

eCampaign Your email has the Power to Save Lives

1 Visit www.donateLIFecalifornia.org...

to learn how an eCampaign helps save lives. Then sign up your group to help through an eCampaign. We will create a customized page link to the DLC Registry with your company logo and mission.

2 An initial email from your leader...

lets people know about the opportunity to save lives, how to sign up to be a donor, and invites them to share their connection to the Donate Life mission.

3 A second email reports on the results...

of your campaign to date and reminds people there is still time to sign up and send in stories.

4 A final email thanks participants...

and shares results, offers links to inspiring stories about colleagues touched by donation and transplantation, and encourages people to sign up if they haven't already done so.

Simple, effective and free!

Time Commitment: Minimal – only 3 emails over 4 weeks. Donate Life California provides email templates and coordinates story submissions, editing and posting to your group's own web page on the state-authorized Donate Life California Registry.

Who: Any community, club, church, business or organization interested in saving lives locally that has 20 or more employees, customers, alums, students, vendors, members, partners, friends, families, or supporters. You can also consider a friendly challenge with a competitor!

Email only please: While letters and ads help, the eCampaign provides an immediate link to the Registry that encourages people to sign up. (Plus it's environmentally friendly!) **Note to Sender:** To be effective, experience has proven emails must come from your group's leader.

Mailing Lists: You send the emails so your email list is always safe and secure.

Cost: FREE! And the results are priceless.

How: Simply sign your group up online at www.donateLIFecalifornia.org through the eCampaign portal, OR call 408.553.9930 OR email eCampaign@ctdn.org.

Benefits: The decision to be an organ, tissue and eye donor is personal. Your eCampaign will help people make an informed decision when asked if they wish to register as donors. Your eCampaign will save and heal lives and your commitment will be acknowledged to your members and other participating organizations.

