



Unleash your inner hero!

# ORGAN DONOR ENROLLMENT DAY

OCTOBER 8, 2020 | A Virtual Event

**DIGITAL TOOLKIT**



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# ENROLLMENT DAY DIGITAL TOOLKIT

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The Organ Donor Enrollment Day digital tool kit provides resources for LiveOnNY partners to educate, inform and inspire their community, their staff and the general public about the power of organ, eye and tissue donation. Together, we can sign up organ donors and save more lives!

The initiative is meant to bring hope to the nearly 10,000 New Yorkers currently waiting for a lifesaving organ transplant.



# THE KEY TO SUCCESS



## OUR PARTNERS ARE KEY TO HELPING SAVE MORE LIVES!

With the event going digital, every opportunity and every touch point where we can provide education about donation is key to the success of the day.

## HELP US AMPLIFY



Leverage all communication channels to provide education and sign up organ donors with the materials provided in this tool kit. Materials include:



Email Copy



Newsletter Copy



Educational Materials



Social Media, Text  
& Blogs



Videos



Graphics: Posters,  
Screensavers, Flyers

## INSPIRE ENROLLMENT & TRACK YOUR PROGRESS

Partners will be provided a unique digital link to track online enrollments. Partners with the most enrollments in their respective category will receive a plaque.

## SIGN UP ORGAN DONORS ONLINE





# EMAIL COPY

## Email Copy

**Subject: Save Lives on Organ Donor Enrollment Day!**

On Thursday October 8<sup>th</sup>, [insert organization name] will be joining forces with **LiveOnNY** to make a difference in the lives of New Yorkers.

Did you know that nearly 10,000 children and adults in New York are currently waiting for a lifesaving organ transplant? These are our friends, family, and neighbors who need our help. Every day, a New Yorker dies because the transplant they needed did not come soon enough.

To help change this, we will join **LiveOnNY** and hundreds of others for New York's sixth annual Organ Donor Enrollment Day. This year, the event will be virtual and asks everyone to consider becoming a lifesaving organ donor. It's easy to do online and only take a couple of minutes.

We have been challenged to be the #1 organization in the greater New York metropolitan area to enroll the most New Yorkers on October 8<sup>th</sup>. Help us rise to the challenge. Consider signing up as a lifesaving organ donor and encourage friends and family to do the same. Together we can help save even more lives! Click on the below link and take 2 minutes to help. One organ donor can save up to eight lives!

[insert your organization's unique registration link]

[insert video here]

## Reminder Email:

**Subject: It's Not Too Late to Save Lives**

The sixth annual Organ Donor Enrollment Day is on Thursday, October 8th. Thank you for helping us to bring hope to the 10,000 New Yorkers currently waiting for a life-saving transplant. Take a moment out of your day to sign up as an organ donor and help save lives. Click on the below link and take 2 minutes to sign up.

Sign-up today at [insert your organization's unique registration link].

One organ donor can save up to eight lives!

[insert video here]



# NEWSLETTER

## Organ Donor Enrollment Day: A Day to Inspire New York to Sign Up to Save Lives

New York, NY- Did you know that nearly 10,000 children and adults in New York are currently waiting for a lifesaving organ transplant? These are our friends, family, and neighbors and they need our help. Every day, a New Yorker dies because the transplant they needed did not come in time to save their life.

Currently, New York has a shortage of donated organs which means those who need transplants, have longer wait times to get the help they need. We can restore hope to those who wait by saying yes to organ donation. Here are some things to keep in mind:

### The Facts About Saving Lives

- Organ donation is often possible even with certain health conditions.
- There is no age limit to be an organ donor - the oldest donor in New York was 93 years old.
- The organ donation process follows strict guidelines to ensure fairness and equity.
- Because organ donation saves lives, most religions celebrate it as a final act of kindness.
- Registering as an organ donor does not change your medical care. Doctors and medical staff are legally obligated to save your life.

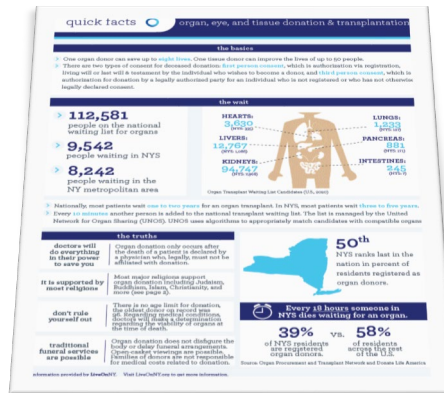
October 8, 2020 marks the sixth annual Organ Donor Enrollment Day, a day focused on creating awareness on the importance of organ donation so that more New Yorkers will be encouraged to take action and sign up as organ donors.

Meet Lauren. She is one of the thousands of New Yorkers waiting for a lifesaving transplant. She's a mother, a wife and she desperately needs a new heart. Her condition makes it extremely difficult to complete day-to-day activities like taking her daughter to school. Lauren dreams of the day when she is healthy enough to live a normal life and keep up with her seven-year-old daughter.

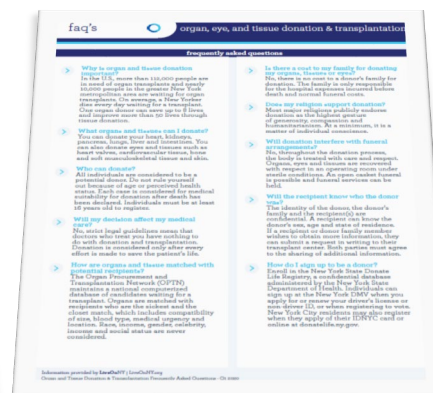
Register as an organ and tissue donor at [\[insert your organization's unique registration link\]](#) and be a part of a lifesaving movement. One organ donor can save up to eight lives!



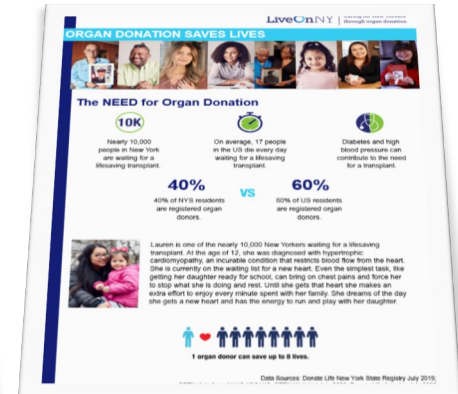
# EDUCATIONAL MATERIALS



Fact Sheet

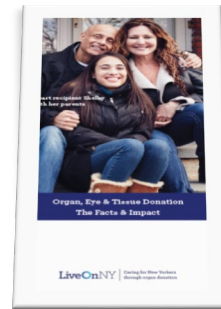


FAQs



Stat Sheet

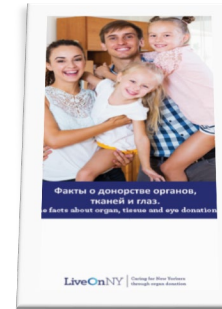
# EDUCATIONAL MATERIALS BROCHURES



**English**



**Spanish**



**Russian**



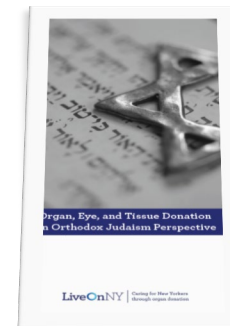
**Chinese**



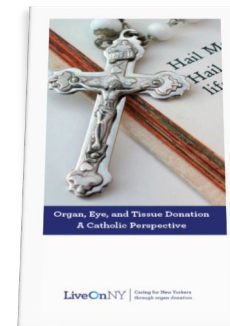
**Reform  
Judaism**



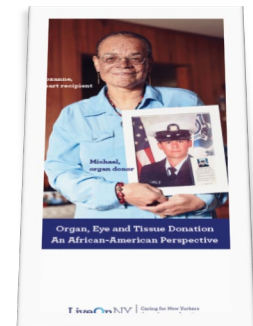
**Conservative  
Judaism**



**Orthodox  
Judaism**



**Catholic**



**African  
American**

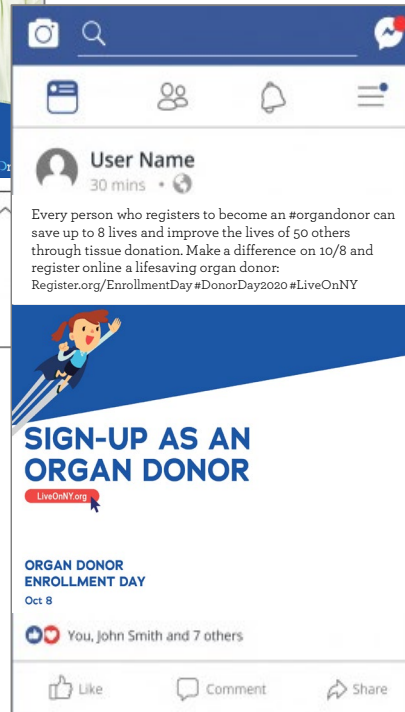


# SOCIAL MEDIA

## #DonorDay2020



Instagram/Facebook  



### Sample supporting text for graphics provided

- Every person who registers to become an #organdonor can save up to 8 lives and improve the lives of 50 others through tissue donation. Make a difference on 10/8 and register online a lifesaving organ donor: [RegisterMe.org/EnrollmentDay](https://RegisterMe.org/EnrollmentDay) #DonorDay2020 #LiveOnNY
- Make a difference for the nearly 10,000 New Yorkers waiting for a lifesaving organ transplant. Today is Organ Donor Enrollment Day. Unleash your inner hero and sign up as a lifesaving #organdonor at [RegisterMe.org/EnrollmentDay](https://RegisterMe.org/EnrollmentDay) #DonorDay2020 #LiveOnNY
- Today is Organ Donor Enrollment Day! Join the movement and help save lives by asking friends, family and colleagues to sign up today as an organ and tissue donor. Visit [RegisterMe.org/EnrollmentDay](https://RegisterMe.org/EnrollmentDay) to register online. #DonorDay2020 #LiveOnNY



# SOCIAL MEDIA

## #DonorDay2020



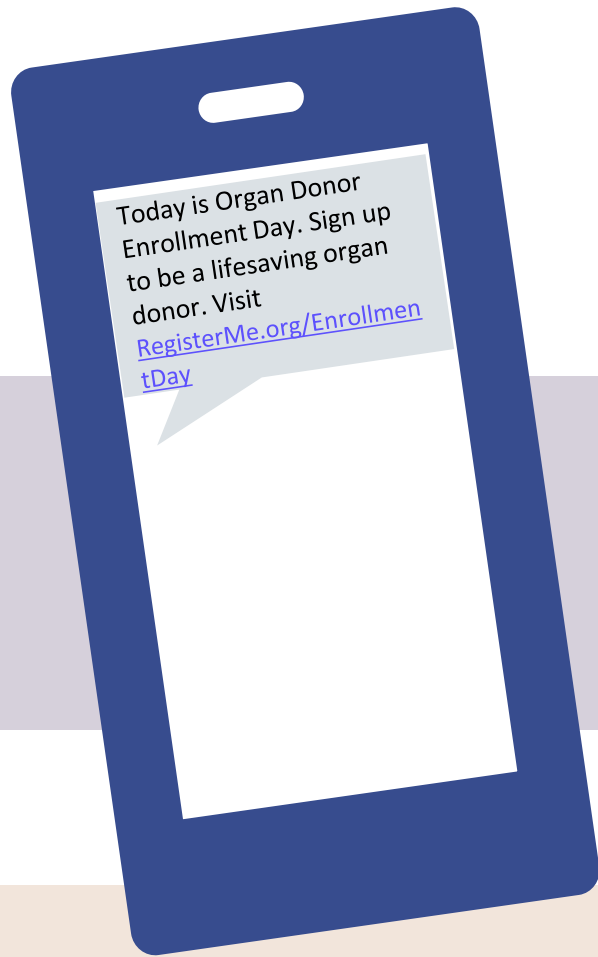
Twitter



### Sample supporting text for graphics provided

- Every 18 hours a New Yorker dies waiting for an organ transplant. Today we're taking action to help change that. Sign-up as a lifesaving [#organdonor](#) and you could save up to 8 lives through [#organdonation](#) [RegisterMe.org/EnrollmentDay](#) [#DonorDay2020](#)
- Are you an organ donor? 10/8 is Organ Donor Enrollment Day! What better time to sign up, or encourage a friend to? Speak with your family about your wishes and give hope to the nearly 10,000 New Yorkers awaiting a lifesaving transplant. [RegisterMe.org/EnrollmentDay](#) [#DonorDay2020](#)
- It's Organ Donor Enrollment Day, and our staff, in collaboration with @LiveOnNewYork, is educating our community about the beauty of organ & tissue donation, as well as encouraging registration online to help save lives. [#DonorDay2020](#)
- Organ donation can save up to 8 lives and you can sign up in less time than it takes to read this post. Be a hero, be an organ donor! Visit [RegisterMe.org/EnrollmentDay](#) to sign up. [#DonorDay2020](#)

# CELLULAR TEXTING





# BLOG CONTENT



## A New Heart Would Mean More Time With Her Daughter

Lauren was in her middle school gym jumping rope when suddenly, she went into cardiac arrest. "I remember waking up in the ambulance," she says.

Lauren has hypertrophic cardiomyopathy (HCM), a genetic condition that prevents the heart from pumping enough blood. This condition has no cure. Lauren had been living with the condition since she was diagnosed at 12 years old — and it had already changed her life. Growing up, she played many sports and softball was her passion. HCM had meant that Lauren couldn't be as active and sporty as she once had been.

Jumping rope had landed her in the hospital. "From that point, I understood," she says. "I couldn't push myself."

During her late teens and early 20s, she continued having medical appointments to check on her HCM, and things were going relatively well for a while. Also in her 20s, she got married and gave birth to her daughter, Sophia.

When she was 28 and learned from a doctor that her heart medication wasn't working. She would need a heart transplant to survive. The news hit her and her family hard. They never expected her condition to get this bad. "Honestly, the transplant was ... never even on the radar," Lauren says.

"I just remember my dad leaving the room," she continues. "He never cries, and I remember him crying." Lauren and her family have no idea when — or if — she'll get the heart she needs.

"The doctors tell me it could be tomorrow, or it could be a couple years," she says. "I just hope that it comes in time."

Meanwhile, Lauren's health is declining. She now has to stop and rest after even the simplest tasks, like wiping down her kitchen counter or helping Sophia tie her shoes.

Lauren's daughter, Sophia, also knows her mom needs the transplant, and she's eagerly waiting for it. "Every time I go to the doctor, she'll always run up to me saying, 'Mommy, Mommy, did you get your new heart?'" Lauren says. "And I tell her, 'No, not yet.'"

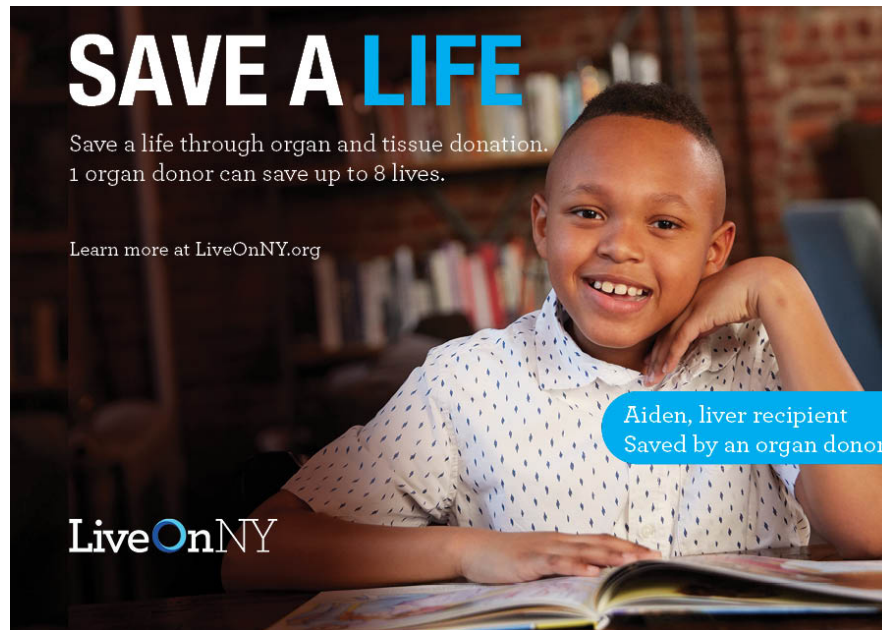
Sophia can't wait for Lauren to join her and her dad on their Sunday bike rides after the transplant. And after seeing old photos of Lauren playing softball, she wants her mom to teach her how to play. "The transplant would mean life," she says. "I think when people think about organ donation they think of death, but in fact a big part of it is life ... giving life to other people."

Today is Organ Donor Enrollment Day. A day to inspire New Yorkers to sign up as an organ donor. Their decision to do so could help someone like Aiden one day.

Sign up online by clicking here: [\[insert your organization's unique registration link\]](#)



# BLOG CONTENT



## Organ Donation Gave Aiden A Bright Future

Aiden was barely one day old when his doctors realized something was wrong. Soon the medical team realized that he suffered from a rare genetic disorder that was damaging his liver. Aiden was so sick that a simple cold could land him in the hospital.

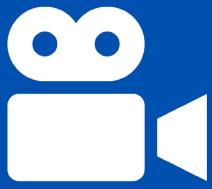
Eventually he was listed for a liver transplant. At just 27 months old, he underwent his first transplant. Unfortunately, he developed a blood clot which necessitated a second liver transplant three months later. The second transplant was a success and now Aiden is a happy, healthy nine-year old who enjoys karate and basketball.

“No amount of words ever seem to be enough when showing how grateful we are to our donor families,” Nicole, Aiden's mom says. “Our donor families gave our son a chance to live a better quality of life. A day does not go by without us thinking about how their decisions have forever changed the narrative of his life.”

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Sign up online by clicking here: [\[insert your organization's unique registration link\]](#)





# VIDEOS



Matilda was saved by a liver transplant. She encourages New Yorkers to say yes to donation and save more lives like her.



Lauren is a young mom waiting for a heart transplant. A new heart would mean more time with her daughter.



Michael was an organ donor and saved 5 lives including Roxanne's. She received Michael's heart and honors his legacy through organ donation advocacy work.

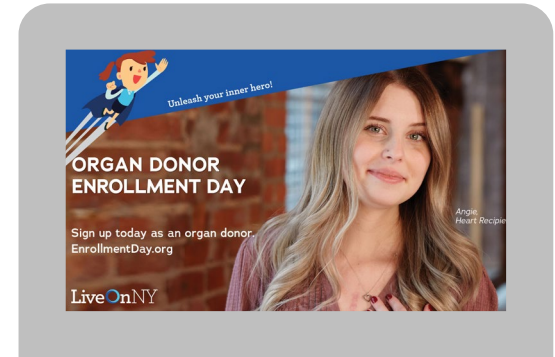


Shelby received a heart transplant when she was just 10 years old. Today, she is pursuing a career as a physician assistant to help others through medicine.

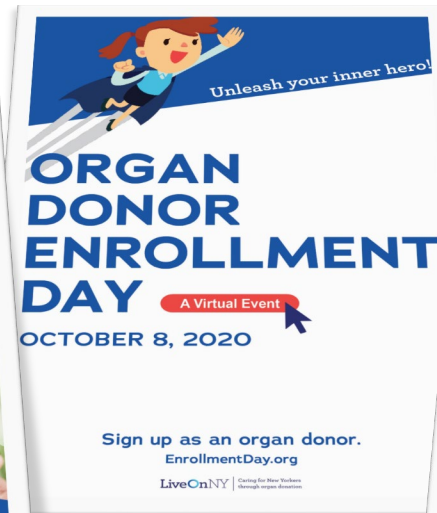
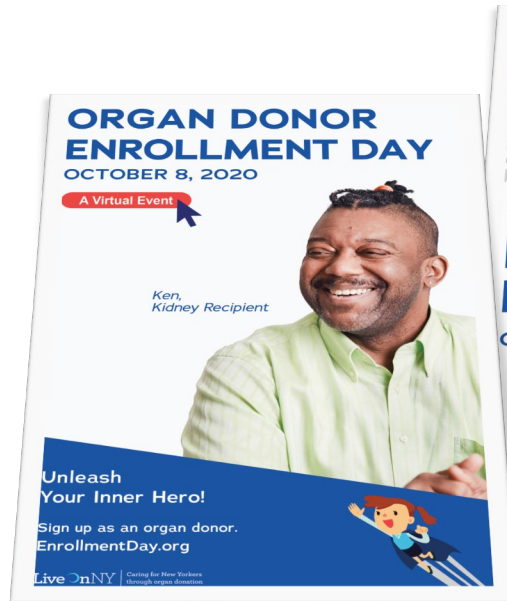


# GRAPHICS

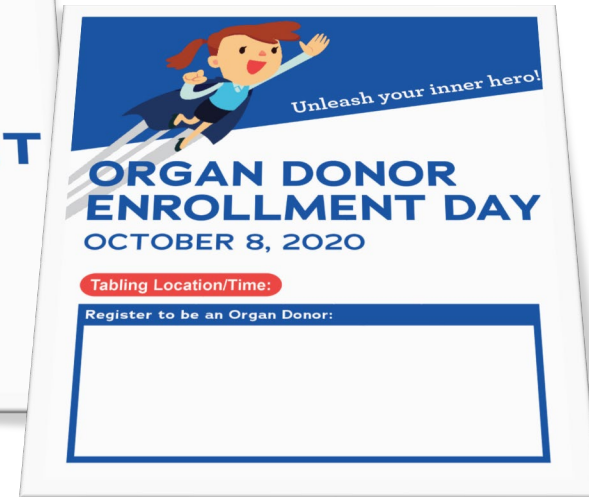
## Screensavers



## Posters



## Flyers





# GET CREATIVE INSPIRE PEOPLE TO ENROLL



Send out a message from  
the CEO (email, video  
posted to intranet, tweet)



Create a friendly  
competition with another  
participating team or  
internal department



Offer a longer lunch  
hour: an extra break  
to save lives



Host an Instagram  
takeover or a  
twitter chat



Host an educational  
webinar or learning  
opportunity



Share information  
about donation in  
breakrooms, on  
units





Unleash your inner hero!

# THANK YOU!

# EnrollmentDay.org

For more information,  
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