

Talking Points & Overall Campaign Messages

Every conversation is an opportunity to dispel myths, answer questions and inspire someone to sign up to become a donor. Myths and misconceptions are major barriers to having more people sign up. Use these talking points along with your personal connection to/reason for supporting donation to increase understanding and help us reach our “50,000 for 50” goal. Be sure to check out our “Essential Information” section for more myths and facts.

Remember, please direct everyone to www.donors1.org to learn more and sign up!

Campaign Messages

- Every one of us has the potential to save and heal lives through organ and tissue donation regardless of age, race, health or medical history. We need everyone to use their power so we can end the transplant waitlist.
- To honor Gift of Life’s 50 years of saving lives, help us register 50,000 more organ donors and provide hope to the thousands waiting for a transplant. Learn more and register at donors1.org.
- Basic human kindness is the essential ingredient in the success of donation and transplantation. One word – “YES” – saves lives.
- Right now, 5,000 families in our community are desperately waiting for their loved one to receive a life-saving organ. Lives are at stake. The need is urgent.
- Organ and tissue donation are not options for any family until all hope of saving their loved one has been exhausted. Only then does Gift of Life step in to support a hero’s family through the donation process with compassion and respect.
- Signing up to save lives as a donor is fast, easy and private at donors1.org. It takes less than a minute! Only donation professionals have access to this confidential registry after someone dies.