

The National Donation CAMPUS CHALLENGE • 2009

Register *now* to become an organ and tissue donor at www.organdonor.gov.



FACT SHEET

Workplace Partnership for Life 2009 National Donation Campus Challenge

March–November 2009

The *2009 National Donation Campus Challenge* is designed to promote partnerships between organ and tissue donation organizations and colleges, universities, and other post-secondary institutions across the Nation. Together, they will be working toward the goal of registering 60,000 new organ donor designations by November 30, 2009.

Spearheaded by the U.S. Department of Health and Human Services, Health Resources and Services Administration, the *2009 National Donation Campus Challenge* campaign will build on the success of existing workplace partnerships with more than 11,000 companies and organizations that are already participants in a broader organ donor awareness initiative created in 2001—the “Workplace Partnership for Life.”

Who will be helped?

Each day, 78 Americans receive a life-saving organ transplant, and thousands more benefit from cornea and tissue transplants. These extraordinary gifts have been generously donated by ordinary people who took just a few minutes in a busy day to indicate their decisions to become organ and tissue donors. But broader awareness of the need for organ donation is crucial, as more than 100,000 people are currently awaiting an organ transplant in the United States and each week, more than 100 people on the national transplant waiting list die because no organ is available.

Who can help?

Through the *2009 National Donation Campus Challenge* campaign, campus administrators, staff, faculty, students, alumni, and the broader campus community will become educated on the need for organ donor registration and will be provided with specific details on ways to register. One key strategy of the challenge is campaign tool kits that include written and visual materials created to provide strong support in planning and promoting a successful campaign, being provided to partner organizations and college campuses.

The campaign will be implemented in two phases between March 1 and November 30, 2009. This flexible implementation calendar is designed to enable organ and tissue donation organizations and their campus partners to tailor targeted campaigns to each campus's particular schedule and interests. Phase I ran from March through May, while Phase II is planned for August through November.

For more information about the *2009 National Donation Campus Challenge* campaign or the Workplace Partnership for Life, contact Shelly Morningstar at 412-481-9800 or shelly@akoyaonline.com.