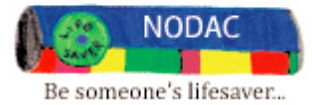


National Organ Donor Awareness Competition: Included Information

1. Goal and Objectives
2. Letter to Chapter President
3. Competition Guidelines
4. History and Organ Donor Facts
5. Organ Donation and Religious Beliefs
6. NODAC Entry Form
7. Contact Information
8. Additional Resources



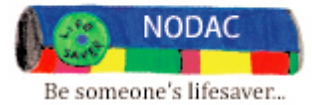
National Organ Donor Awareness Competition: Goal and Objectives

Competition Goal:

Rowan University's PRSSA Chapter created this competition to promote organ and tissue donation awareness on college campuses nationwide.

Objectives:

1. Increase awareness and understanding of organ and tissue donation
2. Encourage discussion of organ and tissue donation with family and friends
3. Promote the facts and benefits of organ and tissue donation, and clarify any myths that might be hindering donation
4. Distribute donor cards



Letter to Chapter President

Dear Chapter President,

Our PRSSA Chapters continue to volunteer in philanthropic activities that promote the well-being of our society. Individuals and communities alike maintain the ability to save lives through simply adding their names to a list. Organ donation provides the opportunity to help thousands of Americans.

Thousands of Americans remain on the organ donation list; these people seek the candidates willing to donate and save the lives of others. Unfortunately, the hundreds of patients on the list outnumber the amount of those signed up to donate.

For the 19th year, the Anthony J. Fulginiti PRSSA Chapter at Rowan University encourages your Chapter's participation in its annual National Organ Day Awareness Competition (NODAC). The competition invites your organization to join us in the goal to spread knowledge about organ donation across campuses nationwide while allowing PRSSA members to enhance their public relations skills.

Participating Chapters must create a campaign and host a daylong event focused on National Organ Donor Day. Each Chapter must submit a binder of materials for judging, so each Chapter needs to keep accurate records and all promotional items. Rowan University faculty and the AJFPRSSA executive board members review and judge the binders.

The Chapter awarded first place receives a check for \$400. Chapters placing second through fourth (honorable mention) receive a smaller cash prize.

Our Chapter encourages your PRSSA Chapter to join us in promoting Organ Donor Day among the public by spreading awareness on your campus. Along with aiding a noble cause, this event provides your Chapter with a wonderful insight to conducting a major special event. Better yet, your university and the community surrounding it gain important information about a worthy topic.

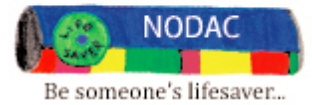
For more information, visit NODAC Web site at <http://www.rowanprssa.org>. Should you have any questions, please contact me at digaet25@students.rowan.edu.

Sincerely,
Alexa DiGaetano
NODAC Chairperson
AJFPRSSA Chapter
Rowan University



National Organ Donor Awareness Competition: Guidelines

1. Chapter must conduct a daylong special event on campus between April 1 and April 30, 2012. Target audiences should include students, faculty and staff.
2. Campaign must promote family discussion of a person's decision to donate. This point holds more importance than collecting signed donor cards.
3. Contact your local chapter of the Coalition on Donation, Gift of Life or the regional organ procurement organization in your area. These organizations may provide speakers, brochures, organ donor cards and general information about organ donation.
4. Your PRSSA Chapter must sponsor the event. However, planning teams may include some non-PRSSA members. We strongly encourage outside monetary sponsors.
5. Awards package must be presented in a one-inch, three-ring binder.
6. Awards package must include:
 - A. A three-page summary. Must be typed and double-spaced with one-inch margins.
 - B. Conducted research, both primary and secondary.
 - C. Summary of special event activities.
 - D. Evidence of family discussion promotion.
 - E. Other supporting evidence of a successful event.
 - F. Supplemental (no limit)
 - a. Invitations
 - b. News Releases
 - c. Publicity
 - d. Fliers
 - e. Photographs
 - f. Media Kit
 - g. Video Tape
 - h. Budget
7. Package must be received by May 18, 2012.
8. Winners shall be announced at National Conference.
 - Three grand prizes will be awarded.
 - A. First prize: \$400
 - B. Second prize: \$300
 - C. Third prize: \$200
 - D. Fourth prize: Rowan PRSSA will also award one \$100 honorable mention prize.



9. Awards package, excluding the winners, will not be returned; should you want to keep your work, make a copy before entry. First, second, third place and honorable mention winners will receive awards and receive their packages at the PRSSA 2012 Nation Conference in San Francisco, CA.

10. Judges use the following criteria:

- A. Extent of influence: 20 points (How well did your event reach students, faculty and staff?)
- B. Creativity: 20 points
- C. Execution: 15 points
- D. Publicity/promotion: 15 points
- E. Research: 10 points
- F. Professionalism: 10 points (Includes package design)
- G. Supporting materials: 10 points

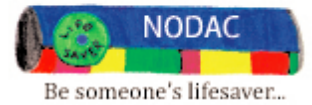
Tips for success:

DO NOT:

- wait until the last minute.
- exceed required page limits.
- send packages without careful editing.
- lose sight of your cause.

DO:

- plan!
- follow all guidelines.
- have various people proofread your package.
- have fun!



History and Organ Donation Facts:

History:

Organ Donor Day seeks to raise awareness and discussion in society, specifically in families, about the need for organ and tissue donation.

This year, the Anthony J. Fulginiti PRSSA Chapter at Rowan University hosts the 19th annual Organ Donor Day. Rowan PRSSA and South Jersey Gift of Life join together to plan this event in order to educate students while encouraging them to register as organ donors.

Begun in 1974, Gift of Life coordinates more than 25,000 life-saving organ transplants and more than 10,000 life-enhancing tissue transplants. Gift of Life maintains its status as one of the oldest and largest non-profit organ and tissue procurement organizations in the United States.

Facts:

-As of February 1, 2011, 110,224 people are waiting for an organ.

-Anyone can be a potential donor, regardless of medical history, age, or race.

-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.

-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 you are deceased.

-It is possible to transplant approximately 25 different organs and tissues, including bone and cartilage, bone marrow, corneas, heart, lungs, liver, kidneys and pancreas.

-Typical organ preservation time:

Heart: 4-6 hours

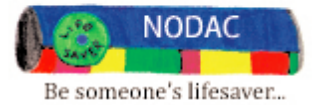
Liver: 12-24 hours

Kidney: 48-72 hours

Lung: 4-6 hours

-Additional information can be found at www.unos.org or www.donatelife.net.

Organ Donation and Religious Beliefs:



Some people believe their religion prohibits organ donation. In fact, most religions allow individuals to decide about organ donation. Many religions consider the gift of giving life and the alleviation of pain and suffering the highest levels of spiritual love a person can offer.

The following provide examples of religious beliefs regarding organ donation:

Amish

The Amish consent to organ donation. If they deem the outcome of the transplant questionable, they may be reluctant to consent.

Buddhism

Buddhists consider organ donation a matter of individual conscience and honor those who donate organs to advance medical science and save lives.

Catholicism

Catholics view organ donation as an act of charity and self-sacrifice.

Hinduism

Hindu religion does not prohibit organ donation. It remains an individual decision.

Jehovah's Witness

Jehovah's Witnesses consider organ donation a matter of individual conscience, but they do not encourage it. Their stance against blood transfusions requires them to ask that all organs be drained of blood before transplantation.

Islam

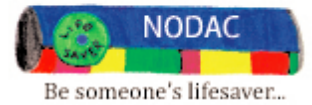
Muslims do not scorn organ donation as long as it is done with respect for the deceased and benefits the recipient. Muslims ask that transplantation take place immediately to prevent organs from being stored in an organ bank.

Judaism

Judaism followers ask that donors be brain dead in accordance with the standards set by the President's Commission on brain death before a donation occurs.

Protestantism

Protestants respect a person's right to make decisions regarding his/her body and encourage organ donation.



Official Entry Form:

Please return this sheet and entry fee to:

Rowan PRSSA
Attn: Alexa DiGaetano
c/o College of Communication
Rowan University
201 Mullica Hill Road
Glassboro, NJ 08028

Name of PRSSA Chapter: _____

University/College: _____

Mailing Address: _____

Department Telephone Number: _____

Student Contact: _____

Student Contact's Email Address: _____

Student Contact's Telephone Number: _____

Advisor Contact: _____

Advisor Contact's Email Address: _____

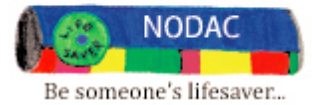
Advisor Contact's Telephone Number: _____

Please make \$25 check payable to "AJF PRSSA."

*Registration must be submitted by March 9, 2012.

*Completed package must be submitted by May 18, 2012.

*For complete NODAC details, visit <http://www.RowanPRSSA.org>.



Please submit the following sheet with the awards packet:

*Packet must be received by May 18, 2012.

University: _____

Event Date: _____

Contact Person: _____

Contact's Telephone: _____

Contact's Email: _____

Alternate Contact Person: _____

Alternate Contact's Telephone: _____

Alternate Contact's Email: _____

*Winners will be announced at National Conference.

*Please send packet to:

Rowan PRSSA
c/o College of Communication
201 Mullica Hill Road
Glassboro, NJ 08028



Contacts:

Key Contact:

Alexa DiGaetano
NODAC Chairperson
Digaet25@students.rowan.edu

Secondary Contacts:

Darrah Foster
Rowan University Chapter President
<mailto:Foster03@students.rowan.edu>
(856) 956-9285

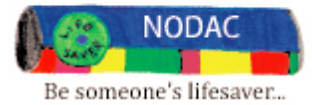
Dr. Tracie Babb
Rowan University Faculty Adviser
Babb@rowan.edu
(856) 256-5477

Mailing Address:

Rowan PRSSA
c/o College of Communication
Rowan University
201 Mullica Hill Road
Glassboro, NJ 08028

Rowan PRSSA website:

www.RowanPRSSA.org



Additional Resources:

Organ Donor Procurement Organizations by state:

http://organdonor.gov/organizations.org_procurement.htm

US Department of Health and Human Services Organ
Procurement and Transplantation Network:

<http://optn.transplant.hrsa.gov/>

Donation process information:

<http://www.donatelife.net/UnderstandingDonation/OrganDonation.php>

Data Reports:

<http://optn.transplant.hrsa.gov/data/>

United Network for Organ Sharing:

<http://www.unos.org/about/index.php>