



FACTIVA

Solutions for Communications Professionals

BIGGER IMPACT. BETTER CONNECTIONS. BROADER METRICS.



- [Home](#)
- [News](#)
- [Features](#)
- [Reports](#)
- [Case Studies](#)
- [Blogs](#)
- [Whitepapers](#)
- [Multimedia](#)
- [Events](#)
- [Jobs](#)
- [Directory](#)
- [Subscribe](#)

Hot Topics: [PRWeek Awards 2013](#) | [Dashboard](#) | [Healthcare](#) | [Consumer](#) | [Technology](#) | [Media](#) | [Public Affairs](#) | [Corporate](#)

[RSS](#) | [Log in](#) | [Register](#)

[PRWeek US](#) > [News](#) > [Sectors](#) > [Healthcare](#) > Gift of Hope targets Hispanics to preach the need for organ donors

Gift of Hope targets Hispanics to preach the need for organ donors

Erica Morris March 01, 2010

Client: Gift of Hope (Itasca, IL)

PR agency: The San Jose Group (Chicago)

Campaign: National Donor Sabbath Hispanic Outreach

Duration: October to November 2009

Budget: Less than \$15,000

Gift of Hope, an organ and tissue donor network, worked with the San Jose Group to initiate a campaign that would engage Chicago's Hispanic community.

The initiative was centered on preparing for the National Donor Sabbath on November 13 to 15, a nationally recognized weekend in which religious ...

To view this document on the web, [click on this link](#).

For full access login or subscribe below:

Login or create an account to manage your profile including your email newsletter preferences.

ALREADY A SUBSCRIBER? Login Below:

Email:

Password:

[Forgot your password?](#)

Keep me signed in



Already a paid subscriber?

If you are a current, paid subscriber to PRWeek, your login information should have been e-mailed to you at the beginning of your subscription. If you need your log in information, you can use the [forgot password](#) link on the login page to have your password reset and sent to you. If you need to change your email address or require further assistance, please contact us at subscriptions@prweek.com.

NOT YET A SUBSCRIBER? Get Access Now!

The voice of the PR industry, PRWeek is the top source of news, analysis, and in-depth coverage of this dynamic market.

Want more information?

[Take a tour of PRWeek.](#)

1 Year Subscription - \$248.00

PRWeek provides informative and essential content via our monthly print magazine, Weekly Online Edition, daily Breakfast Briefing e-mail newsletter, and continuously updated Web site. Don't miss out and subscribe today.

Purchase Just This Article - \$19.95

