



PA Donor Day Toolkit

January 8, 2021

ABOUT PA DONOR DAY

On the second-annual PA Donor Day, we're challenging Pennsylvanians to come together to support organ and tissue donation and help create a unifying moment across the state where we all work to educate and encourage our family, friends, neighbors, colleagues and others to register as organ donors.

Knowing that just one person can save up to eight lives as an organ donor, PA Donor Day will take place on January 8, 2021 and encourage Pennsylvanians to take just a moment to register, knowing they could someday save someone's life. Your decision to join us will have a momentous impact on the lives of so many Pennsylvanians — many who work or live in your community.

This year's PA Donor Day will be even more critical than ever, as donor shortage in the state has become more prevalent due to the COVID-19 pandemic, with fewer Pennsylvanians visiting DMVs and registering. Thankfully, it's something that ALL Pennsylvanians have the power to change. The pandemic has also put our own health and the well-being of our friends and family top of mind. PA Donor Day will serve as an important moment in time for us all to learn more and talk about the importance of organ and tissue donation. Nearly all Pennsylvanians say they support donation, but less than half of them are registered. During what has been a challenging and unprecedented year, we all have an opportunity to unite around the critical public health issue and help save and heal lives through donation.

HOW TO PARTICIPATE

As a partner of PA Donor Day, there are plenty of ways you can participate and help spread the word about organ and tissue donation in Pennsylvania. To help you get started, we're sharing a few ideas below.

- Send a simple email to your colleagues letting them know about PA Donor Day.

SAMPLE:

Every 10 minutes someone in Pennsylvania is told they need a life-saving transplant. With more than 7,000 patients 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 PA (DLPA) as they launch their second-annual PA Donor Day on January 8th, 2021 to help raise awareness and drive organ donor registrations.

Knowing that just one person can save up to eight lives as an organ donor, we encourage you to visit DonateLifePA.org or follow @DonateLifePennsylvania on Facebook and @DonateLife_PA on Instagram to learn more about how you can register.

As we get closer to the day, we will share more details on how you can get involved on January 8th – including simple things like retweeting, reposting or tagging DLPA and #PADonorDay on your social media channels.

- Mine for stories to share within your organization - we suspect someone you work with has been touched in some way by organ and tissue donation – or take a look at the incredible stories on [DonateLifePA.org](https://www.donatelifepa.org), [Facebook](#) and [Instagram](#) for inspiration.
- Share our pre-drafted social media content and inspirational stories on your organization’s social channels. Don’t forget to tag @DonateLifePennsylvania on Facebook and @DonateLife_PA on Instagram and use #PADonorDay.
- Send an email about PA Donor Day to your coworkers and friends or use our pre-drafted one (included in link with assets).
- Ask employees to dress in blue or green, the colors of organ donation, take a picture and share on social.
- Donate to the [Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund](#).
- Invite a representative from [Gift of Life Donor Program](#) in eastern PA or the [Center for Organ Recovery & Education](#) in western PA to come and speak to your organization virtually on January 8th.

SOCIAL MEDIA

Showing your support for organ and tissue donation on PA Donor Day on social is easy! We’re sharing several of our own social media campaign ideas and will be on the lookout for all Pennsylvanians to share content via their social media channels as well, using the hashtag #PADonorDay.



Social Media Channels to Follow

[@DonateLifePennsylvania](#)



[@DonateLife_PA](#)

Sample Social Media Messages

Twitter

- Save the date! 📅 Pennsylvania’s second annual #PADonorDay will be on Jan. 8. Find out how you can show your support for organ & tissue donation. 💙 💚
<https://donatelifepa.org/padonorday/>
- Calling all Pennsylvanians! 🗣️ On #PADonorDay, we’re challenging YOU to help spread awareness of organ and tissue donation. Let us know how you plan to get involved!
<https://donatelifepa.org/padonorday/>
- More than 7,000 Pennsylvanians need a life-saving organ transplant! Take a moment to learn about the power of organ and tissue donation and how YOU have the power to save lives. #PADonorDay <https://donatelifepa.org/padonorday/>

- We're celebrating the power of organ and tissue donation.   Join the conversation and help lead the charge on saving the lives of thousands of Pennsylvanians. #PADonorDay <https://donatelife.org/padonorday/>
- COVID-19 has made organ and tissue donation more important than ever! Join us on #PADonorDay to help spread awareness and encourage others to register as a donor. <https://donatelife.org/padonorday/>

Facebook

- We're counting down the days until #PADonorDay.  Join us in celebrating and educating others about the power of organ and tissue donation on Jan. 8. Find out how you can get involved: <https://donatelife.org/padonorday/>
- Pennsylvania's second annual #PADonorDay is taking place on Jan. 8, and we need your help. Share a picture, educate a friend, or anything else you can do to spread awareness for organ and tissue donation. <https://donatelife.org/padonorday/>
- Pennsylvania's second annual #PADonorDay is here!  How have you or someone you know been affected by organ and tissue donation? Join the conversation by using the hashtag #PADonorDay and share your story with us. <https://donatelife.org/padonorday/>
- 95% of people say they would accept a life-saving organ, yet less than 50% of Pennsylvanians are registered organ and tissue donors. On #PADonorDay, help us save lives by registering and educating others about the power of donation. <https://donatelife.org/padonorday/>
- In times like these, it's more important than ever to come together  On #PADonorDay, we're showing our support for organ and tissue donation and encouraging others to register as a donor. <https://donatelife.org/padonorday/>

Instagram

- Save the date!  Pennsylvania's second annual #PADonorDay will be on Jan. 8. Find out how you can show your support for organ & tissue #donation at the link in our bio.   #DonateLife
- We're our strongest when we work together to solve problems.  On #PADonorDay, we're showing our support for organ and tissue donation and encouraging others to register as a donor. Visit the link in our bio for more details! #DonateLife
- 95% of people say they would accept a life-saving organ, yet less than 50% of Pennsylvanians are registered organ and tissue donors.  On #PADonorDay, get familiar with the facts around the life-saving power of organ and tissue donation. #DonateLife

- One organ and tissue donor has the ability to save up to EIGHT lives. With more than 7,000 Pennsylvanians currently waiting for a life-saving organ transplant, imagine the difference we could make if we all registered. 📍 #PADonorDay #DonateLife
- COVID-19 has caused us to really think about the well-being of our family and friends. On #PADonorDay, keep that mindset going by helping @donatelifepa spread awareness and educate others on the power of organ and tissue donation.

LinkedIn

- Organ and tissue donation is a public health crisis in the state of Pennsylvania, with more than 7,000 patients in need of a life-saving organ transplant. On Jan. 8, we're partnering with Donate Life Pennsylvania to educate and register donors. Learn how you can get involved. #PADonorDay <https://donatelifepa.org/padonorday/>
 - Every 10 minutes, another patient is added to the national organ transplant waiting list. Join us for #PADonorDay on Jan. 8 and show your support for the more than 7,000 Pennsylvanians currently waiting for a life-saving organ transplant. <https://donatelifepa.org/padonorday/>
 - We're partnering with Donate Life Pennsylvania today to celebrate Pennsylvania's second annual #PADonorDay! Learn how you can get involved and decrease the number of patients currently on the national transplant waiting list. <https://donatelifepa.org/padonorday/>
 - Today is #PADonorDay, and we're showing our support for organ and tissue donation. Join the conversation and visit the link to learn about the power of donation. <https://donatelifepa.org/padonorday/>
 - 2020 has been challenging, but Pennsylvanians have proven our strength and ability to come together. On January 8, help us support the more than 7,000 community members waiting for a life-saving organ transplant. #PADonorDay <https://donatelifepa.org/padonorday/>
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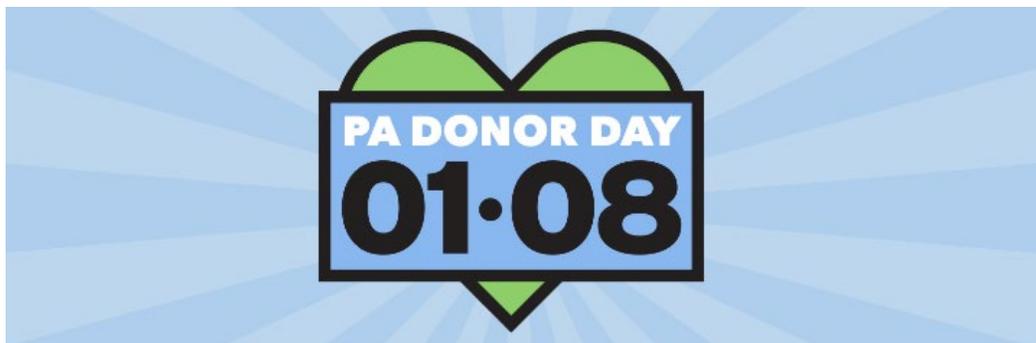
Social Media Banners, Posters & Outreach Email

Download the hi-res versions of these banners for Twitter, Facebook, LinkedIn and Instagram at: <https://www.webcargo.net/l/srdCDdirEQ/>

Social Graphics:



Cover Photo:



Poster:



**TO SOMEONE,
THIS IS THE MOST
IMPORTANT THING
YOU'LL SEE ALL DAY.**

More than 7,000 PA residents are waiting for an organ donation.
Help them receive the life-saving donations they need by registering as a donor and spreading the word about PA Donor Day. On January 8th, we're challenging Pennsylvanians to come together on the topic of organ donation and help create a unifying moment across the state!



**PA DONOR DAY
01-08**

**ONE DECISION COULD
SAVE EIGHT LIVES.**

Pennsylvania still has more than 7,000 residents waiting for a life-saving organ transplant who are counting on you to register and spread the word about organ and tissue donation. Join us in celebrating PA Donor Day on January 8th.
donatellife.org/register