



## ***Campus Campaign Outline: Get Involved to Save Lives!***

More than **4,700** people are currently waiting for organ transplants in Illinois. Nationally, the organ transplant waiting list has surpassed **105,000**. Registering to be an organ and tissue donor is the quickest and simplest way to help save these lives!

### **About the Donate Life Illinois 2010 Campus Campaign:**

This year's Campus Campaign will engage Illinois college students and surrounding campus communities in our lifesaving donor registration efforts. During the past four years, Donate Life Illinois has worked with an array of student groups at **26** colleges on a successful campaign to register members of their campus communities as organ/tissue donors. With your help, our goal is to receive **2,000** registrations from this year's Campus Campaign.

Since 2007, more than 4.5 million Illinoisans have already registered as donors. College campuses have contributed significantly to new registrations and organ donation outreach. We would be honored to work with you on this fun, simple lifesaving effort.

### **What would your involvement entail?**

Donate Life Illinois is extremely flexible and we welcome your participation in whatever capacity. Remember, every registration helps us save lives! The great part about our efforts is that it **requires no fundraising** and focuses solely on public education and tangible, lifesaving registrations. **In other words, this is a great project for a class or student group!**

If you decide to help with our efforts, Donate Life Illinois can help you tailor a plan, from a year-long service project built around raising organ donation awareness and increasing registrations to participation in one or both benchmark events, the Donate Life Campus Campaign in the fall and National Donate Life Month in April. We will work closely with your group and provide creative outreach ideas as well as provide all the necessary materials and tools to maximize your outreach impact, from setting up templates and groups on Facebook to increase online registrations, to registration cards and banners, t-shirts and talking points.

To learn more about Donate Life Illinois, please check out our website at [www.DonateLifeIllinois.org](http://www.DonateLifeIllinois.org). If your group would like to participate in our campus efforts or if you have any questions, please contact Campus Campaign manager [Claire Prendergast](mailto:claire.prendergast@donatelifeillinois.org) via email or call 312-335-0100.

### **About Donate Life Illinois**

[Donate Life Illinois](http://www.DonateLifeIllinois.org) is the coalition of agencies responsible for organ, tissue, eye and blood donation, as well as donor registration and education in Illinois. It is one of 45 regional coalitions and 50 national businesses or associations making up Donate Life America, a not-for-profit alliance that serves as a national voice and inspires all people to save and enhance lives through organ, eye and tissue donation.

Donate Life Illinois member organizations include:

- American Liver Foundation-Illinois
- Gift of Hope Organ & Tissue Donor Network
- Heartland Lions Eye Bank
- Illinois Coalition of Community Blood Centers
- Illinois Eye-Bank
- Illinois Secretary of State Organ/Tissue Donor Program
- LifeSource
- Mid-America Transplant Services
- Musculoskeletal Transplant Foundation
- National Kidney Foundation of Illinois
- National Marrow Donor Program

Through our statewide campaign, **Donate Life Illinois** is working to increase organ/tissue donor registrations through actionable causes and audiences at college campuses, workplaces, hospitals, faith congregations, DMVs and special events. The campaign is part of a national effort through Donate Life America to increase to **100 million** the number of Americans who have taken action to become donors in their states.