. Many families, including the Kaufman’s, receive comfort in knowing that their loved one’s wishes have been met and that their sad loss can give a future to families just like those that Terry helped that fateful Thanksgiving Day.

For more information on organ, eye and tissue donation or to register your donation decision, log onto www.lifelineofohio.org.

Option 4

Title:

Roman’s Rainbow

Body:

October has always been the Christopher family’s favorite time of year with the crisp air, changing leaves and, of course, football. October of 2011 was extra special as Brooke Christopher was due with their third child – a boy. Their two daughters were very excited to have a brother!

On October 28, 2011, Roman Christopher was born with no complications. However, on Roman's third day of life everything changed. He suddenly stopped feeding, became very irritable and was very sweaty. The nurse heard him crying, came in and very calmly said she was going to take him to the nursery. A doctor soon told the Christopher's that Roman was very sick – and that they were sending him to Nationwide Children's Hospital. Brooke and her husband were taken to the NICU where they saw Roman hooked up to a ventilator. They kissed him goodbye and were quickly discharged to join him.

A team from the Cardiology department greeted them when they got to the hospital and told them that Roman was born with a serious heart defect known as Hypoplastic Left Heart Syndrome – the left side of his heart never developed – and he would need a series of three open heart surgeries to survive.

Roman was seven-days old when he had his first open heart surgery – unfortunately he was not strong enough to sustain the other two. His heart was getting weaker every day and he was running out of time. At this point, a heart transplant was their only option to save Roman's life.

On February 22, 2012, when he was only three months old, Roman was listed for a heart transplant.

During the wait, the Christopher's were never without their phones. Every phone call from an unknown number was answered with the hope that it would be "the call." Days, weeks and months passed.

And then, May 6, 2012, they got the call they had been waiting for. The next day, May 7, after a twelve-hour surgery, Roman had a fully functioning four chambered heart. All because one family said YES to organ donation.

Because of Roman's donor the Christopher's have watched him grow into a football loving, friendly, compassionate little guy. He's celebrated birthdays, started school, learned to ride a bike and do so many other things that would not have been possible, if it had not been for his donor.

Roman's family often thinks of his donor. Driving to the hospital the night of his transplant, the most beautiful rainbow was in the sky – they knew it was Roman's donor looking down on him. For that reason, they now refer to his donor as Roman's Rainbow. Every time they see a rainbow they stop and take time to remember his donor family for the precious Gift of Life that was given to Roman. They will be forever grateful.

Right now, more than 116,000 families, just like Roman's, are waiting for their call. One registered donor can save up to eight lives through organ donation and heal 50 more through tissue and cornea donation. It's easy to register your donation decision. Simply log onto www.lifelineofohio.org or say "yes" when asked at the BMV if you want to register as an organ, eye and tissue donor. Afterwards, be sure to let your family know your donation decision so they can help honor your decision to be a donor. For more information on donation, log onto www.lifelineofohio.org.