



**Sign up to give the gift of life.**  
Register as an organ, eye, and tissue donor.

## **Public Service Announcements**

### ***Workplace Partnership for Life Hospital Campaign***

**June 29, 2011–April 30, 2012**

*These public service announcements (PSAs) can be customized for specific hospital and donation registration campaigns. Give them to regional radio and television stations with the request to run them during the WPFL Hospital Campaign. Think of other creative places to run them, such as on your hospital's call-waiting or hold messages.*

#### ***General PSAs***

##### **10 seconds**

Every day, 18 people die because not enough organs are available for transplant. You can give the gift of life. [HOSPITAL NAME] and [OPO NAME] urge you to learn more at [STATE REGISTRY WEBSITE ADDRESS].

##### **15 seconds**

Each week, more than 100 people on the national transplant waiting list die because a life-saving organ is not available. Let life bloom. [HOSPITAL NAME] and [OPO NAME] urge you to sign up on the Organ Donor Registry at [STATE REGISTRY WEBSITE ADDRESS]. Give the gift of life!

##### **15 seconds**

[HOSPITAL NAME] has joined [OPO NAME] for the Hospital Donor Registration Campaign. Here's your chance to be a hero and perhaps save eight lives and positively impact hundreds more. Sign up to become an organ, eye, and tissue donor at [STATE REGISTRY WEBSITE ADDRESS]. Give the gift of life.

##### **20 seconds**

Today, more than 111,000 people are on the national transplant waiting list, and 18 of them will die because a vital organ is not available to them. Help [HOSPITAL NAME] and [OPO NAME] save lives. Sign up today as an organ, eye, and tissue donor at [STATE REGISTRY WEBSITE ADDRESS]. Give someone a second chance at life.

##### **20 seconds**

It's a fact that one person can save the lives of up to eight others and improve the lives of many more through organ, eye, and tissue donation. Give the gift of life! Sign up to become an organ, eye, and tissue donor at [STATE REGISTRY WEBSITE ADDRESS]. [HOSPITAL NAME] has joined [OPO NAME] in the WPFL Hospital Campaign. You can help this campaign achieve its crucial goal—register as a donor today.

### **30 seconds**

As nurses, doctors, and staff at [HOSPITAL NAME], we don't like to keep people waiting! Imagine waiting for an organ transplant that could save your life. Today, 111,000 people are on the national transplant waiting list, and 18 of them will die waiting. Help [HOSPITAL NAME] and [OPO NAME] save lives through the National WPFL Hospital Campaign. Sign up as an organ, eye, and tissue donor at [STATE REGISTRY WEBSITE ADDRESS]. Give someone a second chance at life.

*The following PSAs are meant to be customized with the names and stories of people in your region and to serve as models for PSAs you can write to feature local people. Work with your OPO Partner to find appropriate donors and recipients to feature.*

### **15 seconds**

An organ donor gave [RECIPIENT'S NAME], of [LOCAL TOWN], the ability to walk his daughter down the aisle at her wedding. Organ donors save lives. [HOSPITAL NAME] and [OPO NAME] urge you to sign up on our state organ donor registry at [STATE REGISTRY WEBSITE ADDRESS].

### **20 seconds**

An organ donor gave [AGE DESCRIPTOR—second-grader, toddler, pre-teen] [CHILD'S NAME], of [LOCAL TOWN] a second chance at an amazing life. And it gave [HIS/HER] parents a lifetime of hugs and kisses. Organ donors save lives. [HOSPITAL NAME] and [OPO NAME] urge you to sign up on our state organ donor registry at [STATE REGISTRY WEBSITE ADDRESS].

### **20 seconds**

Thanks to an organ donor, [RECIPIENT'S NAME], of [LOCAL TOWN], is able to play with [HIS/HER] grandchildren. [HOSPITAL NAME] and [OPO NAME] have joined forces to make these moments possible for hundreds of other people in our community. Help us save lives. Sign up on the our state organ donor registry at [STATE REGISTRY WEBSITE ADDRESS].

### **30 seconds**

When [LOCAL TOWN] native [DONOR'S NAME] died, [HIS/HER] family was able to take solace knowing they honored [HIS/HER] wish to be an organ, eye, and tissue donor. [DONOR'S NAME] made saving lives [HIS/HER] final charitable act. [HOSPITAL NAME] and [OPO NAME] urge you to sign up on our state organ donor registry at [STATE REGISTRY WEBSITE ADDRESS]. And remember to talk to your family about your decision so they can honor your wishes.

*The following PSAs feature celebrities.*

### **15 seconds**

Organ donors made it possible for Alonzo Mourning to play basketball again and for Chris Klug to win an Olympic medal in snowboarding. Someday, you could make it possible for someone to accomplish his or her dream. Sign up today as an organ, eye, and tissue donor at [STATE REGISTRY WEBSITE ADDRESS].

**20 seconds**

A heart donor gave film director Robert Altman the opportunity to accept a Lifetime Achievement Oscar. A liver donor kept musician Phil Lesh playing bass guitar. And two eye donors allowed Mandy Patinkin to continue acting. Organ, eye, and tissue donors give the gift of a second-chance. [[HOSPITAL NAME](#)] and [[OPO NAME](#)] urge you to sign up on our state organ donor registry online at [[STATE REGISTRY WEBSITE ADDRESS](#)].

**30 seconds**

What do Olympic snowboarder Chris Klug and retired NBA great Alonzo Mourning have in common? Through the generosity of an organ donor, each received a life-saving transplant. Help end the wait for 111,000 people on the national transplant waiting list. Register to save lives. [[HOSPITAL NAME](#)] and [[OPO NAME](#)] urge you to sign up on our state organ donor registry online at [[STATE REGISTRY WEBSITE ADDRESS](#)].