**EMAIL COPY**

**Subject: Save the Date - Save Lives on Donor Enrollment Day!**

On Thursday October 7th, [ORGANIZATION/TEAM] will be joining forces with **Donate Life New York State** to make a difference in the lives of New Yorkers.

Did you know that 8,500 children and adults in New York are currently waiting for a lifesaving organ transplant and thousands of others in need of tissue and corneal transplants? These are our friends, family, and neighbors who need our help. Every fifteen hours, a New Yorker dies because the organ they needed to save their life was not donated in time.

To help change this, we will join **Donate Life New York State** and hundreds of others for New York’s seventh annual Donor Enrollment Day. It’s a single to day to ask everyone to consider becoming a lifesaving organ, eye and tissue donor. It’s easy to do online and only take a couple of minutes.

Consider signing up as a lifesaving organ donor and encourage friends and family to do the same. Together we can help save even more lives! Click on the below link and take 2 minutes to help. One organ donor can save up to eight lives and heal 75 more as an eye and tissue donor!

[donatelife.ny.gov/register or contact Donate Life NYS to obtain unique trackable link]

**REMINDER EMAIL COPY**

**Subject: Today’s the Day - Unleash Your Inner Superhero!**

Today is Donor Enrollment Day and [ORGANIZATION/TEAM] has made a commitment to help enroll as many organ, eye, and tissue donors as possible in the race to save lives through donation and transplantation!

Did you know that:

* In New York, 8,500 people are waiting for a lifesaving organ transplant?
* One person can save 8 lives as an organ donor, and can help and heal up to 75 more as a tissue donor?
* New York has one of the lowest percentages of registered donors in the nation?

Today, you can make a difference and give the gift of hope to so many members of our community. The ability to help save lives is a SUPERPOWER that everyone has. Please enroll as an organ, eye, and tissue donor TODAY at [donatelife.ny.gov/register or contact Donate Life NYS to obtain unique trackable link].