



SUMMER SPLASH TOOLKIT

JUNE, JULY & AUGUST 2021

Engage with your communities and
increase organ, eye, and tissue donor
registrations this summer!

ABOUT YOUR SUMMER SPLASH TOOLKIT

Inside the new Summer Splash Toolkit, you'll find helpful resources to boost digital engagement and continue increasing organ, eye, and tissue donor registrations during the summer months. As the uncertainties of COVID-19 may begin to subside, you can supplement potential in-person events with continuing digital activities and outreach. With monthly social graphics and sample messages, as well as initiative resources and spotlights, there are many ways to connect and communicate with your communities and colleagues all summer. Read the guide and download the high-resolution graphics located in your ZIP file to get started.

Remember:

Outreach activities conducted during the summer months count toward your 2022 Hospital Campaign Scorecard.

TIPS & TRICKS

Make the most of the Summer Splash Toolkit with the tips below:

- Meet with your marketing and communications departments to plan initiatives and social media messaging ahead of time. You can share graphics and messaging via your social media channels and company e-mails, Eblasts, or newsletters.
- You may be considering limited or reduced-capacity in-person events, and adding these to your digital communications will provide a well-rounded approach to outreach.
- Include a link to your preferred organ donation registry or direct donors to sign up at organdonor.gov/register.
- Repurpose graphics and messaging in company and community-wide emails and newsletters. Use the opportunity to promote organ, eye, and tissue donation registration and drive traffic to your social media channels.
- Contact your local organ procurement organization to enhance outreach and encourage more donor registrations.
- Reach out to WPFL@akoyaonline.com for additional support, resources, or one-on-one coaching!

MEN'S HEALTH MONTH

JUNE 1-30



MEN'S HEALTH MONTH

Your healthy choices benefit everyone.

Register as an organ, eye, and tissue donor.

organdonor.gov **HRSA**
Health Resources & Services Administration

MEN'S HEALTH MONTH is a national observance held each June, intended to spread awareness about men's health at all stages of their lives. According to the Centers for Disease Control and Prevention, men die an average of five years earlier than women, and heart disease is one of the leading causes of their early deaths. When men make better lifestyle choices, they can not only live longer, healthier, and higher-quality lives, but also, they can give someone waiting on the organ transplant list a second chance at life. Share this graphic and sample message to encourage men to stay healthy and register as organ, eye, and tissue donors.

Sample Message:

Your healthy choices keep you in the game and can give others a second chance. During #MensHealthMonth, keep the gift of life going and register as an organ, eye, and tissue donor. #MHM2021 organdonor.gov/register

FATHER'S DAY

JUNE 20



FATHER'S DAY is a wonderful time to celebrate all the special moments of life. Consider using this day as an opportunity to inspire others to give the gift of life. Use this graphic and sample message to wish your communities a Happy Father's Day and encourage organ, eye, and tissue donor registrations.

Sample Message

Life's special moments are meant to be shared. Celebrate Father's Day by sharing the incredible gift of life. Register as an organ, eye, and tissue donor at organdonor.gov/register.

INDEPENDENCE DAY

JULY 4



On **INDEPENDENCE DAY**, we celebrate the gift of life! There is an unbelievable sense of freedom that recipients feel when they receive a transplant, especially after waiting for a match. Share this graphic and sample message to encourage others to light up the life of a waiting transplant recipient by registering as an organ, eye, and tissue donor.

Sample Message

This Independence Day, light up someone's life. Register as an organ, eye, and tissue donor at organdonor.gov/register.

CORD BLOOD AWARENESS MONTH

JULY 1-31



July is **CORD BLOOD AWARENESS MONTH**. Did you know that cord blood stem cells can be used to treat and cure more than 80 life-threatening illnesses, including cancers, anemia, immune deficiencies, and genetic disorders? This lifesaving act starts before the first steps. Share this graphic and sample message to encourage your colleagues and communities to learn more about cord blood donation and explore cord blood donation opportunities.

Sample Message:

#DYK: Babies can save and improve lives before they take their first steps! More than 80 life-threatening diseases can be treated or cured through cord blood stem cells. You only have one chance to save lives through a cord blood donation. Learn more at organdonor.gov.

NATIONAL MINORITY DONOR AWARENESS MONTH

AUGUST 1-31



NATIONAL MINORITY DONOR AWARENESS MONTH is a collaborative effort held each year in August. This is a time when national organizations work together to save lives and improve the quality of life for diverse communities by creating a positive culture for organ, eye, and tissue donation. Share this graphic and the sample messages to do your part to diversify the donor pool, celebrate diverse organ donors, and encourage new organ, eye, and tissue donor registrations.

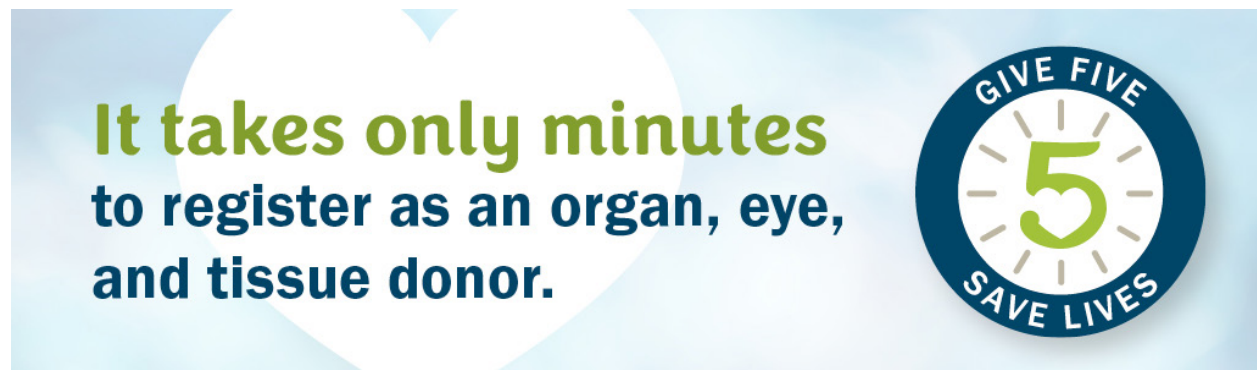
Sample Messages:

Save lives and celebrate National Minority Donor Awareness Month by registering as an organ, eye, and tissue donor. organdonor.gov/register #NMDAM

#DYK: The majority of people waiting for life-saving organ transplants are from multicultural backgrounds! Together, we can diversify the donor pool so that everyone on the organ transplant waiting list can have a second chance at life. Register as an organ, eye, and tissue donor today at organdonor.gov/register. #NMDAM

OUTREACH SPOTLIGHT:

GIVE 5 SAVE LIVES



GIVE 5 SAVE LIVES is the recently rebranded workplace initiative that saves lives just five minutes at a time. Workplaces of any size, type, and in any location can encourage their employees, members, volunteers, and communities to sign up as organ, eye, and tissue donors through Give 5 Save Lives.

Using the turnkey graphic resources and messaging, connect with your workplace communities, engage participants, and boost donor registrations through social media, e-newsletters, or print.

It takes just five easy steps to implement Give 5 Save Lives in your workplace! [Download the Give 5 Save Lives Toolkit](#) today to learn more and get started. For questions or one-on-one coaching support, email WPFL@akoyaonline.com.



social media graphic



thumbnail

HOSPITAL CAMPAIGN RESOURCE SPOTLIGHTS:

HOSPITAL CAMPAIGN TOOLKIT



Have you checked out the Hospital Campaign Toolkit? It is full of resources that will take your campaign to the next level. You'll find customizable screensavers to share on public devices, turnkey social graphics, email and newsletter templates, and more to encourage organ, eye, and tissue donor registrations.

Visit the [Hospital Campaign Toolkit](#) to learn more and get started.

HOSPITAL CAMPAIGN FACEBOOK GROUP



The Hospital Campaign Facebook Group is a private social media group and resource for Hospital Campaign partners. Here, partners can share their photos and videos, discuss campaign experiences and challenges, and connect with each other. You'll also find exclusive ready-made social media graphics and messaging to help you leverage special months of observance and days of awareness, as well as more opportunities to boost organ, eye, and tissue donor registrations.

Keep your communities and colleagues informed, engaged, and excited.

[Join the Facebook Group](#) and get connected!

PARTICIPATION SPOTLIGHT:

HOSPITAL CAMPAIGN 10th ANNIVERSARY CELEBRATION SERIES

OVER THE LAST
TEN YEARS...



WPFL Hospital Campaign partners have registered more than **552,000 organ, eye, and tissue donors** across the nation.

organdonor.gov

HRSA
Health Resources & Services Administration

We want to celebrate you! Since 2011, the WPFL Hospital Campaign has made a tremendous impact in registering new organ, eye, and tissue donors across the United States and giving the gift of hope to those on the organ transplant waiting list. We invite you to celebrate the successes and share your stories of the last ten years of the campaign. Over the coming months, we'll spotlight your stories, quotes, successes, pictures, and more to showcase all the work we've achieved together over this past decade.

Ready to learn more and participate? Email WPFL@akoyaonline.com for details!