



OneLegacy's 2024 Donate Life Month Toolkit




Dear Donation Community partner,

Thank you for helping us promote the importance of organ, eye and tissue donation with your audience!

This toolkit will provide you with key information and templates to use in April during Donate Life Month, and throughout the year.

In addition to this document, you will also find our OneLegacy logo and proposed graphics for you to use on social media channels, e-newsletters and other publications.

Key Dates to Observe during the month of April:

| | |
|---|---------------------------------------|
|  April 1-30 | Donate Life Month |
|  April 3 | Donate Life Living Donor Day |
|  April 6-12 | Blue & Green Spirit Week |
|  April 12 | National Donate Life Blue & Green Day |
|  April 21-27 | National Pediatric Transplant Week |
|  April 22-29 | Transplant Nurses Week |

The Donate Life Month Toolkit includes the following documents:

| | |
|--------|---|
| Page 2 | 2024 National Donate Life Month theme |
| Page 3 | Facts about Organ, Eye and Tissue Donation |
| Page 4 | Social Media Posts |
| Page 6 | Newsletter Copy Template |
| Page 7 | Sample Graphics to use during Donate Life Month |

Social media graphics, and a press release template will be included with this toolkit for your reference and use.

2024 Donate Life Month Theme

Donors are SuperStars!

Did you know that April is one of the best times of the year to stargaze?

This April, we invite you to look up to the night sky and the billions of stars that make up the universe. Stars remind us that even in the darkest night, there is light.

Your decision to be an organ, eye and tissue donor gives hope and light to the 100,000 people on the national transplant waiting list who are waiting for a second chance at life. That's why donors are superstars.

This National Donate Life Month, join us in helping save and heal lives: register your decision to be an organ, eye and tissue donor, learn more about living donation, and champion the Donate Life cause.

This National Donate Life Month, we ask you to be a part of this interconnected life-sustaining community by partnering with OneLegacy to champion the Donate Life cause.

With this star-studded theme, we also invite you to light up your hospital buildings in blue and green, plan and host events under the stars, to shine the light of organ, eye and tissue donation across our local communities.

"Not only do we live among the stars, the stars live within us."

–Neil deGrasse Tyson

Fact Sheet – Organ, Eye and Tissue Donation

- DONOR National Donate Life Month recognizes the generosity of those who have saved and enhanced lives by becoming organ, eye and tissue donors, while also highlighting the critical need for more people to sign up to be donors.
- DONOR Your decision to be an organ, eye and tissue donor gives hope and light to the **100,000+ people** who are currently waiting for a lifesaving organ transplant, and to hundreds of thousands more whose lives could be healed through eye and tissue transplantation.
- DONOR In California alone **more than 20,000** are waiting to receive need lifesaving hearts, livers, lungs, kidneys and pancreas transplant; but there are simply not enough donors to meet the growing need.
- DONOR **Every 9 minutes** another person is added to the national transplant waiting list
- DONOR Nationwide, **17 people die each day** while waiting for a lifesaving organ transplant.
- DONOR A single organ donor can save the lives of **up to eight people** and improve the lives of **as many as 75 more** by donating their corneas and tissue.
- DONOR In 2023, organ donation from deceased donors in the United States set an all-time record. More than **16,000 donors** provided one or more organs to save and enhance the lives of others.
- DONOR Nearly **46,600 life-saving transplants** were performed in the U.S. in 2023, nearly a 9 percent increase from the number of transplants in 2022.
- DONOR Every major religion in the United States supports organ, eye and tissue donation as one of the highest expressions of compassion and generosity.
- DONOR Families of those who become donors often take comfort in knowing that their loved one's donated organ can give someone else a second chance at life.

Social Media

Donate Life Month – Social Media

Thank you for supporting Donate Life Month on your social media channels. Your support helps to ensure that accurate information and life-saving encouragements to register as an organ, eye and tissue donor continue to reach the community.

Hashtags

#DonateLifeMonth #MesdeDoneVida #OneLegacy #OneLegacyDLM

Utilizing these hashtags will help our community see your organization's support. Social media users who view your posts will also be able to connect to other Donate Life Month posts from across the region, state, and country! Those engaging with your posts will be able to see that your organization is participating in a national observance, honoring a life-saving cause with broad community support. These hashtags lend legitimacy and a sense of community to your Donate Life Month social media posts.

OneLegacy

We are the federally designated, non-profit organ, eye and tissue recovery agency that serves your community. Tagging OneLegacy in your social media posts helps connect your community members to the organization that will ultimately honor the gifts of life they choose to leave if they register as an organ, eye or tissue donor. Don't forget to tag us or collaborate with us so we can share your post to our stories and further honor those who choose to give the gift of life.



[@OneLegacy](https://www.facebook.com/OneLegacy)



[@OneLegacyInspires](https://www.instagram.com/OneLegacyInspires)



[@OneLegacyNews](https://twitter.com/OneLegacyNews)




[OneLegacy Inspires](https://www.youtube.com/OneLegacyInspires)


Social Media Posts

Below you will find some proposed posts to be used during Donate Life Month. We have highlighted suggested dates, however you're welcome to post at your discretion.

- DONOR (TO POST APRIL 1)** April is National Donate Life Month. Your decision to become an organ, eye and tissue donor can give hope and light to more than 100,000 people waiting for a lifesaving organ transplant. Join **[INSERT HOSPITAL NAME]** and OneLegacy in April to register as a donor and be the light in someone's life. #DonateLifeMonth #OneLegacy #[hospital/organization name] www.OneLegacy.org/Register
- DONOR (TO POST APRIL 1-6)** This Donate Life Month, be the light in someone's life. Help OneLegacy and **[INSERT HOSPITAL/COMMUNITY PARTNER'S NAME]** by registering as an organ, eye and tissue donor and sharing the importance of organ donation with your loved ones. Visit www.OneLegacy.org/Register to learn more. #DonateLifeMonth #OneLegacy #[hospital/organization name]
- DONOR (TO POST APRIL 1-6)** A single #organdonor can save the lives of up to eight people and heal 75 more. Be the light in someone's life. Register at www.OneLegacy.org/Register #[hospital/organization name] #OneLegacy #DonateLifeMonth
- DONOR (TO POST APRIL 8-15)** In California there are more than 20,000 people currently waiting for a lifesaving organ transplant. Say "YES" to organ donation and be the light in someone's life. Visit www.OneLegacy.org/Register to learn more. #[hospital/org name] #OneLegacy #DonateLifeMonth
- DONOR (TO POST APRIL 6-12)** It's Blue and Green Spirit Week! Help us celebrate this special week by wearing Blue and Green and participating in activities all week. Here are some ideas on how to celebrate this special week. #Blue&GreenWeek #OneLegacy #DonateLifeMonth #[hospital/org name]
- DONOR (TO POST APRIL 12)** Today is Blue & Green Day! Celebrate it by wearing your finest blue and green and sharing the importance of saying "YES" to organ, eye and tissue donation with coworkers, friends and loved ones today! #Blue&GreenDay #DonateLifeMonth #OneLegacy #[hospital/org name]
- DONOR (TO POST April 12-22)** Organ, eye and tissue donation saves and heals thousands of lives every year. **[NAME's]** life was transformed by the power of organ, eye and tissue donation. You can help save lives, too! Visit www.OneLegacy.org/Register to register today. #[hospital/org name] #OneLegacy #DonateLifeMonth

Social Media Posts (Continued)

 **(TO POST APRIL 23-30)** Did you know that there are more than 100,000 people waiting for a transplant in the U.S.? Becoming an organ or tissue donor is easy and you can help save someone in need. Be the light in someone's life. Register at your local DMV or online at www.OneLegacy.org/Register [#\[hospital/org name\]](#) [#OneLegacy](#) [#DonateLifeMonth](#)

 **(TO POST PRIOR TO YOUR FLAG RAISING CEREMONY)** To celebrate National Donate Life Month, [\[HOSPITAL/ORGANIZATION NAME\]](#) will join thousands of hospitals around the nation to fly the Donate Life flag during April, to celebrate donors and recipients whose lives have been transformed by organ, eye and tissue donation. Visit www.OneLegacy.org/Register [#\[hospital/org name\]](#) [#OneLegacy](#) [#DonateLifeMonth](#)

Newsletter Copy

April is National Donate Life Month and in partnership with OneLegacy, [\[Hospital Name\]](#) is joining thousands of hospitals and millions of Americans across the country to celebrate those who have saved and healed lives through the gift of organ, eye and tissue donation. [\[Hospital Name\]](#) will raise the Donate Life flag in April and share information about donation, to inspire our local communities to register as organ, eye and tissue donors. Additionally, our staff will be wearing blue and green on April 14 to celebrate Blue and Green day. Be. Join us in April to say "YES" to organ, eye and tissue donation and be the light in someone's life.

[\[Consider including one of the graphics provided, along with a photo of your hospital's flag raising ceremony, your staff wearing blue and green, or a photo of the Donate Life flag flying at your hospital\]](#)

Contact Us

ONELEGACY PUBLIC EDUCATION DEPARTMENT

If you wish to receive media and social media support during flag raising ceremonies and Donate Life Month events at your hospital,

please contact:

mediarelations@onelegacy.org

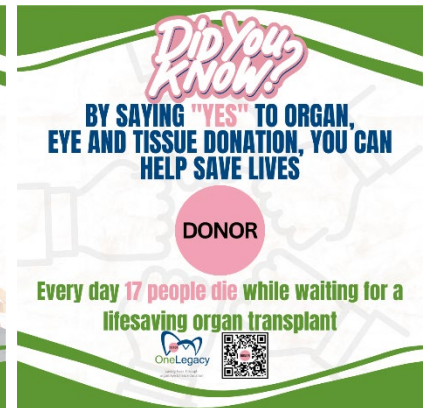
Social Media Graphics

Below you will find a sample of our 2024 Donate Life Month Social Media Graphics. These graphics are included in our toolkit folder for your reference.

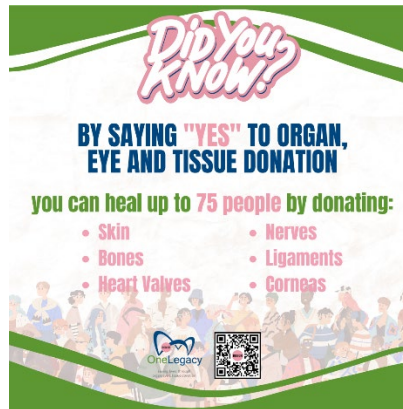
April 1-30 – National Donate Life Month



April 1-15 - Graphics with facts about donation



April 6-12 – Blue & Green Spirit Week



April 12 - Blue & Green Day



April 16-30 - Personal Testimonial Graphics

