

National Organ Donor Awareness Competition: Included Information

AJF PRSSA
Rowan University



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- Goals and Objectives
- Competition Guidelines
- NODAC Entry Form
- Contact Information
- Letter to Chapter President
- Letter to Chapter Advisor
- History and Organ Donation Facts
- Organ Donation and Religious Beliefs
- Coalition for Donation and Regional Organ Procurement Organizations
- Sample Fliers

National Organ Donor Awareness Competition Goal and Objectives

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Competition Goal

Rowan University's PRSSA created this competition to promote awareness of organ and tissue donation on college campuses nationwide.

Objectives

- Increase awareness and understanding of organ and tissue donation
- Promote the facts and benefits of organ and tissue donation, and clarify any myths that might be hindering donation
- Encourage discussion of organ and tissue donation with family and friends
 - Distribute donor cards

National Organ Donor Awareness Competition Guidelines

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1. Must conduct a day-long special event, on campus, between March 18 and April 30, 2009. Target audiences should include students, faculty and staff.
2. Campaign must promote family discussion of a person's decision to donate. This is more important than signed donor cards.
3. Contact your local chapter of the Coalition on Donation, Gift of Life or the regional organ procurement organization in your area. These organizations can provide speakers, brochures, organ donor cards and general information about organ donation.
4. Your PRSSA chapter must sponsor the event. However, planning teams may include some non-PRSSA members. We also strongly encourage outside monetary sponsors.
5. Awards package must be presented in a one-inch, three-ring binder.
6. Awards package must include:
 - A. A three-page summary. Must be typed and double spaced with one-inch margins.
 - B. Conducted research, both primary and secondary.
 - C. Summary of special event activities.
 - D. Evidence of family discussion promotion.
 - E. Other supporting evidence of a successful event.
 - F. Supplemental (no limit)
 - a. Invitations
 - b. News Releases
 - c. Publicity
 - d. Fliers
 - e. Photographs
 - f. Media kit
 - g. Videotape
 - h. Budget
7. Package must be received by May 5, 2009.
8. Winners will be announced June 2, 2009.

Three grand prizes will be awarded.

 - First prize \$400
 - Second prize \$300
 - Third Prize \$200

Rowan PRSSA will also award one \$100 honorable mention prize.

Guidelines (continued)

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9. Awards package, excluding the winners, will not be returned (make a copy before submitting). First, second, third place and honorable mention winners will receive awards and have their packages returned at the PRSSA 2009 National Conference in San Diego.

10. Judges use the following criteria:

- | | |
|---|-----------|
| A. Extent of influence
(How well did your event reach students, faculty and staff) | 20 points |
| B. Creativity | 20 points |
| C. Execution | 15 points |
| D. Publicity/promotion | 15 points |
| E. Research | 10 points |
| F. Professionalism
(Includes package design) | 10 points |
| G. Supporting materials | 10 points |

Don't ...

Wait until the last minute.

Exceed required page limits.

Send packets without careful editing.

Lose sight of your cause.

Do ...

Plan, plan, plan.

Follow all guidelines.

Have as many people proofread your packet.

Have Fun!

Official Entry Form

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Please return this sheet and entry fee to:

Rowan PRSSA
Attn: Kimberly Ciesla
c/o College of Communication
Rowan University
201 Mullica Hill Road
Glassboro, NJ 08028

Name of PRSSA Chapter: _____

University/College: _____

Mailing Address: _____

Department Telephone Number: _____

Student Contact: _____

Student Contact's E-mail Address: _____

Student Contact's Telephone Number: _____

Advisor Contact: _____

Advisor Contact's E-mail Address: _____

Advisor Contact's Telephone Number: _____

- Registration must be submitted by March 9, 2009.
- Completed packet must be submitted by May 5, 2009.
- For complete NODAC details, visit www.RowanPRSSA.org.

Please make \$25 check payable to "AJF PRSSA"

Please submit this sheet with the awards packet.
Packet must be received by May 5, 2009.

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University: _____

Event Date: _____

Contact Person: _____

Contact's Telephone: _____

Contact's E-mail: _____

Alternate Contact Person: _____

Alternate Contact's Telephone: _____

Alternate Contact's E-mail: _____

Winners will be contacted June 2, 2009.

Please send award packet to:

Rowan PRSSA
c/o College of Communication
Rowan University
201 Mullica Hill Road
Glassboro, NJ 08028

Contacts

AJF PRSSA
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Key Contact:

Kimberly Ciesla
NODAC Chairperson
kimberlyciesla@comcast.net
(609) 694-9317

Secondary Contacts:

Brittany Vella
Rowan University Chapter President
brittanyvella@gmail.com
(908) 591-2439
Glassboro, NJ 08028

M. Larry Litwin, APR
Rowan University Faculty Advisor
larry@larrylitwin.com
(856) 256-4224
Glassboro, NJ 08028

Mailing Address:

Rowan PRSSA
c/o College of Communication
Rowan University
201 Mullica Hill Road
Glassboro, NJ 08028

Rowan PRSSA Web site:

www.RowanPRSSA.org

Letter to Chapter President

AJF PRSSA
Rowan University



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January 11, 2009

Dear Chapter President:

Do you have what it takes to be a hero?

Did you know that 100,645 Americans are on the national transplant waiting list? All of them are waiting for the Gift of Life, which is why Rowan University PRSSA invites you to partake in its National Organ Donor Awareness Competition (NODAC). Together, we can save lives!

Participating PRSSA Chapters are required to create a campaign and host a day-long event promoting organ and tissue donation awareness. NODAC asks Chapters to keep detailed binders to submit for judging. The NODAC Committee and Rowan University PRSSA Faculty Advisors will select first, second and third place winners and one honorable mention.

Rowan PRSSA encourages your Chapter's involvement with this national cause to help spread the word about organ and tissue donation, while enhancing your public relations experience.

Share with others how they can be a lifesaver and help turn ordinary people into heroes!

If you have any questions, please e-mail me at kimberlyciesla@comcast.net or call 609-694-9317. Please feel free to visit the Rowan PRSSA Web site at www.rowanprssa.org for more information.

Sincerely,

Kimberly M. Ciesla

Kimberly Ciesla
NODAC Chairperson
Rowan University PRSSA

Letter to Chapter Advisor

AJF PRSSA
Rowan University



Be someone's lifesaver.

January 11, 2009

Dear PRSSA Advisor:

Rowan University's PRSSA Chapter invites your members to participate in a competition that provides the opportunity to save thousands of lives. It's Rowan's National Organ Donor Awareness Competition (NODAC).

Each year, Chapters like yours plan and implement successful special events or mini-events that help increase awareness about the critical need for organ donation. The Chapter submitting the best plan demonstrating awareness success wins a \$400 first place award and a beautiful plaque. Second- and third-place winners also receive cash prizes. All awards will be presented later this year at the PRSSA 2009 National Conference in San Diego.

Please encourage your executive board or Chapter members to consider hosting a single day event to promote organ donation awareness, to practice public relations in a real setting, earn national recognition and possibly win some money to help offset expenses.

We need your help, as an advisor, to encourage participation in this life-saving effort.

Please call me or e-mail me with any questions- 856-256-4224; larry@larrylitwin.com.

Sincerely,

A handwritten signature in black ink that reads 'M. Larry Litwin'.

M. Larry Litwin, APR, Fellow PRSA
Rowan University PRSSA Faculty Advisor

History and Organ Donation Facts

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History

Organ Donor Day was created to raise awareness and discussion with family about the need for organ and tissue donation. This year, the Anthony J. Fulginiti PRSSA Chapter at Rowan University will host its 17th annual Organ Donor Day. Rowan PRSSA and South Jersey Gift of Life join together to plan this event to help educate students while encouraging them to register as organ donors.

Since 1974, Gift of Life has helped coordinate more than 25,000 life saving organ transplants and more than 10,000 life-enhancing tissue transplants. Gift of Life is one of the oldest and largest of 58 non-profit organ and tissue procurement organizations in the United States.

Facts

- Potential donors must be diagnosed legally “brain dead,” a condition in which brain function is ceased, but heart and lungs continue to work with the help of life support.
- An open casket funeral is possible for organ, eye and tissue donors. The body is treated with care, respect and dignity throughout the entire donation process.
- Next of kin must be informed and must give permission to donate.
- It is possible to transplant approximately 25 different organs and tissues, including bone and cartilage, bone marrow, corneas, heart, lungs, liver, kidneys, and pancreas.
- Nearly 45 percent of donations come from living donors who are in good physical health.
- Typical organ preservation time:

Heart	4-6 hours
Liver	12-24 hours
Kidney	48-72 hours
Lung	4-6 hours

- Every 16 minutes, a new name is added to the transplant list.
- Every day about 18 people die waiting for an organ.
- Approximately 1,000,000 tissue transplants are performed annually.
- Ninety percent of Americans say they support organ donation, but only 30 percent know the steps to take to become a donor.

Additional information can be found at www.unos.org or www.donatelife.net.

Organ Donation and Religious Beliefs

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Some people believe their religion prohibits organ donation. In fact, most religions view organ donation as an individual decision. Many religions believe the gift of giving life and the alleviation of pain and suffering are the highest levels of spiritual love a person can offer.

Amish

The Amish consent to organ donation. If they believe that the outcome of the transplant is questionable, however, they may be reluctant to consent.

Buddhism

Buddhists believe organ donation is a matter of individual conscience and honor those who donate organs to advance medical science and save lives.

Catholicism

Catholics view organ donation as an act of charity and self-sacrifice.

Hinduism

Hindus are not prohibited by their religious laws from donating their organs. It is an individual decision.

Jehovah's Witness

Jehovah's Witnesses believe organ donation is a matter of individual conscience, but they do not encourage it. Because Jehovah's Witnesses are against blood transfusions, they ask that all organs be drained of blood before transplantation.

Islam

Muslims are not against organ donation as long as it is done with respect for the deceased and benefits the recipient. Muslims ask that transplantation take place immediately to prevent organs from being stored in an organ bank.

Judaism

Jews ask that donors be brain dead in accordance with the standards set by the President's Commission on brain death.

Protestantism

Protestants respect a person's right to make decisions regarding his/her body and encourages organ donation.



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Name	Location	Phone	Region
ALOH - Alabama Organ Center	Birmingham, AL	(205) 731-9200	3
AROR - Arkansas Regional Organ Recovery Agency	Little Rock, AR	(501) 907-9150	3
AZOH - Donor Network of Arizona	Phoenix, AZ	(602) 222-2200	5
CADN - California Transplant Donor Network	Oakland, CA	(510) 444-8500	5
CAGS - Golden State Donor Services	Sacramento, CA	(916) 521-1983	5
CAGP - OneLegacy	Los Angeles, CA	(213) 413-6219	5
CASD - Lifesharing Community Organ & Tissue Donation	San Diego, CA	(619) 521-1983	5
CORS - Donor Alliance	Denver, CO	(303) 329-4747	8
CTDP - LifeChoice Donor Service	Windsor, CT	(860) 298-9142	1
DCTC - Washington Regional Transplant Consortium	Falls Church, VA	(703) 641-8100	2
FLFH - TransLife	Orlando, FL	(407) 303-2474	3
FLMP - Life Alliance Organ Recovery Agency	Miami, FL	(305) 243-7622	3
FLAF - LifeQuest Organ Recovery Services	Gainesville, FL	(352) 338-7133	3
FLWC - LifeLink of Florida	Tampa, FL	(813) 348-6308	3
GALL - LifeLink of Georgia	Noxcross, GA	(770) 225-5465	3
HOOP - Organ Donor Center of Hawaii	Honolulu, HI	(808) 599-7630	6
IAOP - Iowa Donor Network	North Liberty, IA	(319) 665-3787	8
ILP - Gift of Hope Organ & Tissue Donor Network	Elmhurst, IL	(630) 758-2600	7
INOP - Indiana Organ Donor Procurement Organization	Indianapolis, IN	(317) 685-8389	10
KYDA - Kentucky Organ Donor Affiliates	Louisville, KY	(502) 581-9511	11
LAOP - Louisiana Organ Procurement Agency	Metairie, LA	(504) 837-3355	3
MADH - New England Organ Bank	Newton, MA	(617) 244-8000	1
MDPC - Transplant Resource Center of Maryland	Baltimore, MD	(410) 242-7000	2
MIDP - Gift of Life Michigan	Ann Arbor, MI	(734) 973-1577	10
MNQP - LifeSource Upper Midwest Organ Procurement Organization	St. Paul, MN	(651) 603-7800	7
MOA - Mid-America Transplant Services	St. Louis, MO	(314) 991-1661	8
MSOP - Mississippi Organ Recovery Agency	Jackson, MS	(601) 933-1000	3
MWDE - Midwest Transplant Network	Westwood, KS	(913) 262-1668	8
NCCM - Lifeshare of the Carolinas	Charlotte, NC	(704) 697-3303	11
NCNC - Carolina Donor Services	Greenville, NC	(252) 757-0090	11
NEOR - Nebraska Organ Recovery System	Omaha, NE	(402) 733-4000	8
NJTO - New Jersey Organ and Tissue Sharing Network DPO	Springfield, NJ	(973) 379-4355	2
NMOP - New Mexico Donor Services	Albuquerque, NM	(505) 843-7672	5
NVLV - Nevada Donor Network	Las Vegas, NV	(702) 796-9600	5
NYAP - Center for Donation and Transplant	Albany, NY	(518) 262-5606	9
NYFL - Finger Lakes Donor Recovery Program	Rochester, NY	(585) 272-4930	9
NYRT - New York Organ Donor Network	New York, NY	(646) 291-4444	9
NYWN - Upstate New York Transplant Services Inc	Buffalo, NY	(716) 853-6667	9
CHLE - LifeBanc	Cleveland, OH	(216) 752-5433	10
OHLC - Life Connection of Ohio	Mannee, OH	(419) 893-4891	10
OHLP - Lifeline of Ohio	Columbus, OH	(614) 558-5555	10
OKOP - LifeShare Transplant Donor Services of Oklahoma	Oklahoma City, OK	(405) 840-5551	4
OROP - Pacific Northwest Transplant Bank	Portland, OR	(503) 494-5560	6
PADP - Gift of Life Donor Program	Philadelphia, PA	(215) 557-8090	2

**Coalition for Donation and Regional
Organ Procurement Organizations (continued)**

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Name	Location	Phone	Region
PATF - Center for Organ Recovery and Education	Pittsburgh, PA	(412) 963-3550	2
PKLI - LifeLink of Puerto Rico	Guaynabo, PR	(787) 277-0900	3
SCOP - LifePoint	Charleston, SC	(843) 763-7755	11
TNDS - Tennessee Donor Services	Nashville, TN	(615) 234-5251	11
TNMS - Mid-South Transplant Foundation	Memphis, TN	(901) 328-4438	11
TXGC - LifeGift Organ Donation Center	Houston, TX	(713) 523-4438	4
TXSA - Texas Organ Sharing Alliance	San Antonio, TX	(210) 614-7030	4
TXSB - SouthWest Transplant Alliance	Dallas, TX	(214) 522-0255	4
UTDP - Intermountain Donor Services	Salt Lake City, UT	(801) 521-1755	5
VATH - LifeNet	Virginia Beach, VA	(757) 464-4761	11
WALC - LifeCenter Northwest Donor Network	Bellevue, WA	(877) 275-5269	6
WISE - Wisconsin Donor Network	Milwaukee, WI	(414) 259-2023	7
WIDW - Organ Procurement Organization at the University of Wisconsin	Madison, WI	(608) 265-0356	7

*This information was provided by The Organ Procurement and Transplantation Network
www.optn.org.*