**Letter/Email from Hospital CEO to Another Leader (Hospitals, Vendors, Board Members, Rotary)**

[Letter Format]

OR

[Email Message Subject] Join [HOSPITAL NAME] in supporting The Hospital and Healthsystem Association of Pennsylvania’s (HAP) Donate Life Hospital Campaign

Dear [CONTACT NAME]:

Recently, I joined other area hospitals and HAP to commit [HOSPITAL NAME] to participate in HAP’s Donate Life Hospital Campaign. The statewide campaign challenges our hospital to educate all employees as well as our community about the crucial need for organ, eye, and tissue donation. The goal is to encourage people to register as donors and improve our hospital’s organ donation practices and outcomes.

Sponsored by the U.S. Department of Health and Human Services, Health Resources and Services Administration, HAP’s Donate Life Hospital Campaign builds on the success of existing workplace partnerships to enlist companies and organizations as participants in educating their employees and associates about donation.

***Don’t miss your opportunity to be involved.*** Every day, more people are added to the national organ transplant waiting list. Without enough organs available for transplant, 20 people die each day. Thousands of others whose lives would benefit from the gift of organ, eye, and tissue donations continue to wait and hope.

***Please join me and [HOSPITAL NAME] today,*** as we partner with The Hospital and Healthsystem Association of Pennsylvania to bring the campaign to Pennsylvania. For more information and details on ways [RECIPIENT ORGANIZATION’s NAME] can become actively involved in the HAP Donate Life Campaign, please contact HAP’s **Mary Marshall**, Director, Workforce and Professional Development, at (717) 561-5312.

In helping to spread this message, you will literally be ***saving lives***. Thank you for caring—and for your support!

Sincerely,

[Name]

[Title]