Dear Potential Organ Donor

*\*This email only serves as a template - please feel free to adjust this email to best fit your audience.*

*Good morning!*

*Today marks the start of #48in48 – a Canada-wide campaign that aims to have 48,000 Canadians register their organ donation decision. In light of that, and this week being National Organ and Tissue Donor Awareness Week (NOTDAW) – I encourage you to take 30 seconds out of you day to register/verify your decision about Organ Donation.*

*Both can be done online, in less than 30 seconds by clicking this link:*[*https://register.transplant.bc.ca/*](https://register.transplant.bc.ca/)*(\*Please note, signing up with your Drivers Licence is no longer a valid record of registration - it must be done using your BC CareCard)*

*If you have questions or concerns about what registering as an organ donor means, this link may provide you with a few answers:[http://transplant.bc.ca/about/who-we-are](%C2%A0http%3A//transplant.bc.ca/about/who-we-are)*

*Thank you for your consideration to register as an Organ Donor - it is a wonderful opportunity to give the gift of life, and a cause that means so much to me.*

*Sincerely,*