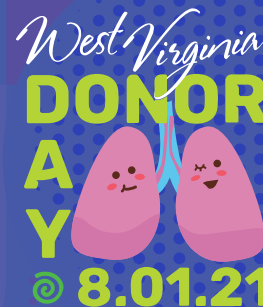


WV Donor Day

TOOLKIT



About WV Donor Day

Family, friends, coworkers, neighbors — right now, hundreds of West Virginians are waiting for a life-saving organ transplant. Unfortunately, in our state and across the country, there is a critical shortage of registered organ donors. And, with the COVID-19 pandemic, there have been even fewer individuals visiting their local DMVs and registering. Thankfully, this is something that all West Virginians have the power to change, and that is the reason behind the first annual WV Donor Day on 8/1/21. This date reflects the fact that 8 lives can be saved by 1 donor.

On this day, we're challenging West Virginians to come together to support organ, eye and tissue donation and help create a unifying moment across the state where we all work together to educate and encourage everyone around us to register as organ donors. Your decision to join us will have a pivotal impact on the lives of so many West Virginians — many of whom work or live in your community.

You can register to be an organ donor at donatelifewv.org, your local DMV or when purchasing your West Virginia Hunting & Fishing License.

How to Participate

As a WV Donor Day partner, there are plenty of ways you can participate and help spread the word about organ, eye and tissue donation in West Virginia. Here are a few ideas to help you get started:

SAMPLE MESSAGES:

- ▶ With about 500 West Virginians and more than 100,000 individuals nationally on the transplant waiting list currently on the transplant waiting list, the need for more registered organ and tissue donors is a public health crisis — but it's one that we have the power to change.
- ▶ We are proud to partner with Donate Life WV (DLWV) as they launch WV's first Donor Day on 8/1/21, to help raise awareness and drive organ donor registrations. donatelifewv.org
- ▶ Knowing that just 1 person can save up to 8 lives as an organ donor, we encourage you to visit donatelifewv.org or follow [@donatelifewv](https://www.facebook.com/donatelifewv) on Facebook and [@coredonatelifewv](https://www.instagram.com/coredonatelifewv) on Instagram to learn more about how you can register.
- ▶ The date 8/1 reflects the fact that 8 lives can be saved by 1 donor.

As we get closer to the day, we will share more details on how you can get involved on 8/1, including simple things like reposting or tagging DLWV and using [#WVDonorDay](https://www.instagram.com/coredonatelifewv) on your social media channels.



How You Can Help

- ▶ Send a simple email to your colleagues letting them know about WV Donor Day.
- ▶ Gather stories within your organization to share! We suspect someone you work with has been touched in some way by organ, eye and tissue donation. Visit donatelifewv.org or follow us on Facebook (@donatelifewv) and Instagram (@coredonatelife) to read and share incredible stories for inspiration.
- ▶ Share our pre-drafted social media graphics, inspirational stories and facts from this toolkit on your organization's social channels. Don't forget to tag @donatelifewv on Facebook and @coredonatelife on Instagram and use #WVDonorDay.
- ▶ Ask employees to dress in blue or green, the colors of organ donation, take a picture and share on social media.
- ▶ Invite a representative from Donate Life WV or the Center for Organ Recovery & Education (CORE) to speak virtually on 8/1.

Social Media

Showing your support for organ, eye and tissue donation on WV Donor Day via social media is easy! We're sharing several of our own social media campaign ideas; don't forget to use the hashtag #WVDonorDay.

SOCIAL MEDIA CHANNELS TO FOLLOW:

 @DONATELIFEVW

 @DONATELIFEVW

 @COREDONATELIFE

TWITTER - SAMPLE TWEETS

- ▶ Save the date! West Virginia's first #WVDonorDay will be on 8/1. Find out how you can show your support for organ, eye and tissue donation. donatelifewv.org/wvdonorday
- ▶ Calling all West Virginians! On #WVDonorDay, we're challenging YOU to help spread awareness of organ, eye and tissue donation. Let us know how you plan to get involved! donatelifewv.org/wvdonorday
- ▶ More than 500 West Virginians need a life-saving organ transplant! Take a moment to learn about the power of organ, eye and tissue donation and how YOU have the power to save lives. #WVDonorDay donatelifewv.org/wvdonorday
- ▶ We're celebrating the power of organ, eye and tissue donation. Join the conversation and help lead the charge on saving the lives of hundreds of West Virginians. #WVDonorDay donatelifewv.org/wvdonorday
- ▶ Did you know anyone can register to be an organ donor — no matter their age! 1 donor can save 8 lives and heal up to 75 others! donatelifewv.org/wvdonorday
- ▶ Did you know that the average wait time for a kidney transplant is 3-5 years? YOU can shorten the wait time by becoming an organ donor. donatelifewv.org/wvdonorday
- ▶ Highlighting the fact that 8 lives can be saved by 1 organ donor, the first #WVDonorDay will be held on 8/1/21. Find out more at donatelifewv.org/wvdonorday.



FACEBOOK - SAMPLE POSTS

- ▶ We're counting down the days until **#WVDonorDay**. Join us in celebrating and educating others about the power of organ, eye and tissue donation on 8/1. Find out how you can get involved: donatelifewv.org/wvdonorday
- ▶ West Virginia's first **#WVDonorDay** is taking place on 8/1, and we need your help. Share a picture, educate a friend, or anything else you can do to spread awareness for organ, eye and tissue donation. donatelifewv.org/wvdonorday
- ▶ West Virginia's first **#WVDonorDay** is here! How have you or someone you know been affected by organ, eye and tissue donation? Join the conversation by using the hashtag **#WVDonorDay** and share your story with us. donatelifewv.org/wvdonorday
- ▶ On **#WVDonorDay**, help us save lives by registering and educating others about the power of donation. Show your Mountain State pride. donatelifewv.org/wvdonorday
- ▶ Highlighting the fact that 8 lives can be saved by 1 organ donor, the first **#WVDonorDay** will be held on 8/1/21. Find out more at donatelifewv.org/wvdonorday.

INSTAGRAM - SAMPLE POSTS

- ▶ Save the date! West Virginia's first **#WVDonorDay** will be on 8/1. Find out how you can show your support for organ, eye and tissue donation. **#DonateLifeWV**
- ▶ We're our strongest when we work together to solve problems. On **#WVDonorDay**, we're showing our support for organ, eye and tissue donation and encouraging others to register as a donor. Visit the link in our bio for more details! **#DonateLifeWV**
- ▶ On **#WVDonorDay**, get familiar with the facts around the life-saving power of organ, eye and tissue donation. **#DonateLifeWV**
- ▶ 1 organ and tissue donor has the ability to save up to 8 lives. With more than 500 West Virginians currently waiting for a life-saving organ transplant, imagine the difference we could make if we all registered. **#WVDonorDay** **#DonateLifeWV**
- ▶ Don't miss out on saving someone's life because you think you are too old. On **#WVDonorDay**, let's make everyone aware that, no matter your age, you can be a donor. Help **@coredonatelife** spread awareness and educate others on the power of organ, eye and tissue donation.
- ▶ Highlighting the fact that 8 lives can be saved by 1 organ donor, the first **#WVDonorDay** will be held on 8/1/21. Find out more at donatelifewv.org/wvdonorday.

LINKEDIN - SAMPLE POSTS

- ▶ Organ, eye and tissue donation is a public health crisis in the state of West Virginia, with 500 West Virginians in need of a life-saving organ transplant. On 8/1, we're partnering with Donate Life West Virginia to educate and register donors. Learn how you can get involved. **#WVDonorDay** donatelifewv.org/wvdonorday
- ▶ Every 10 minutes, another patient is added to the national organ transplant waiting list. Join us for **#WVDonorDay** on 8/1 and show your support for the 500 West Virginians currently waiting for a life-saving organ transplant. donatelifewv.org/wvdonorday
- ▶ We're partnering with Donate Life West Virginia today for the state's first **#WVDonorDay!** Learn how you can get involved and decrease the number of patients currently on the national transplant waiting list. donatelifewv.org/wvdonorday
- ▶ Today is **#WVDonorDay**, and we're showing our support for organ, eye and tissue donation. Join the conversation and visit the link to learn about the power of donation. donatelifewv.org/wvdonorday
- ▶ West Virginians stick together! On 8/1, help us support the 500 community members waiting for a life-saving organ transplant. **#WVDonorDay** donatelifewv.org/wvdonorday
- ▶ Highlighting the fact that 8 lives can be saved by 1 organ donor, the first **#WVDonorDay** will be held on 8/1/21. Find out more at donatelifewv.org/wvdonorday.

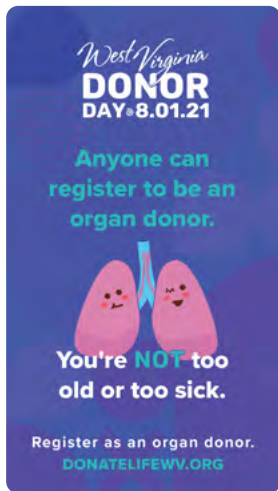


Social Media Graphics

Visit donatelifevw.org/wvdonorday for a variety of social media graphics for posts, stories, frames and lenses you can use to help spread the word about Donor Day.

SOCIAL GRAPHICS

How to access: Visit donatelifevw.org/wvdonorday to download graphics for posts, covers, and stories.



FACEBOOK FRAMES

How to access: Go to facebook.com/profilepicframes and search for a frame by entering "WV Donor Day."

