Public Service Announcements

These audio public service announcements (PSAs) can be customized for specific hospital donation registration campaigns. Give them to regional radio and television stations with the request to run them during the Hospital Campaign. Think of other creative places to run them, such as your hospital’s call-waiting or hold messages.

# General PSAs

**15 seconds**

Every day, 17 people die because not enough organs are available for transplant. You can give the gift of life. [HOSPITAL NAME] and [OPO NAME] urge you to learn more at [STATE REGISTRY WEBSITE ADDRESS].

**20 seconds**

[HOSPITAL NAME] has joined [OPO NAME] in a national campaign to encourage people to register to become organ donors. A single donor could save eight lives and positively impact hundreds more. Sign up to become an organ, eye, and tissue donor at [STATE REGISTRY WEBSITE ADDRESS].

**20 seconds**

More than 106,000 people are waiting for a lifesaving organ transplant. Seventeen of them will die today because there simply aren’t enough organs to meet the need. Help [HOSPITAL NAME] and [OPO NAME] save lives. Sign up to be an organ, eye, and tissue donor at [STATE REGISTRY WEBSITE ADDRESS].

**30 seconds**

As nurses, doctors, and staff at [HOSPITAL NAME], we don’t like to keep people waiting. Imagine having to wait for an organ transplant to save your life. More than 106,000 people are on the national transplant waiting list, and 17 of them will die today for lack of an organ. Help [HOSPITAL NAME] and [OPO NAME] save lives. Join this national campaign to encourage people to register to become organ donors. Sign up at [STATE REGISTRY WEBSITE ADDRESS].

# Local PSAs

The following PSAs are meant to be customized with the names and stories of people in your region or to serve as models for additional PSAs you can write to feature local people. Work with your donation organization to find appropriate donors and recipients to feature.

**20 seconds**

An organ donor gave [RECIPIENT’s NAME], of [LOCAL TOWN], the ability to [WALK HIS DAUGHTER DOWN THE AISLE AT HER WEDDING]. Organ donors save lives. [HOSPITAL 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 [HIS/HER] parents a lifetime of hugs and kisses. Organ donors save lives. [HOSPITAL 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 [HIS/HER] 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 [HIS/HER] grandchildren. [HOSPITAL 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, [HIS/HER] family was able to take solace knowing they honored [HIS/HER] wish to be an organ, eye, and tissue donor. [DONOR’s NAME] made saving lives [HIS/HER] final charitable act. [HOSPITAL 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.