# Public Service Announcements

These audio public service announcements (PSAs) can be customized for your workplace’s DoNation campaign and registration goals. Share them with regional and local radio and television stations with the request to run them during the active campaign period. Connect with your local OPO to see if you can combine efforts to maximize your messages. Also, think of other creative places to run the PSAs, such as your workplace’s call-waiting, voicemails, or hold messages.

## General PSAs

**10 seconds**

Every 10 minutes, another person is added to the National Transplant Waiting List. You can help by signing up as an organ, eye, and tissue donor. Learn more and sign up at organdonor.gov.

**15 seconds**

Every day, 17 people die because not enough organs are available for transplant. You can give the gift of life. [WORKPLACE NAME] and [OPO NAME] urge you to sign up at organdonor.gov.

**20 seconds**

[WORKPLACE NAME] has joined [OPO NAME] in a national campaign to encourage people to sign up as organ donors. One donor can save eight lives and improve the lives of 75 more. Learn more and sign up as an organ, eye, and tissue donor at organdonor.gov.

**20 seconds**

More than 103,000 people are waiting for a lifesaving organ transplant. 17 of them will die today because there simply aren’t enough organs to meet the need. Help [WORKPLACE NAME] and [OPO NAME] save lives. Sign up to be an organ, eye, and tissue donor at organdonor.gov.

**30 seconds**

As employees at [WORKPLACE NAME], we don’t like to keep people waiting. Imagine having to wait for an organ transplant to save your life. More than 103,000 people are on the national transplant waiting list, and 17 of them will die today for lack of an organ. Help [WORKPLACE NAME] and [OPO NAME] save lives. Join this national campaign to encourage people to register to become organ donors. Sign up at organdonor.gov

# Local PSAs

The following PSAs are meant to be customized with the names and stories of people in your community, city, or region or to serve as models for additional PSAs you can write to feature local people, and perhaps even those in your workplace. Connect with your donation organization to find appropriate donors and recipients to feature and to maximize your messaging efforts.

**20 seconds**

An organ donor gave [RECIPIENT’s NAME], of [LOCAL TOWN], the ability to [WALK HIS DAUGHTER DOWN THE AISLE AT HER WEDDING, ETC.]. Organ donors save lives. [WORKPLACE NAME] and [OPO NAME] urge you to sign up on the state’s donor registry at [STATE REGISTRY WEBSITE ADDRESS].

**20 seconds**

An organ donor gave [AGE DESCRIPTOR—second-grader, toddler, pre-teen CHILD’s NAME] of [LOCAL TOWN] a second chance at an amazing life. And it gave [THEIR] parents a lifetime of hugs and kisses. Organ donors save lives. [WORKPLACE NAME] and [OPO NAME] urge you to sign up to become an organ donor at [STATE REGISTRY WEBSITE ADDRESS].

**20 seconds**

Organ transplants benefit people of all ages, including the very young and very old. Right here in [LOCAL TOWN], a donated heart gave [YOUNG RECIPIENT’S NAME] a chance to start kindergarten, and a donated liver allowed [OLDER RECIPIENT’S NAME] to meet [THEIR] great-granddaughter. Give someone a second chance. Sign up to become a donor at [STATE REGISTRY WEBSITE ADDRESS].

**20 seconds**

Thanks to an organ donor, [RECIPIENT’s NAME], of [LOCAL TOWN], is able to play with [THEIR] grandchildren. [WORKPLACE NAME] and [OPO NAME] have joined forces to make these moments possible for [HUNDREDS/THOUSANDS] of other people in our community. Help us save lives. Sign up on the state’s donor registry at [STATE REGISTRY WEBSITE ADDRESS].

**30 seconds**

When [LOCAL TOWN] native [DONOR’S NAME] died, [THEIR] family was able to take solace knowing they honored [THEIR] wish to be an organ, eye, and tissue donor. [DONOR’s NAME] made saving lives [THEIR] final charitable act. [WORKPLACE NAME] and [OPO NAME] urge you to sign up on our state organ donor registry at [STATE REGISTRY WEBSITE ADDRESS]. And remember to talk to your family about your decision so they can support your wishes.