

observation is key: organ donation

standard request to join the organ donor registry (the control):

“Thank you. please join the NHS Organ Donor Register”

...what do you think was the % change in people joining the organ donor registry as a result of the following changes to request wording and appearance?

2	“Every day, thousands of people who see this page decide to register”	
3	2 + picture of people	
4	2 + logo	
5	“Three people die every day because there are not enough organ donors”	
6	“You could save or transform up to 9 lives as an organ donor”	
7	“If you needed an organ transplant, would you have one? If so, please help others”	
8	“If you support organ donation, please turn your support into action”	