



## OneLegacy's 2023 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 5	Donate Life Living Donor Day
 April 8-14	Blue & Green Spirit Week
 April 14	National Donate Life Blue & Green Day
 April 23-29	National Pediatric Transplant Week
 April 25-May 2	Transplant Nurses Week

### The Donate Life Month Toolkit includes the following documents:

Page 2	Facts about Organ, Eye and Tissue Donation
Page 3	Social Media Posts
Page 4	Newsletter Copy Template
Page 5	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.

## 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** Nationwide there are **more than 100,000 people** who are currently waiting for a lifesaving organ transplant, and 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 life-saving 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 2022, organ donation from deceased donors in the United States set an all-time record. More than **21,000 donors** provided one or more organs to save and enhance the lives of others.
- DONOR** Nearly **43,000 life-saving transplants** were performed in the U.S. in 2022, nearly a 5 percent increase from the number of transplants in 2021.
- 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*

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 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. Register to become a donor and help save and heal lives. #DonateLifeMonth #OneLegacy #[hospital/organization name] [www.OneLegacy.org/Register](http://www.OneLegacy.org/Register)
- DONOR** (TO POST APRIL 1-7) Nationwide 17 people die each day while waiting for a lifesaving #transplant. Register as a donor and save lives today! Visit [www.OneLegacy.org/Register](http://www.OneLegacy.org/Register) for more information #DonateLifeMonth #OneLegacy #[hospital/organization name]
- DONOR** (TO POST APRIL 1-7) A single #organdonor can save the lives of up to eight people and heal 75 more. Save lives today! Register at [www.OneLegacy.org/Register](http://www.OneLegacy.org/Register) #[hospital/organization name] #OneLegacy #DonateLifeMonth
- DONOR** (TO POST APRIL 5) When Cheryl found out that she could donate one of her kidneys to save her brother's life, she did not hesitate to say "YES" to living donation. Today we honor those who have stepped forward to save another person's life. #livingdonorday #OneLegacy #[hospital/org name]
- 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 save lives. Visit [www.OneLegacy.org/Register](http://www.OneLegacy.org/Register) to learn more. #[hospital/org name] #OneLegacy #DonateLifeMonth
- DONOR** (TO POST APRIL 8-14) It's Blue and Green Spirit Week! Help us celebrate this special week by wearing Blue and Green and doing these activities with us. #Blue&GreenWeek #OneLegacy #DonateLifeMonth #[hospital/org name]
- DONOR** (TO POST APRIL 14) 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 16-22) 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](http://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 currently 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. Register at your local DMV or online at [www.OneLegacy.org/Register](http://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](http://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.

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

## 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](mailto:mediarelations@onelegacy.org)

# Social Media Graphics

Below you will find a sample of our 2023 Donate Life Month Social Media Graphics. These graphics are included in our toolkit folder for your reference.

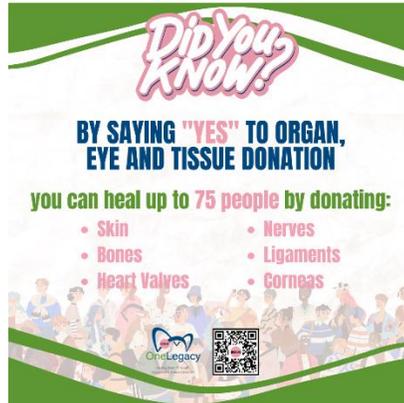
April 1-30 – National Donate Life Month



April 1-15 - Graphics with facts about donation



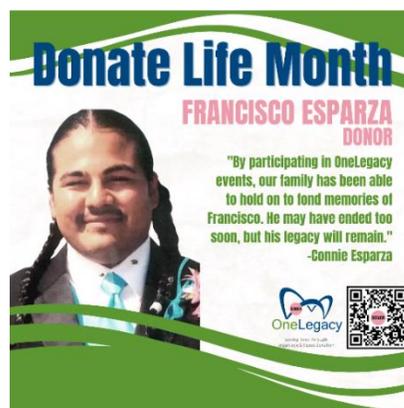
April 5 – Living Donor Day



April 14 - Blue & Green Day



April 16-30 - Personal Testimonial Graphics



Learn more at [www.OneLegacy.org](http://www.OneLegacy.org)