

LifeSource

ORGAN, EYE AND TISSUE DONATION



CHECK THE BOX

PUBLIC AWARENESS CAMPAIGN

PRESS KIT

4.3.18

ABOUT THIS CAMPAIGN

To kick off National Donate Life Month, LifeSource officially launched a new campaign to encourage everybody to “check the box” and register as an organ, eye and tissue donor. The campaign features authentic stories from the community, including donor families, transplant recipients and supporters. Focused on highlighting the importance of organ, eye and tissue donation, the goal of the campaign is to inspire conversations about the topic and benefits of donation, and highlight the fact that anyone can register as a donor and save and heal lives.

The new campaign builds on past efforts to inform the community about the critical importance and lifesaving impact of donation. Nationwide there are nearly 120,000 people waiting for the gift of organ transplantation and almost 3,500 of those waiting live right here in our community. One person can save and heal up to 75 lives through organ, eye and tissue donation.

Developed in partnership with a local Minneapolis creative agency, 5IVE, seventy percent of the campaign participants have been directly impacted by donation or transplantation. The other thirty percent are people from our communities who simply believe that registering as a donor is the right choice, and their inclusion illustrates that you don't have to wait to have a personal connection to register as a donor.

Television and radio ads, buses and bus stop ads, online banner ads, YouTube videos, and robust social media placements will challenge people's misconceptions about who can register as a donor by showcasing diverse group of people from all walks of life, age groups, religions and backgrounds. The key message Anyone can register to be a donor is reflected in the creative direction and messaging by highlighting the power of personal stories and the fact that despite the differences, people are often united by their humanity.

The campaign will run in LifeSource's service area of Minnesota, North Dakota and South Dakota. Visit life-source.org/checkthebox to learn more about the new campaign.

To learn more about the campaign visit DonateLifeND.org and click on “About.”

ABOUT DONATE LIFE

Donate Life is the national brand for the lifesaving and healing cause of donation. LifeSource, a nonprofit donation agency serving the Upper Midwest, promotes donation under this national brand and manages the state-based registry sites of DonateLifeMN.org, DonateLifeND.org and DonateLifeSD.org.

ABOUT LIFESOURCE

LifeSource is a non-profit organization dedicated to saving lives through organ, eye, and tissue donation in the Upper Midwest. It's our privilege to serve the 7 million people who live in communities across Minnesota, North Dakota, South Dakota and portions of western Wisconsin. We are dedicated to working with our hospital and community partners to support donor families, manage the donation process and educate our communities to create a culture of donation. It's our mission to save lives and offer hope and healing through excellence in organ, eye, and tissue donation.

CAMPAIGN MEDIA PLACEMENT

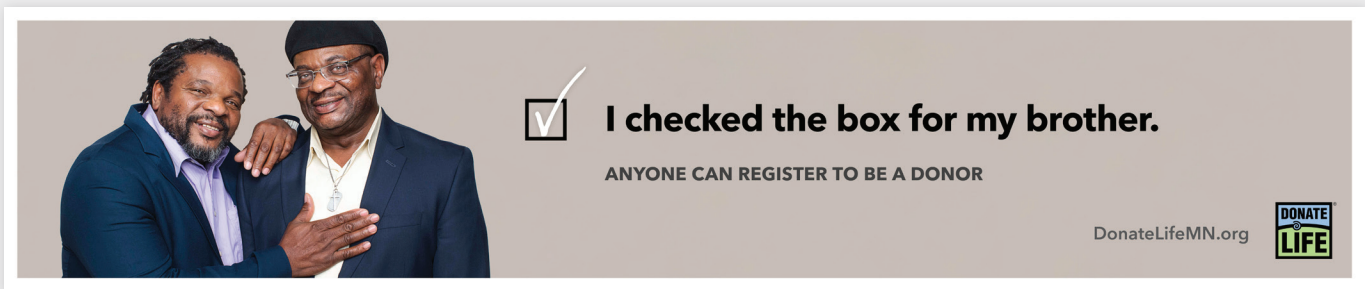
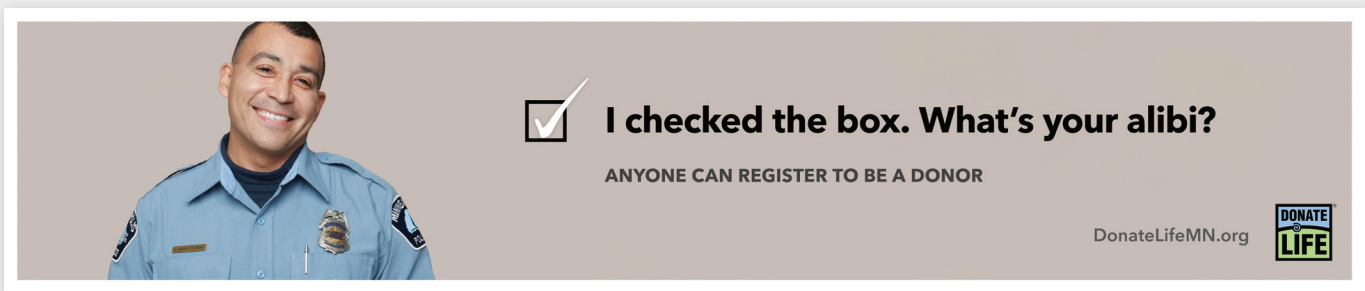
This inspiring campaign will run in Minnesota, North Dakota, and South Dakota on television, radio, billboards, bus stops, and social media.



TELEVISION

RADIO







**Triathlete. Organ recipient.
Registered donor.**



ANYONE CAN REGISTER TO BE A DONOR
DonateLifeMN.org



**I checked the box.
It's totally zen.**




ANYONE CAN REGISTER TO BE A DONOR
DonateLifeMN.org







Proud uncle. Proud to check the box.
 ANYONE CAN REGISTER TO BE A DONOR

DonateLifeMN.org 




I don't need 9 lives to check the box.
 ANYONE CAN REGISTER TO BE A DONOR


DonateLifeMN.org 

 **Donate Life Minnesota**
 April 4 at 8:00am

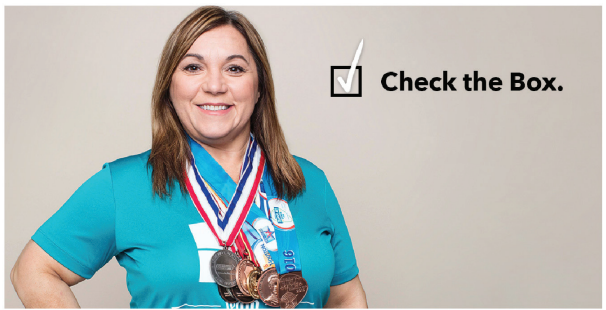
Checking the box rocks!



Check the Box

 **Donate Life Minnesota**
 April 12 at 9:00am

Winning since I received my transplant.



Check the Box.



Thank you for checking the box.

 **ANYONE CAN REGISTER TO BE A DONOR**
 DonateLifeMN.org



I beat the odds and checked the box.



ANYONE CAN REGISTER TO BE A DONOR



Don't tune out. Check the box.



ANYONE CAN REGISTER TO BE A DONOR



My son had a big heart. He checked the box.



ANYONE CAN REGISTER TO BE A DONOR



Rollin' easy since I checked the box.



ANYONE CAN REGISTER TO BE A DONOR