



# Donation Letter



# Donation letter:

COLLEGE OF COMMUNICATION, FINE ARTS AND MEDIA

School of Communication  
Broadcasting Journalism Speech

## **MAVERICK PR**

March 16, 2009

Dear Manager:

Every year 106,455 people are waiting for a vital organ donation so the University of Nebraska at Omaha and dozens of campuses across the nation are working to change that. For the past five years, Maverick PR, the UNO chapter of the Public Relations Student Society of America (PRSSA) has held its National Organ Donation Awareness Campaign event. The campaign this year is, "Go Green-Donate Life" and will be held April 22, 2010. This event also celebrates Earth Day so we are interested in:

Recycled Bags

Sun Chips

Life Water

Candy Hearts

These will be given out to students who register or who are already organ donors to encourage organ donation.

NODAC is a competitive campaign with other PRSSA chapters in the United States, which enables members to participate in their own campaign for college students and the Omaha community. We believe service learning is a vital component of a college education. In previous years, we have raised money and collected food for the Omaha Food Bank and ConAgra Foods ' Scouting for Food and volunteered for the annual Race for the Cure and the U.S. Marines Toys for Tots drive. We also hold annual events on campus to create awareness of binge drinking and eating disorder prevention.

Our PRSSA chapter, sponsored by the School of Communication, is one of the most active student organizations on the UNO campus. With very limited university funding, we rely on the generosity of local businesses like yours to help us meet our fundraising goals. If you have any questions, please feel free to contact me at 402-659-0988 or at my email [jllane@unomaha.edu](mailto:jllane@unomaha.edu)

Sincerely,

Jennifer Lane

Maverick PR Assistant Director of Recruitment-NODAC Event Coordinator