Professionally Speaking™

New Jersey Sharing Network

Success Story

Honed presentation skills provide positive results in campaign for organ transplant donors

THE SITUATION

Nationwide, 18 people die each day waiting for an organ transplant — and the gap between donors and those on the waiting list continues to widen. Since 1987, NJ Sharing Network has served as one of two state-approved organ procurement organizations for the 5,000 New Jersey residents currently awaiting transplantation and over 115,000 patients nationwide.

As part of their outreach efforts, NJ Sharing Network is charged with the responsibility of engaging, inspiring, and motivating people to get involved as volunteers and donors

THE OPPORTUNITY

Elisse Glennon, Executive Director of the NJ Sharing Network Foundation, stated,

> "These presenters are educating the general public as well as medical professionals; they must be knowledgeable, impactful and authentic as well as sensitive to audience members' personal experiences."

Elisse engaged Stephanie Scotti of Professionally Speaking to deliver two half-day workshops for NJ Sharing Network Team. Stephanie provided strategies for the attendees to boost their confidence, strengthen their message, be more inspiring, and to help diffuse potentially confrontational situations.

THE RESULTS

Whitney Downer, NJ Sharing Network's Education and Partnerships Coordinator, affirmed,

> "After Stephanie's workshop, I knew our presentation could be better, but I didn't know how drastically it was going to change — and how much stronger it would get as a result. Before, audience members never really had the chance to engage with and process the information. Now, they truly understand the significance of the donor shortage."

Jackie Lue Raia, Manager, Foundation Development, insists,

> "The impact was immediate and remarkable. We're presenting the same information, but in a way that's much more inspiring. Our audience is hearing our message and participating in a conversation rather than being passive listeners, they want to help."