



Sample E-Mail Messaging

Option 1

Contributing to our community is an important value at **[INSERT COMPANY/ORGANIZATION NAME]**. That's why we would like to remind you of a way that you can make a difference in a growing health crisis. By registering as an organ, eye and tissue donor you are giving hope to the nearly 115,000 Americans who are waiting on a life-saving organ transplant.

A single donor can save up to eight lives through organ donation and heal the lives of up to 50 more through tissue and cornea donation. Many of us have friends or family members who have experienced the life-saving miracle of transplantation. **[IF YOU HAVE COLLEAGUES WHO HAVE A PERSONAL CONNECTION TO DONATION, PLEASE SEE IF THEY WOULD AGREE TO LET YOU MENTION THEM HERE.]**

Choosing to register as a donor is fast and easy. You can register in any of the following ways:

- 1) Say "yes" to donation when you visit the BMV to receive or renew your license or state I.D. card.
- 2) Register online at: www.lifelineofohio.org. This on-line registry is available 24 hours a day.
- 3) Sign up through the mail by filling out a Donor Registry Enrollment form. These forms are located in the Ohio Donor Registry brochure available at all BMV agencies or by calling Lifeline of Ohio at 800-525-5667.

We encourage you to visit www.lifelineofohio.org to register as a donor or contact Lifeline of Ohio for further donation information. And we hope you will share your donation decision and information with your family and friends! Together, we can bring hope and a second chance at life to the nearly 115,000 men, women, and children who are waiting for their transplant.

Option 2

Did you know that there are nearly 115,000 Americans waiting on a life-saving organ transplant? And approximately 3,000 of those people are from Ohio? The sad fact is that one Ohioan will die approximately every 48 hours because of a lack of available organs.

With your help, these people can have hope. By registering as an organ, eye and tissue donor, you have the potential to save eight lives through organ donation and enhance the lives of 50 more through tissue and cornea donation. You are not signing up to be a living donor. Instead, if donation is a possibility at the time of your death, you can help others as an organ, eye and tissue donor.

Help save lives by registering now or find out more at www.lifelineofohio.org or onsite at our upcoming **[ENTER EVENT OR HEALTH FAIR THAT PEOPLE CAN REGISTER AT]**.

Option 3

Every 10 minutes a new name is added to the transplant waiting list. By registering as an organ, eye and tissue donor you are giving hope to the nearly 115,000 Americans who are currently waiting on a life-saving organ transplant.

Although more than 90 percent of Americans support organ, eye and tissue donation, only about 59 percent of Ohioans have registered their donation decision. Help those in need and register to be an organ, eye and tissue donor! You can learn more about donation or register your decision online by logging onto www.lifelineofohio.org or by calling Lifeline of Ohio at 800-525-5667.

Option 4

Do you want to help save lives? You can give hope to the nearly 115,000 Americans waiting on a life-saving organ transplant. In less than two minutes, you can be a hero!

Register to be an organ, eye and tissue donor. There is no cost to you or your loved ones and you are not signing up to donate as a living donor. Give the Gift of Life to someone after you are gone. Don't let another person die waiting for their second chance at life. Register today or find out more at www.lifelineofohio.org or call 800-525-5667.