2018 National Organ Donor Awareness Competition

Included Information

1. Goal and Objectives.................................................................2
2. Letter to Chapter President..........................................................3
3. Competition Guidelines............................................................4
4. NODAC History & Organ Donation Facts.......................................6
5. NODAC Entry Form.................................................................8
6. Contact Information.................................................................10
7. Additional Resources...............................................................11
2018 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.
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 help us save as many lives as possible by participating in the National Organ Donor Awareness Competition (NODAC).

Today, approximately 116,000 people wait for their life-saving organ transplant. When our chapter founder, Anthony J. Fulginiti, received an organ donation, he realized our Society could help decrease the number 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 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. Imagine the impact your chapter can have!

Please contact me at scottc7@students.rowan.edu with any questions!

Colleen Scott
President
AJF-PRSSA Chapter
2018 National Organ Donor Awareness Competition

Competition Guidelines

1. Chapters must conduct a day-long special event between April 1 and April 30, 2018. 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.
   - Supplementals: (no 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. Package must be received no later than May 20, 2018.
5. Award packages will not be returned. Should you want to keep your work, make a copy before entry.

6. First, second, third place and honorable mention winners will receive monetary awards at the 2018 PRSSA National Conference.

7. 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

<table>
<thead>
<tr>
<th><strong>DO</strong></th>
<th><strong>DON’T</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan ahead! Contact your local organ procurement organization (OPO) or Donate Life State Team to partner with you.</td>
<td>Wait until the last minute.</td>
</tr>
<tr>
<td>Ask questions!</td>
<td>Send packages late.</td>
</tr>
<tr>
<td>Proofread your package many times!</td>
<td>Have numerous spelling/grammatical errors.</td>
</tr>
<tr>
<td>HAVE FUN!</td>
<td>Lose sight of the overall cause.</td>
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2018 National Organ Donor Awareness Competition
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 25th annual Organ Donor Day. AJF-PRSSA and Gift of Life Donor Program work on this event together to educate students while encouraging them to register as organ donors.

Founded in 1974, Gift of Life Donor Program has coordinated more than 46,000 organ transplants and an estimated 1 million 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 States.

Organ Donation Facts:

● Approximately 116,000 Americans sit on the organ donation waitlist.
● An average of 20 people die every day while waiting for an organ transplant.
● Anyone can donate an organ, eyes 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.

• 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 organs 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](http://www.unos.org) or [www.donatelife.net](http://www.donatelife.net).
NODAC Entry Form

Please return this sheet and entry fee to:
AJF-PRSSA
Attn: Kayla Arias
c/o College of Communication and Creative Arts
Rowan University
301 High Street
Glassboro, NJ 08028

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.”

*Registration must be submitted by March 31, 2018.
*Completed package must be submitted by May 20, 2018.
*For complete NODAC details, visit www.rowanprssa.com/nodac

Please submit the following sheet with the awards packet.
*Packet must be received by May 20, 2018.
2018 National Organ Donor Awareness Competition
Award Binder Application

University: __________________________________________________________
Event Date: _________________________________________________________
Contact Person: ______________________________________________________
Contact’s Telephone: _________________________________________________
Contact’s E-mail: _____________________________________________________
Alternate Contact Person: _____________________________________________
Alternate Contact’s Telephone: _________________________________________
Alternate Contact’s E-mail: ____________________________________________

*Winners will be announced at National Conference 2018.

*Please send packet to:
AJF-PRSSA
C/o College of Communication and Creative Arts
301 High Street
Glassboro, NJ 08028
2018 National Organ Donor Awareness Competition
Contact Information

Key Contact:
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AJF-PRSSA Faculty Advisers:
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Mailing Address:
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Rowan University
301 High Street
Glassboro, NJ 08028

AJF-PRSSA Website:
www.rowanprssa.com
2018 National Organ Donor Awareness Competition
Additional Resources

Organ Donor Procurement Organizations by state:
http://organdonor.gov/materialsresources/materialsopolist.html

Donate Life America
www.donatelifeline.net

Donate Life State Contacts
http://donatelifeline.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:

Data Reports:
http://optn.transplant.hrsa.gov/converge/data/

United Network for Organ Sharing:
http://unos.org/