



Sample "Take Five" Campaign Initial E-mail

Dear Employee,

Every day we face a "to do" list, at work and in our personal lives. Unfortunately, our lists can be long and many good intentions get set aside. One opportunity that is sometimes delayed is making or recording a decision to be an organ, eye, and tissue donor.

One eye donor can restore or save the sight of up to 10 people. A tissue donor can change 50 lives. An organ donor can save 8 people.

To date, more than 59% of Minnesotans (2.3 million) have made the decision to share the gifts of life and sight through donation.

Take Five Minutes on [Month Day, Year]

As a part of Donate Life Month (April), we are offering you the opportunity to take five minutes during your work hours on April [Day], 2011, to register your decision to be a donor at **www.DonateLifeMN.org**. Registration is confidential and will help ensure that your wish to donate is fulfilled. If you are already listed as a donor on your driver's license or state ID card, you do not need to register online.

Thank you for considering the gifts of life and sight through donation.

[Name, Title]

Sample "Take Five" Campaign Day E-mail

Dear Employee,

Today you may "Take Five" minutes during your workday to go to **www.DonateLifeMN.org** to register your wishes to be an organ, eye, and tissue donor. Registration is confidential.

Thank you for considering the gifts of life and sight through donation.

[Name, Title]

More than 100,000 Americans are in need of eye, tissue, or organ donations right now. Each year, millions need blood donations and thousands more are diagnosed with diseases for which a marrow or blood cell transplant would be a cure. A donor's decision to give the gift of life can save lives, restore sight, or improve the quality of life.

What Can Be Donated?

Living Donations

Blood	Portion of Liver
Bone Marrow	Pancreas (Islet Cells)
Intestine	Umbilical Cord Blood
Kidney	Cornea Limbal Stem Cells
Lung (lobe)	Blood Stem Cells

Deceased Donations

Organs: Heart, Intestinal Organs, Kidneys, Liver, Lungs, Pancreas

Tissues: Bone, Bone Marrow, Cartilage, Middle Ear, Connective Tissue, Heart Valves, Ligaments, Skin, Tendons, Veins

Eyes: Corneas, Whole Eyes

Make a Decision to Donate

- Learn about donation.
- Document your decision through your driver's license or by registering at **www.DonateLifeMN.org**.
- Tell your family and friends about your wish to donate.

Saint Cloud Hospital
www.CentraCare.com

LifeSource Organ and Tissue
www.Life-Source.org

Minnesota Lions Eye Bank
www.aGiftofSight.org