



February 2024 National Donor Day and Heart Health Month Hospital & Community Partners Toolkit

Dear Hospital and Community Partner,

This toolkit will provide you with key information and templates to use during the month of February to celebrate National Donor Day and Heart Health Month.

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

Key Dates to keep in mind during the month of February

-  February 1-29 Heart Health Month
-  February 14 National Donor Day

The Donate Life Run/Walk Toolkit includes the following documents:

- Page 2 Social Media Posts about National Donor Day and Heart Health Month
- Page 2 Sample Graphics to promote National Donor Day and Heart Health Month
- Page 3 Newsletter Copy Template

Social Media Posts

Below you will find some proposed posts to be used in February for Heart Health Month and National Donor Day:

National Donor Day:

- **(TO SHARE FEBRUARY 14)** Today is National Donor Day! Be the perfect match for someone one day by registering as an organ, eye and tissue donor today. You can save and heal lives and leave a legacy of love. #nationaldonorday #valentinesday #OneLegacy #[HOSPITAL NAME]
- **(TO SHARE LEADING UP TO FEBRUARY 14)** Did you know that Valentine’s Day is also National Donor Day? This Valentine’s Day, put your heart in the right place and register as an organ, eye and tissue donor! You can save and heal lives and leave a legacy of love. #nationaldonorday #valentinesday #OneLegacy #[HOSPITAL NAME]

Heart Health Month:

- February is National Heart Health Month. Did you know that patients who suffer from heart diseases like cardiomyopathy may eventually need a heart transplant to gain a second chance at life? Protect your heart by practicing a heart-healthy living. Make healthy choices and take steps today to reduce your chances of getting heart disease. #hearthealthmonth #OneLegacy #[HOSPITAL NAME]
- This Heart Health Month, Remember to Protect your Heart and reduce your chances of getting heart disease. Ways to protect your heart include: reducing your sodium intake, being physically active, maintaining a healthy weight and practicing self-care. #hearthealthmonth #OneLegacy #[HOSPITAL NAME]

Social Media Graphics

Below you will find social media graphics for National Donor Day and Heart Health Month



E-Newsletter Copy

February is Heart Health Month, a time to remember the importance of paying attention to your heart health, understanding your risk factors, and taking the steps to protect your heart and reduce your chances of getting heart disease.

February 14 is not only Valentine’s Day, but also National Donor Day, a special day to honor those who have given the gift of life to others, thanks to organ, eye and tissue donation. This Valentine’s Day, celebrate the gift of life by saying “YES” to organ, eye and tissue donation. Visit www.onelegacy.org/register to learn more.

Did you know that heart diseases like cardiomyopathy might deteriorate your health to the point of needing a lifesaving heart transplant? Protect your heart today by reducing your sodium intake, being physically active, maintaining a healthy weight, managing stress and practicing self-care. Schedule a physical exam today with your primary care physician to monitor your heart and your general health.