A community engagement story

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Organ and Tissue Authority

donate life

History of DonateLife Week

Make your wish count
Discover, decide and discuss organ and tissue donation today
www.donatelife.gov.au

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DonateLife
Week 2011

Anyday

Sunday 20 - 27 February
www.donatelife.gov.au

Make your
decision
count.
Register today.
donatelife.gov.au

Patricia, Kidney and pancreas recipient.

f facebook.com/DonateLifeAustralia   @DonateLifeToday   @DonateLifeToday   @DonateLifeToday

DonateLife Week 2017 | SUPPORTER KIT
Sunday 30 July – Sunday 6 August

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DonateLife Week 2019

DonateLife Week 2020

The Great Registration Race for DonateLife Week 2021
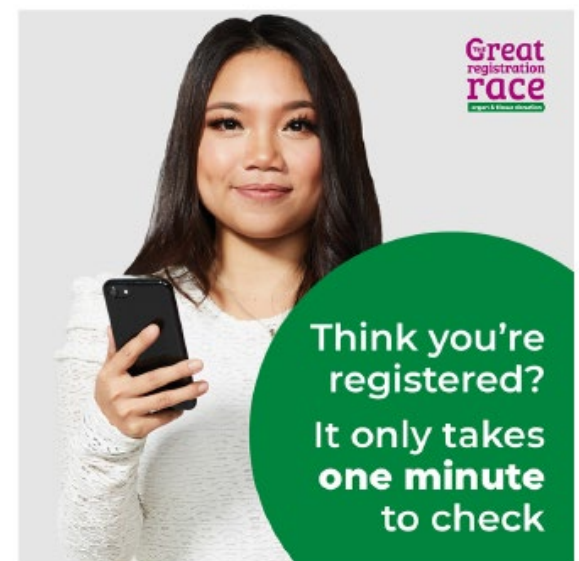
DonateLife partners

DonateLife Week: TVC

DonateLife Week: collateral

DonateLife Week: events

DonateLife Week: registrations

108,952 new registrations across June, July and August

AODR new registrations		
Time	Campaign total	Year total
June – Aug 2021	108,952	349,947 (+87%)
June – Aug 2020	57,557	186,656 (-16%)
June - Aug 2019	71,625	221,641 (+9%)

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DonateLife Week: results

DonateLife Week July highlights

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What's next?

- **Optimised digital channels**

- **Audience segmentation**

- **Strategy and goal oriented**

- **Streamline community grants**

- **Power of storytelling**

- **DonateLife Week 2022 sneak peek tomorrow** ☺

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