

# Season of Giving Toolkit



**The Season of Giving is here!** The holiday season is the perfect opportunity to increase organ, eye, and tissue donor registrations and celebrate the gift of life!

Engage with donors and increase organ, eye, and tissue donor registrations throughout the holiday season using the new Season of Giving Toolkit, which includes an animation series and sample messaging.

**Read the guide below and download the high-resolution animations and graphics located in your ZIP file!**

## **Schedule & Share During the Season of Giving**

You can connect with your workplaces, hospitals, and communities by sharing the animations and sample messaging via Eblasts or on social media. The series of snowman animations will allow you to maintain engagement and boost registrations throughout the holiday season. Feel free to post one animation every few days, weekly, or choose a schedule that feels right for your stakeholders.

Tailor the sample messaging to educate, engage, and encourage new donor registrations. Then:

- Post on your organization's social media platforms
- Include in Eblasts or e-newsletters; or
- Create your own way to share!

## Season of Giving Series Introduction

Introduce the Season of Giving series with the animation below.

*If posting the entire series will not work for your workplace, hospital, or community, you can use this animation independently, as a one-off social post or Eblast.*



### **Sample Message for Series Introduction:**

The Season of Giving is here! This holiday season stay tuned [insert your preferred schedule (i.e. each week)] as we bring the snowman to life and share how organ, eye, and tissue donors can give the greatest gift of all. Join the fun and save lives by registering as an organ, eye, and tissue donor today: <https://www.organdonor.gov/register.html> #SeasonofGiving

### **Sample Message for One-Off Post:**

This holiday season, there's no greater gift than the gift of life. Register as an organ, eye, and tissue donor at <https://www.organdonor.gov/register.html> #SeasonofGiving

---

## Season of Giving Animation 1: Share the Sights of the Holiday Season



### **Sample Message:**

Share the sights of the holiday season. Register as an organ, eye, and tissue donor today and give the gift of sight. <https://www.organdonor.gov/register.html> #SeasonofGiving

## Season of Giving Animation 2: Open Your Heart this Holiday Season



**Sample Message:**

Open your heart this holiday season and give the gift of life. Register as an organ, eye, and tissue donor today at <https://www.organdonor.gov/register.html> #SeasonofGiving

---

## Season of Giving Animation 3: Share the Love this Holiday Season



**Sample Message:**

90,000 people in the United States are waiting for a donor kidney. Share the love this holiday season. Register as an organ, eye, and tissue donor. [www.organdonor.gov/register.html](http://www.organdonor.gov/register.html) #SeasonofGiving

---

## Season of Giving Animation 4: Lend a Helping Hand this Holiday Season



**Sample Message:**

The holiday season is all about lending a helping hand. One tissue donor can help up to 75 people! Register as an organ, eye, and tissue donor at [www.organdonor.gov/register.html](http://www.organdonor.gov/register.html) #SeasonofGiving

## Season of Giving Series Conclusion

Conclude the Season of Giving series with the following animation.



*If posting the entire series will not work for your workplace, hospital, or community, you can use this animation independently, as a one-off social post or Eblast.*

### **Sample Message for Series Conclusion:**

Organ, eye, and tissue donors give the greatest gift of all. Celebrate and share the gift of life this holiday season. Register now: [www.organdonor.gov/register](http://www.organdonor.gov/register) #SeasonofGiving

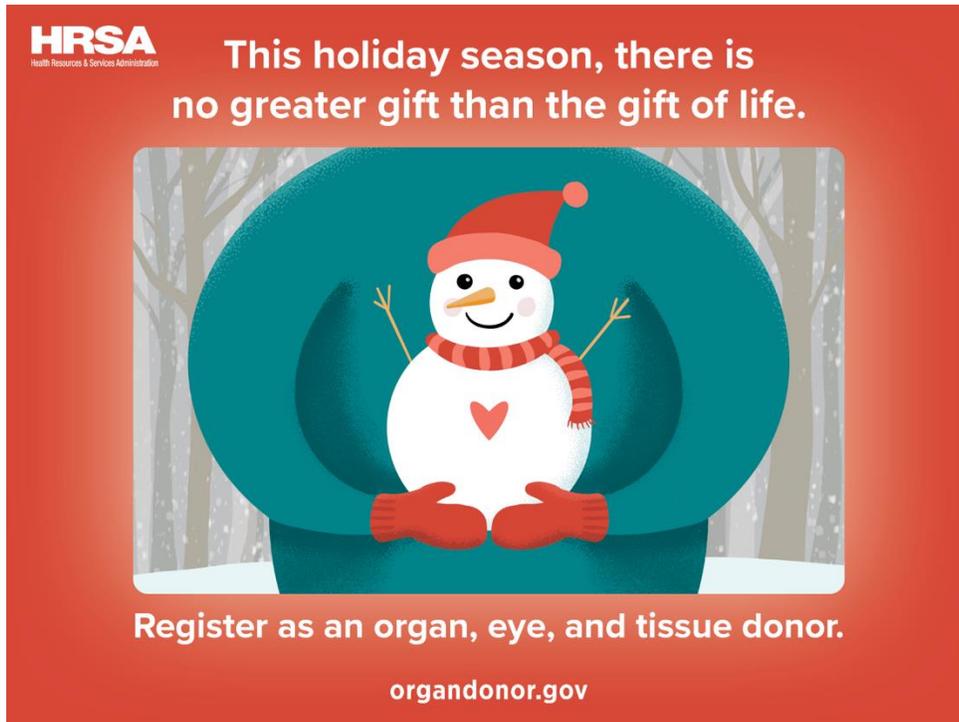
### **Sample Message for One-Off Post:**

This holiday season, there's no greater gift than the gift of life. Register as an organ, eye, and tissue donor at [www.organdonor.gov/register](http://www.organdonor.gov/register) #SeasonofGiving

## Brighten Up Digital Spaces with the Season of Giving Screensaver

Use the digital screensaver on public or shared devices to celebrate the Season of Giving and encourage organ, eye, and tissue registrations. Choose the standard or wide-screen version that works best for your devices.

### Screensaver:



## Season of Giving Tips

Make the most of the Season of Giving series and messaging with the tips below:

- Meet with your marketing and communications departments to plan and schedule messaging via social media and company e-mails, Eblasts, or newsletters.
- Include a link to your [registry](#) and use the hashtag #SeasonofGiving with each message.
- Repurpose the animations in additional company and community-wide emails and newsletters! Use the opportunity to promote the series and drive traffic to your social media channels.
- Contact your [local organ procurement organization](#) to enhance your outreach and encourage more donor registrations.