



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



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](https://www.facebook.com/DonateLifeAustralia) t [@DonateLifeToday](https://twitter.com/DonateLifeToday) i [@DonateLifeToday](https://www.instagram.com/DonateLifeToday) s [@DonateLifeToday](https://www.snapchat.com/add/DonateLifeToday)

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

DonateLife Week 2019



DonateLife Week 2020

Throw your
support behind
organ donation.

It only takes a minute to
register at donatelife.gov.au

DonateLife
26 July – 2 August 2020
Week



This DonateLife Week we encourage all
Australians to donate life. Register as an organ and
tissue donor today at donatelife.gov.au

#DonateLifeWeek2020 #DonateLife



DonateLife
26 July – 2 August 2020
Week

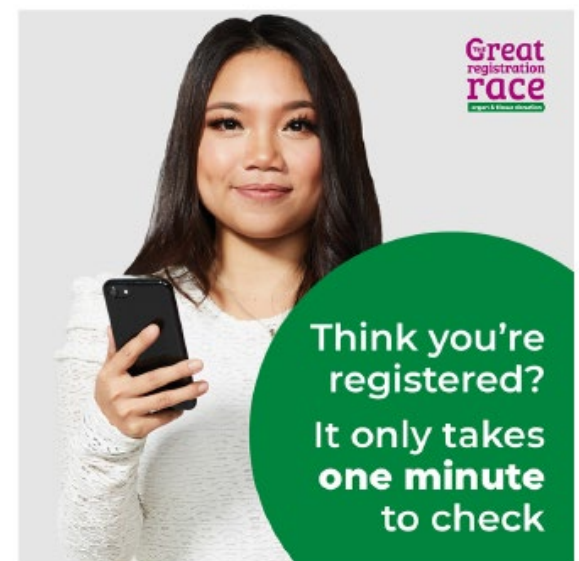


“We said yes”



“We said thanks”

The Great Registration Race for DonateLife Week 2021



DonateLife partners



News Corp Australia



DonateLife Week: TVC



[YouTube](#)

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%)

DonateLife Week: results

[DonateLife Week July highlights](#)



[YouTube](#)

What's next?

- Optimised digital channels
- Audience segmentation
- Strategy and goal oriented
- Streamline community grants
- Power of storytelling
- DonateLife Week 2022 sneak peek tomorrow 😊