Dear Hospital Supporter,

National Donate Life Month is celebrated annually in April to promote organ, eye, and tissue donation awareness and celebrate those who have given the gift of life. We are so grateful for your continued support in saving and enhancing lives through donation. Please feel free to use the resources in this toolkit and on our website to promote donation within your hospitals and communities.

In this toolkit, you will find links and information for sample press releases, social media posts, newsletter and blog article copy, digital materials such as computer screensavers and wallpaper, and more. If you have any questions, or would like to request any additional materials, please do not hesitate to contact us or your Hospital Services Coordinator.

HOW YOU CAN SUPPORT DONATION IN APRIL:

- Participate in “Flags Across America” by raising the Donate Life flag in April in honor of organ, eye, and tissue donors at your hospital.
- Promote and participate in National Blue and Green Day on Friday, April 12th.
- Host information tables (provided by The LLF) in your hospital throughout the month.
- Participate in our #In1Word challenge on social media and share posts related to donation with your audiences.
- Share information about donation via your hospital newsletter, all-staff email, monitor displays, or phone systems.
- Contact us with any other unique ideas!

Thank you for your support!

The Living Legacy Foundation

Updated 1.22.2019
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Contact Information

For Media & Social Media Needs:
Public Relations, The LLF
publicrelations@thelf.org
410.242.7000

For Hospital Needs:
Hospital Services Team
Hospitalservices2@thelf.org
410.242.7000

Updated 1.22.2019
1. Important Dates

- **Entire month of April: National Donate Life Month**
  National Donate Life Month (NDLM) features an entire month of local, regional, and national activities to help encourage Americans to register as organ and tissue donors and to celebrate those that have saved lives through the gift of donation.

- **April 12th: National Blue and Green Day**
  Friday, April 12th is National Blue and Green Day! Please encourage your hospital staff to wear blue or green to raise awareness about donation and transplantation. Talk and encourage all staff (especially leadership positions) to participate early through internal materials such as employee newsletters and digital displays, and include information on what they can and cannot wear per hospital policy. We can provide green bracelets and headbands for staff who would like to participate. On the actual day, please share your photos on social media using #BlueGreenDay and tag The Living Legacy Foundation so we can share your photos.

  Flyer for National Blue and Green Day is available [here](#).  
  More information about Blue and Green Day from Donate Life America is available [here](#).

- **April 16th: National Healthcare Decisions Day**
  This day exists to inspire, educate, and empower the public and providers about the importance of advance care planning.
2. Flag Raising

The Living Legacy Foundation encourages all Maryland hospitals to participate in “Flags Across Maryland” as part of the national campaign “Flags Across America.” By flying the Donate Life flag throughout the month of April, your hospital will help promote awareness of donation and its potential impact for the 114,000 people waiting for a life-saving transplant nationally, and approximately 3,400 people waiting in Maryland.

Your Hospital Services Coordinator has likely already connected with your hospital management to plan a flag raising. Some hospitals choose to have a public ceremony with the community and their donor families, some choose to have a smaller event for just staff, and some choose to simply raise the flag. Each hospital is unique, but we will provide support for whatever type of event (or non-event) you choose, from invitations to talking points to press releases.

The Sample Press Release is available here.
Talking Points for Hospital Leadership are available here.
3. Social Media

There are many ways to promote Donate Life Month via social media. Facebook, Twitter, and Instagram can all be effective ways of spreading awareness and support for organ, eye, and tissue donation. We find that images and personal stories from transplant recipients and donor families work especially well, as well as links and infographics with information about donation, statistics, and myths. We will provide Facebook and Twitter cover photos, a sample social media schedule, as well as some sample posts for both Facebook and Twitter, but please feel free to get creative! We would love to see and hear personal stories from your staff about why they support organ, eye, and tissue donation. Also feel free to use the Myths, Statistics, and Helpful Links document to create content for social media, as well as blog and newsletter articles.

Social Media Packet with calendar and sample posts is available [here](#). The Myths, Statistics, and Helpful Links are available [here](#).
4. #In1Word Campaign & Challenge

During Donate Life Month 2019 we will once again be running a campaign called #In1Word to raise awareness and promote registration for organ, eye, and tissue donation.

The campaign is focused around two phrases: “Why Am I An Organ Donor? In one word: __________.” and “You have the power to save lives in one word: Yes.” Our hope is that this campaign will serve two purposes; to encourage thoughtful discussion about donation by connecting it to the values that are important to us as a community and to reinforce how easy it is for someone to register as a donor by saying yes at the MVA or online.

For more information and to see #In1Word posts in April, please visit www.in1word.org.

**How you can support the campaign:**

- Before April, ask an administrative leader to take a photo with our printable sign and their reason for supporting donation in one word (or more!) and share it with hospital staff and patients via newsletter, social media, blog posts, etc.
- Share the short #In1Word promotional video featuring donor families, transplant recipients, and community members, and other campaign social media graphics on your social media page.
- Put the campaign poster (provided by The LLF) in hospital units and/or break rooms for staff members to write their “in one word” reason for supporting donation.
- Include a link to the #In1Word printable sign in your employee newsletter or blog posts.
- Host information tables at your hospitals with #In1Word postcards for use by staff, patients, etc. (will be provided by The LLF's HSC).

We would love for your hospital to support this campaign however possible. If you have any questions about the campaign or specific ways your hospital can participate, please reach out to us directly or to your LLF HSC.

#In1Word postcards, flyers, posters, and table tents are available through your hospital service coordinator.
5. Blog and Newsletter Articles

Another great way to promote National Donate Life Month is through your hospital’s blog and various newsletters. This could be an article focused on your hospital’s history with donation, the need for donors (about 3,400 waiting for a transplant in Maryland alone), dispelling some of the biggest myths of donation, or simply a general article about organ, eye, and tissue donation.

We have provided a sample blog post/newsletter article about how to support donation in April. If you are interested in a more specific angle for your story (donor family, recipient, myths and misconceptions, etc.), please contact your Hospital Services Coordinator or the Community Outreach Team at communications@thelf.org.

Also please feel free to use the Myths, Statistics, and Helpful Links document to create content for blog and newsletter articles, as well as social media.

The sample blog/newsletter article is available here.
The Myths, Statistics, and Helpful Links are available here.
6. All-Staff Email

One of the best ways to promote National Donate Life Month to your staff is with an all-staff email. This should be sent out prior to April 1, and include all major dates and events relevant to your hospital; i.e. flag raising ceremony, information table dates, National Blue and Green Day, #In1Word campaign, etc.

The sample all-staff email is available here.
7. Digital Materials

With so many screens available in every hospital (computers, cell phones, lobby monitors, etc.), we encourage hospitals to promote and support organ, eye, and tissue donation via digital materials whenever possible. You can download a variety of digital materials using the links below.

As many hospitals have automated telephone answering systems, we have also provided copy for you to record a special message about organ, eye, and tissue donation and the importance of registering as a donor. If you need additional copy for a longer message, please contact us.

Monitor slideshows featuring donor families or recipients’ personal stories, myths and misconceptions about donation, or general facts about donation, are available upon request.

Monitor Slideshow graphics (1024 x 768 pixels) are available here.

Copy for Telephone Answering System is available here.
8. Information Tables

We encourage all hospitals to consider hosting an information table during Donate Life Month. These tables are a great way to promote awareness and educate people about donation and also offer on-site registration as a donor. We can provide everything from the table and volunteers to a prize wheel and prizes/giveaways. Please see our “Table Tips” document for some of our best practices on running an information table.

If you would like to host a table, please contact your Hospital Services Coordinator.

Table Tips are available here.