



# Promoting Organ Donor Registration: How to Get Sign-Ups & Save Lives with Online Influencer Marketing



## What is influencer marketing?

Influencer marketing is a way to reach people through a person or organization who shares your message with their audiences. They may be:

- Advocates: People who care about your cause for personal reasons.  
*Example: The owner of a popular bakery who received a kidney transplant.*
- Influencers: People with a large social media following willing to support your cause.  
*Example: A local faith leader supportive of organ donation with many followers on Twitter.*



## What can influencer marketing do for us?

Influencer marketing offers two unique advantages:

- Reach people in your target audience who may not see your messages.
- It communicates about organ donation on a more personal level.



## How do I pick influencers?

Look for influencers who:

- Have a well-established social media presence.
- Offer an opportunity to reach target audiences.
- Share relevant content about topics such as organ donation or health and wellness.
- Align with your organization's mission or values.



## How can I maximize engagement?

Reaching your goals is easier if you:

- Ask influencers to share or repost content from your organization and partners.
- Encourage influencers to develop unique content about organ donation that aligns with their brand and resonates with their audience.
- Inform this original content creation by providing key messaging points.
- Support your partners' messages by liking or sharing their social media posts.



## What messages should I use?

You can change these messages as you think about your organization's needs:

- Everyone can make a difference by signing up as an organ, eye, and tissue donor.
- One donor can save up to 8 lives and improve the lives of up to 75 more people.
- Right now, there are thousands of men, women, and children waiting for an organ transplant. Some will die waiting.
- There's no age limit to donate or sign up. Anyone can save lives.
- An illness doesn't mean you can't donate. Sign up and let the doctors decide.
- A more diverse donor pool gives more people a better chance to find a match.
- Let your loved ones know your wishes. They may need to give permission for your donation on your behalf.



## How do I keep my influencer program going?

- Start with these best practices, and then track results to see what works.
- Keep in touch with your influencers to help strengthen your relationship.
- Remember that even small increases in organ donation awareness can make a life-saving difference to those in need.



## What materials can I offer influencers?

Providing easy-to-share content increases the chances that influencers will use it. Give influencers your original materials or share HRSA's Division of Transplantation outreach materials that you're welcome to use including videos, social media graphics, brochures, web banners, and more on [organdonor.gov](http://organdonor.gov) and [donaciondeorganos.gov](http://donaciondeorganos.gov).