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ORGAN DONORS 'LIVE ON IN OTHERS'

The problem is that you are appealing to people on an emotional level for donorship when in fact you should be targetting them at a psychological level.

The thought that part of you or that of a loved one will "LIVE ON" is psychologically far greater than that of the emotional aspect of "THE GIFT OF LIFE".

To be in someway still alive (even in part) is far easier to except than that of the total loss of one's life.

Therefore 'DONATING ORGANS' would be thought of as 'CHEATING DEATH' as the organs would "LIVE ON IN OTHERS".

WIN THEIR MINDS, THEN WIN THEIR HEARTS.

Also, A DONOR HONOUR ROLL, for those who have given "the gift of life" and for their families a certificate or medal in recognition of their loved ones gift of life.

THANKS. Glenn.