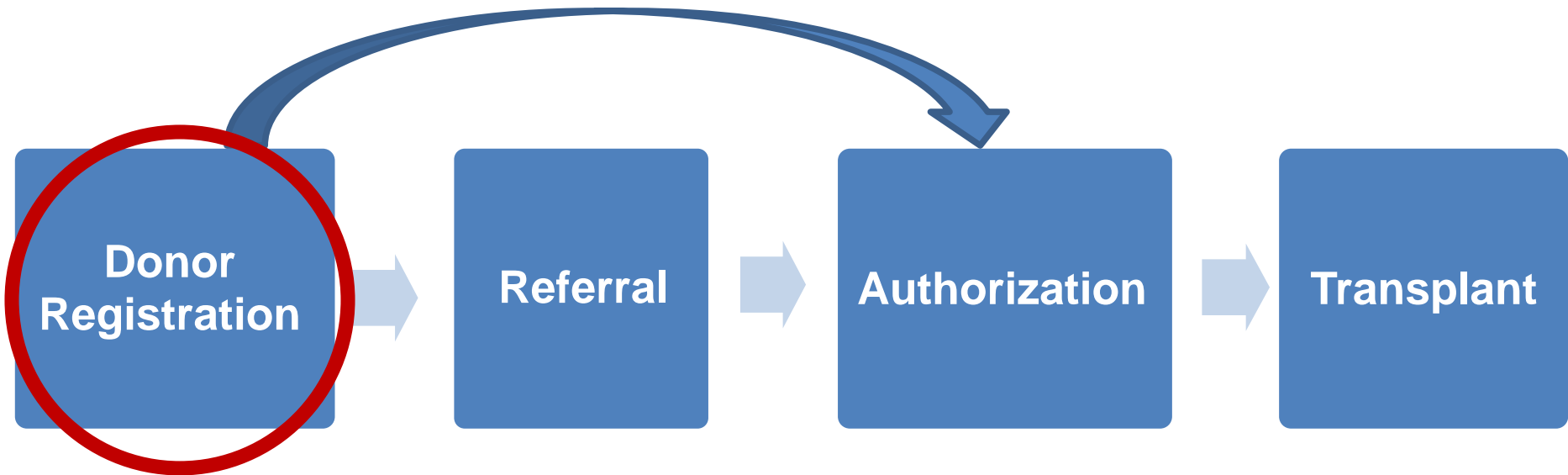


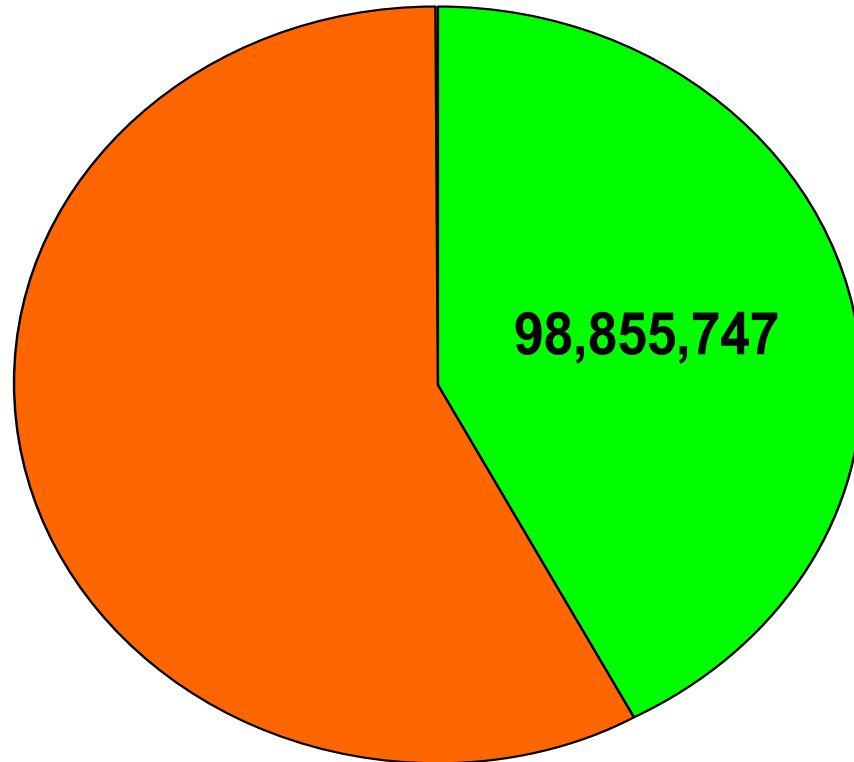
Donor Designation

Susan Mau Larson
Director, Public Affairs

Why Donor Designation



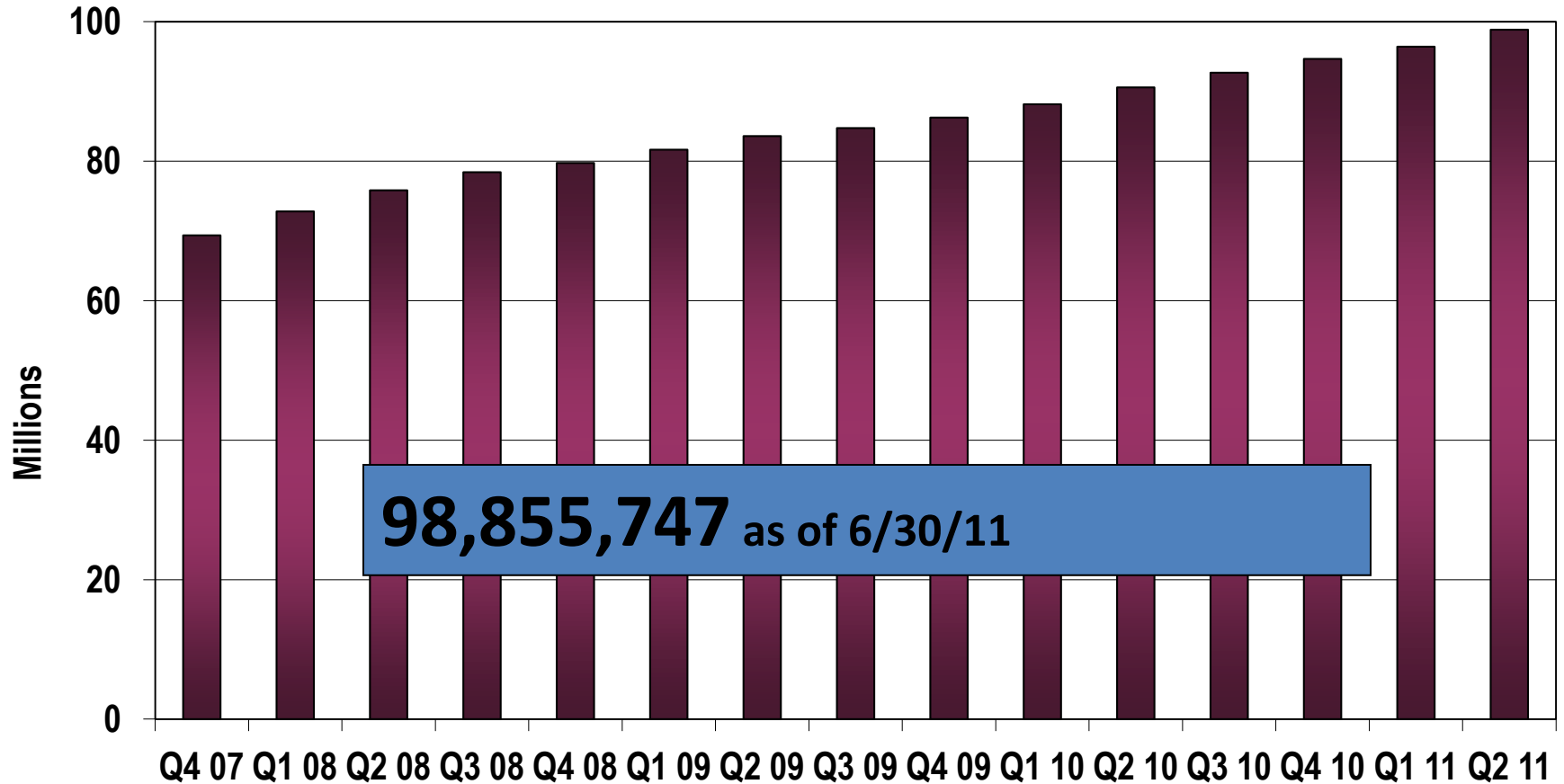
Donor Designation in the United States



- 50 states and DC
- Period ending 6/30/11
- 42%

■ Designated Donors

Donor Designation in the United States

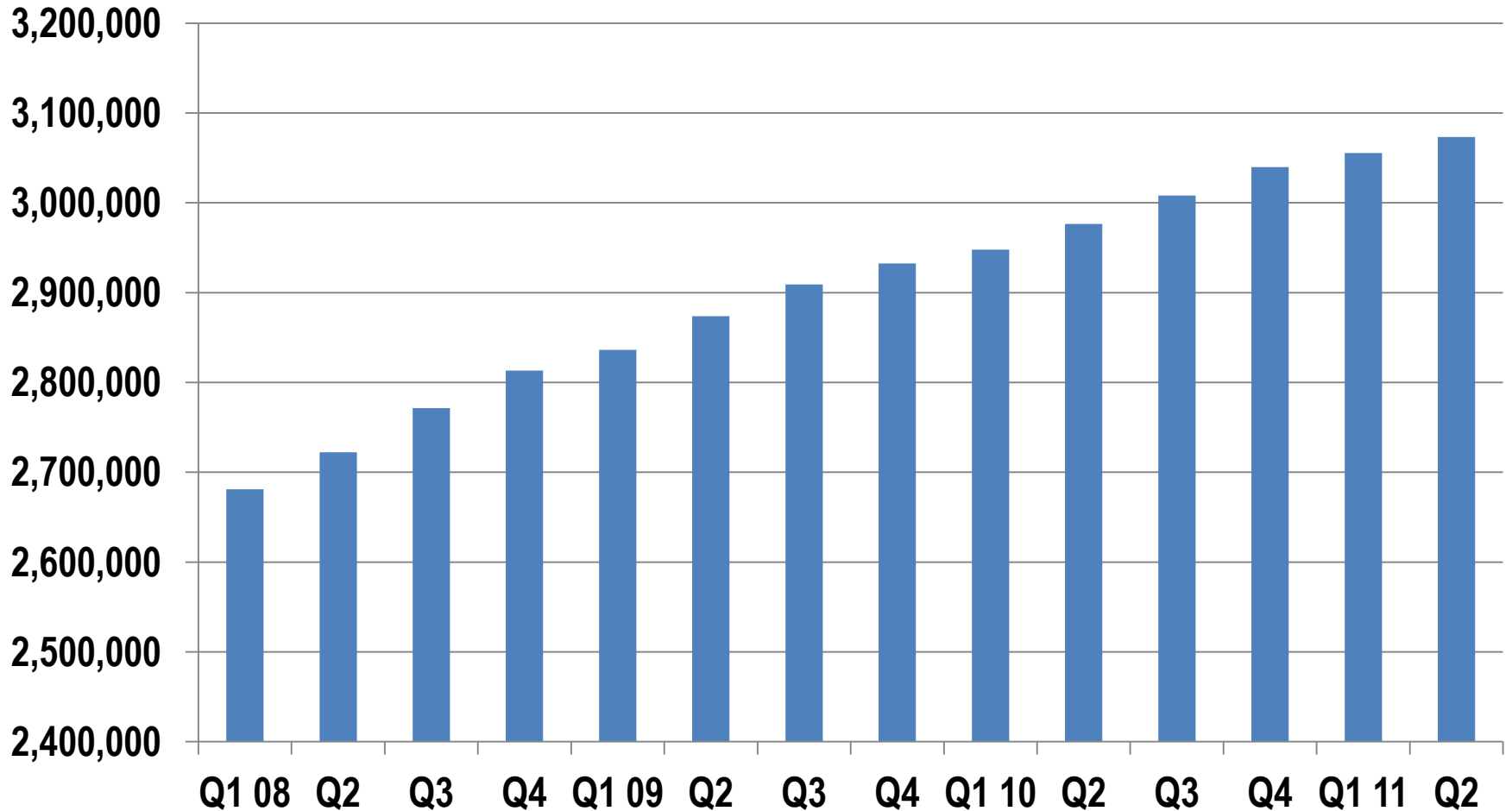


Donor Designation in LifeSource DSA

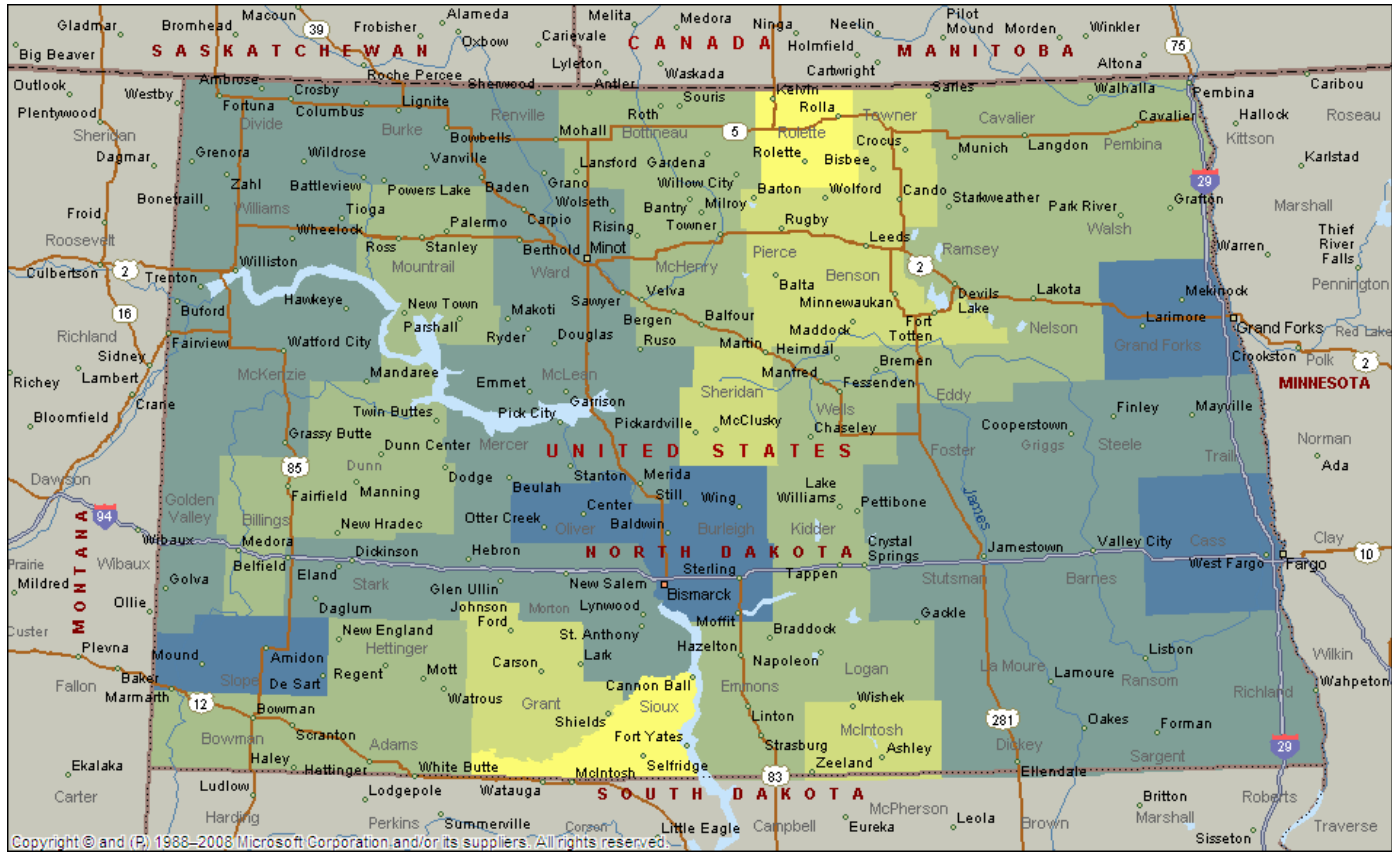
	Donor Designation	Population 18+	%
Minnesota	2,427,531	4,045,482	60
North Dakota	335,514	507,353	66
South Dakota	339,519	619,727	55
TOTAL	3,102,564	5,172,562	60
United States	98,855,747	234,830,011	42

**Data is from June 30,2011*

Donor Designation Trend

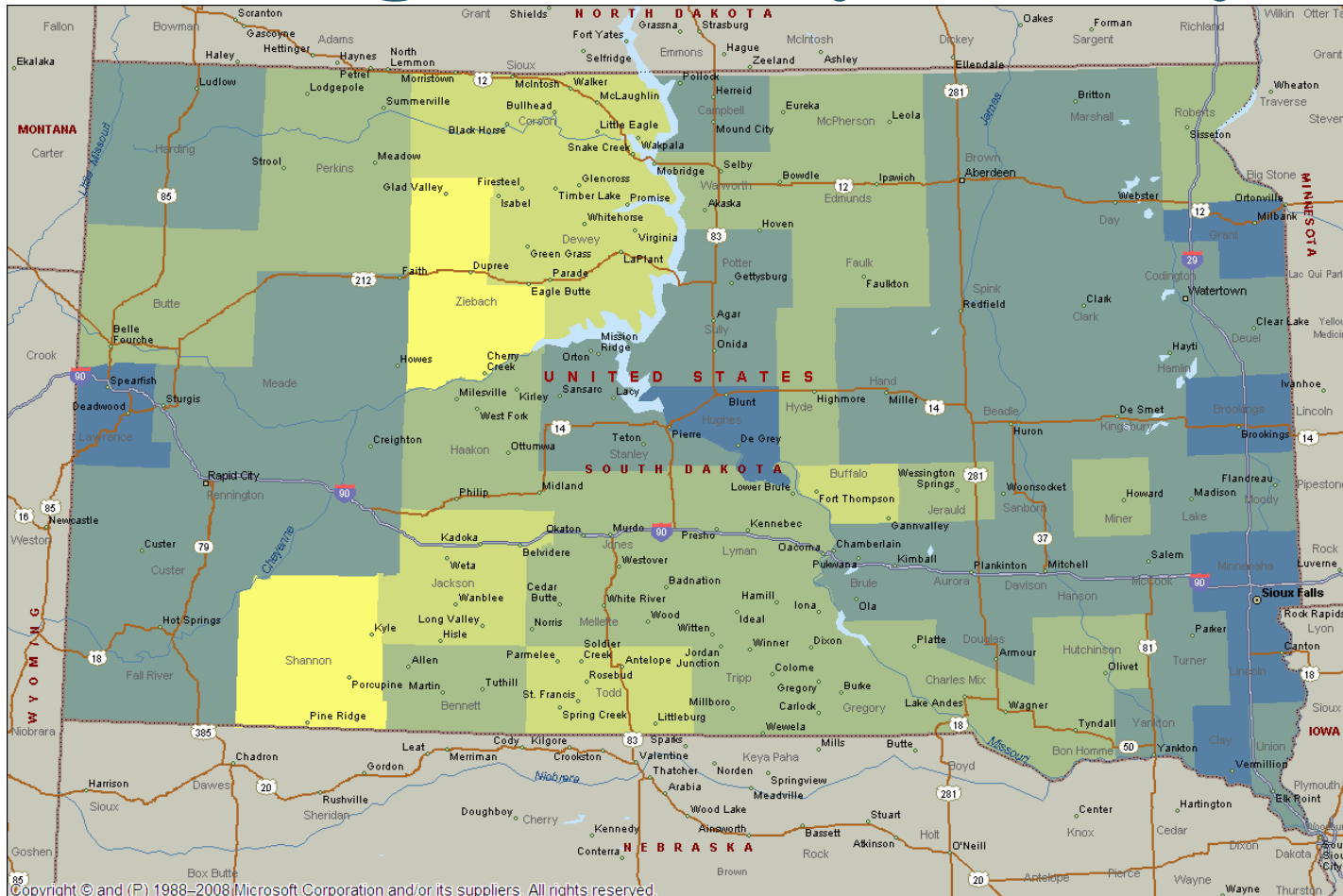


Donor Designation by County in ND



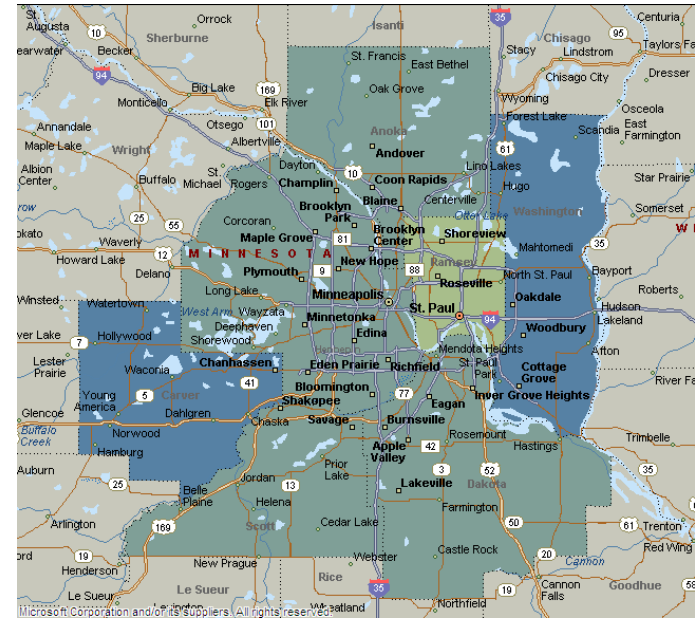
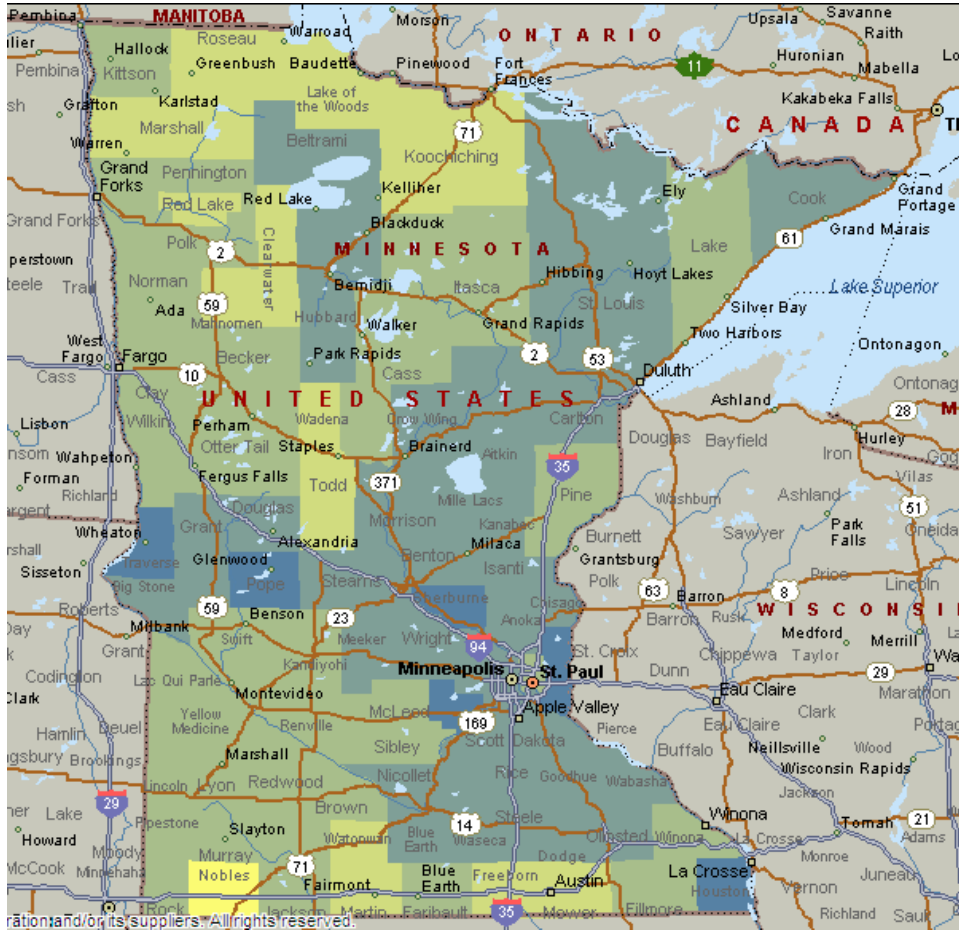
Range: 34% yellow to 59% dark blue

Donor Designation by County in SD



Range from 21% in Ziebach County (yellow) to 57% in Lincoln County (dark blue)

Donor Designation by County in MN



Range: 25% yellow to 56% dark blue

CELEBRATING

100 
MILLION
REGISTERED DONORS

Mark Your Calendars

October 11, 2011

www.life-source.org