Good morning/afternoon, President\_\_\_\_.

African Americans are 3 times more likely to need a life-saving transplant than any other ethnicity**.**

**OPO name** is committed to saving lives and reducing the disparity of organ donation in the Black community by teaming up with the National Pan Hellenic Council (NPHC) for the ***Rooted in Life*** campaign. ***Rooted In Life*** is a multimedia awareness campaign featuring the stories of members of the Divine 9 whose lives have been touched by organ and tissue donation.

NPHC is committed to the health and well-being of the community, with each organization leading their own health and wellness initiatives, and we are prepared to partner with you to save more lives***. Rooted In Life*** is a structured blueprint with programming and activities already created to make partnering as easy and impactful as possible.

**Impact**

Lifeline of Ohio, where the initiative was created, has reported within the first six months of the campaign:

* 100% participation from all local Divine 9 organizations, as well as all 15 local NPHC chapters
* Survey results determined more than 90 members of the Divine 9 in Columbus, Ohio have personal connections to donation
* Reached 150,000 African Americans in one service area
* NPHC Chapters report increased awareness and advocacy for organ donation
* Created an annual NPHC Day of Service with all 15 local NPHC chapters participating to learn about donation, write letters to those receiving the gift of life, and provide comfort kits to grieving families
* Received requests from other Divine 9 chapters to participate
* Sponsored and supported $30,000 in NPHC Events to include
  + NPHC Teen Leadership Summit
  + NPHC Unity Week and Step Show
  + Chapter and Regional Conference Events
  + All 15 local NPHC chapters received $1,000
* Supported by the NPHC International Council of Presidents
* Resulted in one person, a member of Delta Sigma Theta Sorority, Incorporated receiving a life-saving transplant just 5 days after our launch

The campaign works because the collaboration of unity and service drives the work of us all.

Please consider joining us in this movement to save and heal lives in the Black community.

I look forward to connecting with you.

Sincerely,