



2020 National Organ Donor Awareness Competition

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2020 National Organ Donor Awareness Competition

Goal and Objectives

Competition Goal:

To promote organ and tissue donation awareness on college campuses nationwide.

Competition Objectives:

- *Increase awareness and understanding of organ and tissue donation.*
- *Encourage discussion of organ and tissue donation with family and friends.*
- *Promote the facts and benefits of organ and tissue donation in addition to clarifying myths that hinder donation.*

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Letter to Chapter President

Dear Chapter President,

Our PRSSA Chapters continue to volunteer in philanthropic activities that promote the wellbeing of our communities. To continue this tradition, the Anthony J. Fulginiti Chapter of PRSSA (AJF-PRSSA) invites you to “Become a Hero” and help us save as many lives as possible by participating in the National Organ Donor Awareness Competition (NODAC).

Today, approximately 117,000 people wait for their lifesaving transplant. Unfortunately, the number of patients waiting on the list far outnumbers the amount of registered organ and tissue donors. When our chapter founder, Anthony J. Fulginiti, received an organ donation, he realized our Society could help decrease the amount of patients waiting by doing what we do best - communicating to the public.

This competition asks PRSSA members to enhance their public relations skills while making a difference in their community. Participating chapters must create a campaign and host a day-long event in April focused on the importance of organ and tissue donation. The top four chapters will receive a cash prize and at National Conference in the fall.

Compete in NODAC and together, we can make a difference. Registering just one person as an organ, eye and tissue donor can save and heal more than 75 lives. Just imagine the impact your chapter can have!

Please contact me at novak@rowan.edu with any questions!

Alison N. Novak

AJF-PRSSA Adviser

NODAC Chairperson

AJF-PRSSA Chapter

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Competition Guidelines

*** All submissions should be sent digitally to novak@rowan.edu or uploaded to a Google Form provided closer to the due date. This will allow us to evaluate and provide feedback much faster.

1. Chapters must conduct a day-long special event between **April 1** and **April 30, 2020**.

Target audiences should include (but are not limited to) students, faculty and staff.

2. The campaign must promote the importance of organ and tissue donation and transplantation.

3. Award packages must be presented in a one-inch, three-ring binder and include:

- A three-page (maximum) summary (typed, double spaced, one-inch margins).
- Conducted research, both primary and secondary.
- Summary of special event activities.
- Evidence of organ and tissue donation and transplantation promotion.
- Campaign evaluation.
- Supplemental information: (15 page limit)
 - Invitations
 - News Releases
 - Advertising (flyers, publicity)
 - Photographs
 - Media kit
 - Screenshots from social media promotions
 - Budget
 - Any other materials that provide value to your campaign

4. Please submit your package (18 page maximum) as a single PDF file by May 15, 2020 to novak@rowan.edu. You will receive a confirmation email within 48 hours.

5. First, second, third place and honorable mention winners will receive awards at the 2020 PRSSA National Conference.

6. Packages judged by the following criteria:

- Extent of influence (How well did your event reach students, faculty and staff?): 20 points
- Creativity: 20 points
- Execution: 15 points
- Publicity/promotion: 15 points
- Research: 10 points
- Professionalism: 10 points (Includes package design)
- Supporting materials: 10 points

AJF’s Tips for Success

DO	DON'T
Plan ahead!	Wait until the last minute.
Ask questions!	Send packages late.
Proofread package many times!	Have numerous spelling/grammatical errors.
HAVE FUN!	Lose sight of the overall cause.

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NODAC History & Organ Donation Facts

NODAC History:

NODAC seeks to raise awareness and discussion in society, specifically in families, about the need for organ and tissue donation. Our chapter founder, Anthony J. Fulginiti, received a life-saving transplant from his sister in 1992 and realized our Society could help end the need for organ donation by doing what we do best - communicating to the public.

This year, AJF-PRSSA Chapter at Rowan University hosts the 23rd annual Organ Donor Day. In 2018, we signed up over 75 organ donors and raised \$4,000 in one day, thanks to member Megan Hildreth's live stream on Twitch. AJF-PRSSA and Gift of Life Donor Program work on this event together in order to educate students while encouraging them to register as organ donors.

Founded in 1974, Gift of Life Donor Program has coordinated more than 44,750 organ transplants and an estimated 750,000 tissue allografts. Gift of Life maintains its status as one of the oldest and largest non-profit organ and tissue procurement organizations in the United State.

Organ Donation Facts:

- Approximately 113,000 Americans sit on the organ donation wait list.
- 20 people die every day waiting for an organ transplant.
- Anyone is eligible to be an organ, eye or tissue, regardless of medical history, age or race.

- If you are sick or injured and admitted to the hospital, the number one priority is to save your life. Organ, eye and tissue donation can only be considered after all life-saving efforts have been made and death has been declared.
- All major religions support donation as a final act of compassion and generosity.
- 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 a family member's organs.
- Wealth, social status and race are not considered when deciding who will receive an organ. Organs are matched according to clinical criteria such as blood type and size, medical urgency and time accrued on the waiting list.
- Various organ and tissue transplants include bone and cartilage, skin, corneas, heart, lungs, liver, kidneys, intestine, and pancreas.
- One organ donor can save up to eight lives, one tissue donor can enhance up to 75 lives and one cornea donor can restore sight of two people.
- The buying and selling of organ and tissues is illegal, as part of The National Organ Transplant Act.
- There is no cost to the donors or their families for organ or tissue donations.

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

NODAC Registration Form

Please return this sheet and entry fee to:

AJF-PRSSA
Attn: Alison Novak
c/o Department of Public Relations & Advertising
Rowan University
301 High Street
Glassboro, NJ 08028

Or submit electronically to novak@rowan.edu

Name of PRSSA Chapter: _____
University/College: _____
Mailing Address: _____
Department Telephone Number: _____
Student Contact: _____
Student Contact's E-mail Address: _____
Student Contact's Telephone Number: _____
Adviser Contact: _____
Adviser Contact's E-mail Address: _____
Adviser Contact's Telephone Number: _____

Please make \$25 check payable to "AJF-PRSSA." We also accept PayPal or Venmo.
Email novak@rowan.edu for more details.

- *Registration form must be submitted by **March 31, 2020.**
- *Completed package must be submitted by **May 15, 2020.**
- *For complete NODAC details, visit www.rowanprssa.com/nodac

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Contact Information

AJF-PRSSA Faculty Advisers:

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AJF-PRSSA Faculty Adviser
sparks@rowan.edu
610-996-6817

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AJF-PRSSA Faculty Adviser
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860-614-5337

Mailing Address:

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c/o Department of Public Relations & Advertising
Rowan University
301 High Street
Glassboro, NJ 08028

AJF-PRSSA Website:

www.rowanprssa.com

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Additional Resources

Organ Donor Procurement Organizations by state:

<http://organdonor.gov/materialsresources/materialsopolist.html>

Donate Life America

www.donatelife.net

Donate Life State Contacts

<http://donatelife.net/get-involved-locally/>

US Department of Health and Human Services Organ Procurement and Transplantation Network:

<http://optn.transplant.hrsa.gov/>

<http://www.organdonor.gov/index.html>

Donation process information:

<http://www.transplantliving.org/before-the-transplant/about-organ-allocation/matching-organs/>

Data Reports:

<http://optn.transplant.hrsa.gov/converge/data/>

United Network for Organ Sharing:

<http://unos.org/>