**Leadership Email**

The below text may be used for an internal email from your organization’s CEO or for an intranet/internal newsletter article.

*April is designated as National Donate Life Month, a month to celebrate the renewed health of organ and tissue recipients while honoring those selfless gifts given by donors and their families.*

*This year, [ORGANIZATION] has chosen to participate in a state-wide campaign called Heroes for Hope. Donor Network of Arizona (DNA) is the only nonprofit, organ procurement organization federally designated to serve our state, as well as a tissue and eye recovery organization for transplantation. DNA coordinates this annual campaign as part of its mission to make the most of life through the gift of organ and tissue donation.*

*Our participation in this campaign is a testament to how our work in donation and transplantation changes lives every day. It is a symbol of hope for the more than 112,000 people in the United States who are waiting for a lifesaving organ transplant, and it is a symbol of strength for those donors and their families who have made the most generous decision to share life.*

*In support of [ORGANIZATION]’s efforts to save and heal lives through the miracle of donation and transplantation, I ask you to join me in registering as an organ and tissue donor by visiting [PERSONALIZED REGISTRATION LINK]. Register as a donor in honor of our organization, and please speak with your family about your decision to sign up.*

*\*Optional\* [ORGANIZATION] will also be holding a registration drive at [LOCATION] on [DATE/TIME] if you would like to show your support in person.*

*Thank you for the work you do each day to transform lives through the gift of organ, eye and tissue donation.*