



2024 National Organ Donor Awareness Competition

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2024 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 well-being 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 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 and at the 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 sparks@rowan.edu with any questions!

Suzanne FitzGerald, APR, Ph.D., PRSA Fellow

AJF-PRSSA Adviser

AJF-PRSSA Chapter



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Competition Guidelines

***All submissions should be sent digitally to sparks@rowan.edu. This will allow us to evaluate and provide feedback much faster.

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

2024. Target audiences should include (but are not limited to) students, faculty, and staff. 1. The campaign must promote the importance of organ and tissue donation and transplantation.

2. Award packages must 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

3. Please submit your package (18 pages maximum) as a single PDF file by May 3, 2024, to

sparks@rowan.edu. You will receive a confirmation email within 48 hours.



4. First, second, and third place, and honorable mention winners will receive awards at the 2024 PRSSA National Conference.

5. 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 the 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, the AJF-PRSSA Chapter at Rowan University will host the 36th annual Organ Donor Awareness Day. In 2022, we signed up more than 50 organ donors and raised \$1,000 in one day through an Instagram campaign. AJF-PRSSA and the Gift of Life Donor Program work on this event together to educate students and the college community while encouraging them to register as organ donors.

Founded in 1974, the 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 States.

Organ Donation Facts:

- Approximately 117,000 Americans sit on the organ donation wait list.
- An average of 22 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.
- 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.
- It is possible to transplant approximately 50 different organs and tissues
- 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 the 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 or www.donatelife.net.



NODAC Entry Form

Please return this sheet and entry fee to:

AJF-PRSSA

Attn: Suzanne FitzGerald

c/o Department of Public Relations & Advertising

Rowan University

301 W. High Street

Glassboro, NJ 08028

Or submit electronically to sparks@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: _____

Email sparks@rowan.edu for more details.

*Completed package must be submitted by **May 3, 2024**.

*For complete NODAC details, visit www.rowanprssa.com/nodac

Please submit the following sheet with the awards packet.

*Packet must be received by **May 3, 2024**.



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Contact Information

AJF-PRSSA Faculty Advisers:

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856-256-4265

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860-614-5337

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c/o Department of Public Relations & Advertising
Rowan University
301 W. 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/>