**Café activation – template email for volunteers to send to cafés in their area**

**Subject:**  Be the reason someone gets a second chance at life – get your cafe involved in DonateLife Week 2025 starting Sunday 27 July

Dear their name,

I’m your name and I’m reaching out to you as a local supporter of DonateLife, the Australian Government’s national program for organ and tissue donation in Australia. I’d love for you to take part in a **FREE** and **EASY** cafe activity running at the end of July to help save hundreds of lives each year.

With your support, we can encourage more Australians to get behind organ and tissue donation.

There are currently 1,800 Australians waiting for a life-saving organ transplant. They are counting on us to register more Australians as organ and tissue donors this DonateLife Week.

As the xxx (e.g family member of someone who selflessly donated their organs/tissue or as a recipient of a life-saving organ donation/life-changing tissue donation), I have a personal interest in helping to raise awareness of organ and tissue donation.

**Help us register more people as organ and tissue donors this DonateLife Week.**

Jump online now to [register your cafe](https://www.donatelife.gov.au/donatelifeweek) by answering a few questions.

**In mid-July your local DonateLife agency will send you:**

* environmentally friendly stickers to pop on the lid or side of your takeaway cups (I’m happy to help you do this!)
* DonateLife Week posters to put up in your café
* an information flyer to remind you and your staff about our goal.

The stickers have a QR code on them for customers to scan. This takes them to DonateLife website to register as an organ and tissue donor.

They could register in the time it takes them to take 2 sips of coffee and could one day give someone a second chance at life.

Our 2 asks for your customers this DonateLife Week (Sunday 27 July to Sunday 3 August) are:

1. Register as an organ and tissue donor at **donatelife.gov.au** or through your MyGov account.
2. Don’t forget to tell your family you want to be an organ and tissue donor. It helps them if they know what you want.

I hope you can join us and support this easy and free activity. I’ve attached an information flyer for you and your team. Please let me know if you have any questions.

Kind regards,

Your name