

Organ Donation Saves Lives

DONOR HERO APPRECIATION WEEK

October 3-7, 2022

DIGITAL TOOLKIT

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Donor Hero Appreciation Week, a five-day period from October 3-7 filled with activations and social media messaging dedicated to thank the selfless organ donor heroes and their families who gave the ultimate gift so that others may live on.

The week will focus on honoring and thanking organ donor heroes and their families. Additionally, we will be thanking the incredible healthcare workers who help steward these precious gifts. Thank you for all you do to support organ donation and transplantation and LiveOnNY. More lives than ever were saved in 2021 through organ donation thanks to incredible partners like you.

THANK YOU!

OUR PARTNERS ARE KEY TO HELPING SAVE MORE LIVES!

We honor and thank organ donor heroes and their families. Because of the support of incredible healthcare workers who help steward these precious gifts, lives are changed and saved through organ and tissue donation.

JOIN US

Leverage communication channels to support organ and tissue donation and thank donors, their families and healthcare workers and partners for their role in saving and changing lives.



Email & Newsletter
Copy



Social Media, Text
& Blogs



Videos



Poster



Gratitude Rounds &
Tabling



Educational Materials



EMAIL COPY

Donor Hero Appreciation Week is an opportunity to thank the selfless organ and tissue donor heroes and their families who gave the ultimate gift so that others may live on. Additionally, we thank the incredible healthcare workers who help LiveOnNY steward these precious gifts.

More lives than ever were saved in 2021 through organ donation due to the generosity of donors, their families, healthcare workers and countless other partners and advocates. Thanks to our New York Community, 2022 is on track to be another record-breaking year for lives saved and lives changed by organ and tissue donation. Thank you for all you do to support organ and tissue donation and transplantation and LiveOnNY.



NEWSLETTER COPY

Thank you Donor Heroes.

Donor Hero Appreciation Week is an opportunity to thank the selfless organ and tissue donor heroes and their families who gave the ultimate gift so that others may live on. Additionally, we thank the incredible healthcare workers who help LiveOnNY steward these precious gifts.

Eddie, a donor father, made the heroic decision to donate his son's organs after a tragedy took Nicholas' life at the young age of 14. "I want people to know that organ donation is a gift not just to the recipients, but also to the donor's family," Eddie says. "It has brought me some peace."

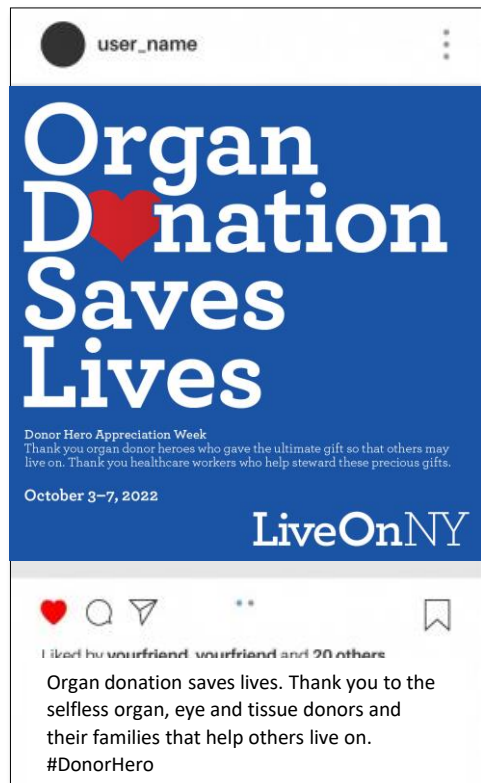
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SOCIAL MEDIA

#DonorHero



Instagram/Facebook



SOCIAL MEDIA

#DonorDay2022



Twitter



Organ donation saves lives. Thank you to the selfless organ donors and their families that help others live on. #DonorHero



Tweet



Help save up to 8 lives by registering as an organ donor hero. Visit LiveOnNY.org. #DonorHero



Tweet



It's Donor Hero Appreciation Week. Thank you to all organ donor heroes and their families and to the incredible healthcare workers who help steward these precious gifts. #DonorHero



Tweet



HONORING DONOR HEROES

Brooklyn resident Nicholas, 14, was a straight A student who always made the Dean's List and spent his free time tutoring his classmates. He loved playing basketball and going to wrestling shows. Born premature, Nicholas was a fighter who his father called "my little miracle man."

Tragedy struck when he was hit by a car in Red Hook, Brooklyn, NY while on his way to school. When it became clear that Nicholas would not survive, his family was asked to consider donating his organs. "Losing a child is the hardest thing," his father, Eddie, said. "But when they asked us if we wanted to donate his organs it was an easy answer. Nicholas had a giving soul and he would want to help others have a second chance at life."

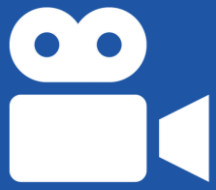
In the years since Nicholas' passing, Eddie says organ donation has brought his family comfort. "I'm so proud of him," Eddie says. "I want people to know that you don't have to go through this alone. And I want them to know that organ donation is a gift not just to the recipients, but also to the donor's family. It has brought me some peace."

Eddie volunteers for LiveOnNY and shares his story in the hopes that it will help other parents in his situation.

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The week also honors and thanks the incredible healthcare workers who help steward these precious gifts. More lives than ever were saved in 2021 through organ donation thanks to the support of our partners, the community and our selfless donors.

VIDEOS:



DONOR HEROES



Katrina made the heroic decision to donate her son Jaleel's organs. Her son saved the lives of two other babies. Katrina says organ donation has helped her heal and has given her a story to tell about her baby.



Nicholas was just 14 years old when he was tragically struck and killed by a car. His father Eddie shares that organ donation has brought his family comfort. Knowing that his son saved lives, helps ease the pain of his loss.



Judy was a kind, caring, compassionate woman. Her parents were surprised to learn that she was an organ donor, but they are deeply proud of her for saving lives and celebrate her final gift as a mitzvah.



In July 2010, an accident took Michael's life. But that wasn't the end of Michael's story. Michael saved five lives, including Roxanne's, through organ donation. His legacy lives on through them.



POSTER

Organ D♥nation Saves Lives

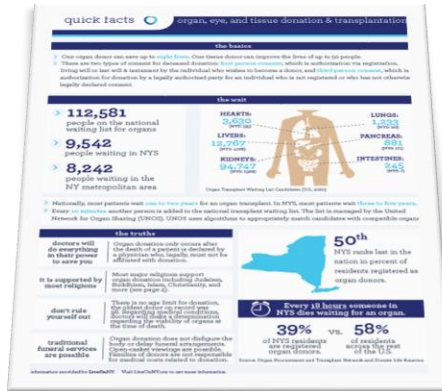
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October 3–7, 2022

LiveOnNY

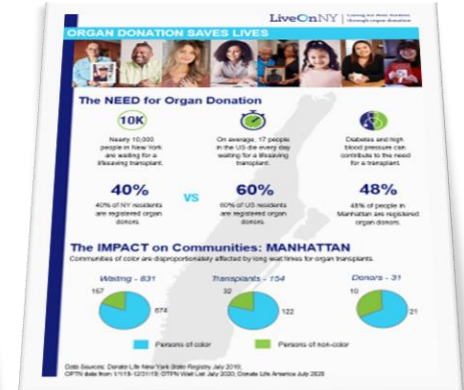




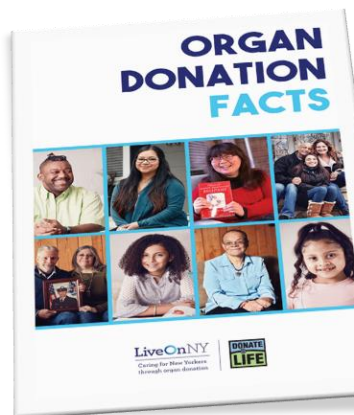
Fact Sheet



FAQs



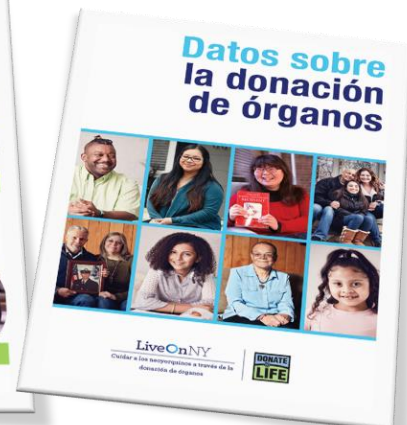
Stat Sheet



Facts in English



Facts in Spanish





EDUCATIONAL MATERIALS BROCHURES



English



Spanish



Russian



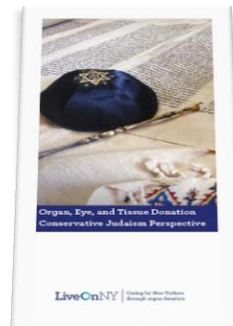
Chinese



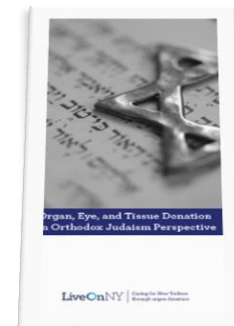
Korean



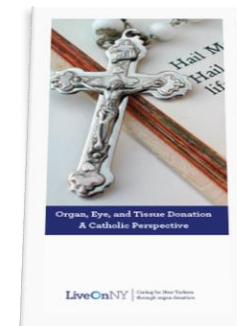
Reform
Judaism



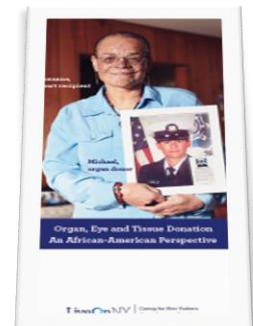
Conservative
Judaism



Orthodox
Judaism



Catholic



Black
Community

THANK YOU!

LiveOnNY.org/hero

Questions?

Contact Scott Wohl at swohl@liveonny.org