

PA Donor Day Toolkit

August 1, 2023

About PA Donor Day

PA Donor Day is a time for all Pennsylvanians to celebrate their power to save and heal lives by signing up as an organ and tissue donor. It's a unifying opportunity to work together to:

- Raise awareness of the critical need for more donors
- Dispel myths and misconceptions about donation
- Urge family, friends, neighbors, and colleagues to sign up as a donor so that no one on the transplant list dies waiting

The date of PA Donor Day – Tuesday, August 1 (or 8/1) – highlights the incredible potential of one organ donor to save eight lives! Every Pennsylvanian can be a hero by signing up as a donor, which takes less than a minute.

You can help PA Donor Day 2023 achieve a milestone of having 50% of eligible Pennsylvanians registered as organ and tissue donors. There are lots of easy, impactful ways to participate detailed in this toolkit.

Now in its fourth year, PA Donor Day 2023 will take place in August for the first time after previously being held in January. This move aligns PA Donor Day with National Minority Donor Awareness Month, a major observance to save lives and improve the quality of life in diverse communities by creating a positive culture for organ and tissue donation.

PA Donor Day will bring hope to more than 7,000 children and adults waiting for a life-saving transplant in the commonwealth. The need for more donor heroes is urgent following a decline in Pennsylvanians visiting a DMV and signing up as a donor during the pandemic. Each Pennsylvanian has the power to help! Everyone is encouraged to sign up as a donor regardless of age, health or medical history.

On PA Donor Day, let's spread the word that organ and tissue donation is the ultimate act of kindness and generosity. Most Pennsylvanians support donation but less than half are registered as a donor. Together, we can help every waitlist patient receive a second chance at life.

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 an invitation to your colleagues reminding them of PA Donor Day.
- Look for stories to share within your organization – we suspect someone you work with has been touched in some way by organ and tissue donation!
 - As an example, 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. Also use #NMDAM to celebrate National Minority Donor Awareness Month!
- Send an email about PA Donor Day to your coworkers and friends, or use our pre-drafted one.
- Hang posters about PA Donor Day in high-traffic areas in your workspace.
- Host a virtual PA Donor Day kickoff meeting. 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](#) in honor of PA Donor Day.
- 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.
- Send a simple email to your colleagues letting them know about PA Donor Day. Here is a 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 fourth annual PA Donor Day on August 1, 2023 (8/1) to help raise awareness and drive organ donor registrations. In 2023, we want to hit the milestone of having 50% of eligible Pennsylvanians registered, and we need your help!

Knowing that eight lives can be saved by just one organ donor, on 8/1 we encourage you to visit [DonateLifePA.org](https://www.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 August 1 – including simple things like retweeting, reposting or tagging DLPA and #PADonorDay on your social media channels.

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. (Also use #NMDAM to celebrate National Minority Donor Awareness Month!)

Social Media Channels to Follow









[@DonateLifePennsylvania](https://www.facebook.com/DonateLifePennsylvania)




[@DonateLife_PA](https://www.instagram.com/DonateLife_PA)

Sample Social Media Messages

Twitter

- Save the date!  Pennsylvania's fourth annual #PADonorDay will be on Aug. 1. 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/>
- Did you know that August is National Minority Donor Awareness Month? Help us celebrate this initiative to save and improve the quality of life of diverse communities during #PADonorDay on Aug. 1! #NMDAM
<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://donatelifepa.org/padonorday/>
- Organ and tissue donation is more important than ever! Join us on #PADonorDay to help spread awareness and encourage others to register as a donor. <https://donatelifepa.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 8/1 – because eight lives can be saved by one donor. Find out how you can get involved: <https://donatelifepa.org/padonorday/>

- Pennsylvania's fourth annual #PADonorDay is taking place on Aug. 1, 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/>
- Every August, we celebrate National Minority Donor Awareness Month, an initiative to save and improve the quality of life of diverse communities. Help us celebrate this during #PADonorDay on Aug. 1 by signing up to be a registered organ, eye and tissue donor! #NMDAM <https://donatelifepa.org/padonorday/>
- Pennsylvania's fourth 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/>

Instagram

- Save the date! 📅 Pennsylvania's fourth annual #PADonorDay will be on 8/1 – because eight lives can be saved by one donor. 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. 🤝 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
- August is National Minority Donor Awareness Month, an initiative to save and improve the quality of life of diverse communities. Help us celebrate this during #PADonorDay on Aug. 1 by signing up to be a registered organ, eye and tissue donor! #NMDAM
- 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

LinkedIn

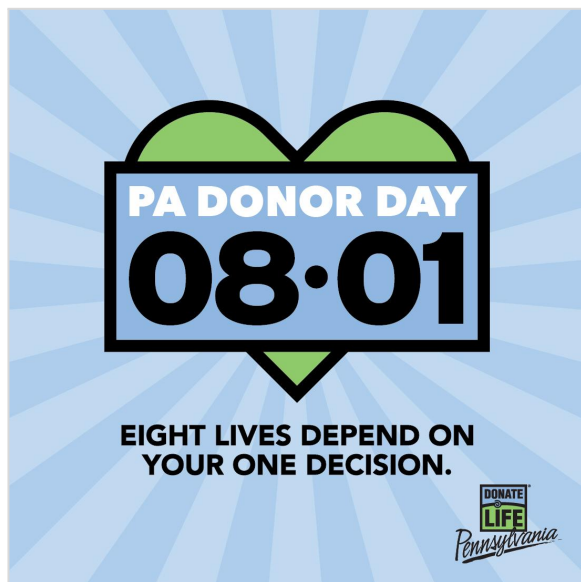
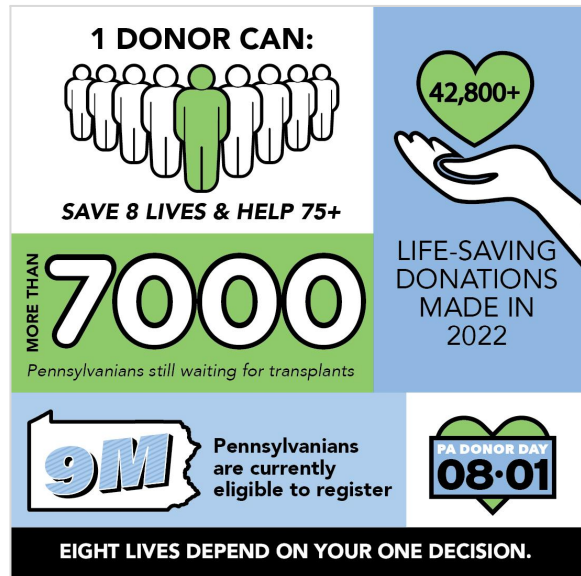
- Organ and tissue donation is a critical public health issue in the state of Pennsylvania, with more than 7,000 patients in need of a life-saving organ transplant. On Aug. 1, we're partnering with Donate Life Pennsylvania to educate and register donors. Learn how you can get involved. #PADonorDay <https://donatelife.org/padonorday/>
- Every 10 minutes, another patient is added to the national organ transplant waiting list. Join us for #PADonorDay on 8/1 – because eight lives can be saved by one donor – and show your support for the more than 7,000 Pennsylvanians currently waiting for a life-saving organ transplant. <https://donatelife.org/padonorday/>

- Every August, we celebrate National Minority Donor Awareness Month, an initiative to save and improve the quality of life of diverse communities. Help us celebrate this during #PADonorDay on Aug. 1 by signing up to be a registered organ, eye and tissue donor! #NMDAM
<https://donatelife.net/how-you-can-help/national-observances-celebrations/national-minority-donor-awareness-month/>
- We're partnering with Donate Life Pennsylvania today to celebrate Pennsylvania's fourth 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/>

Downloadable Graphics and Poster

Below are hi-res versions graphics that can be used on social media channels, as well as a poster that you can share. All downloadable files can be found [here](#).

Social Graphics



Poster



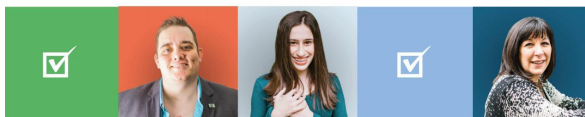
**TO SOMEONE,
THIS IS THE MOST
IMPORTANT THING
YOU'LL SEE ALL DAY.**

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 August 1st, we're challenging Pennsylvanians to come together on the topic of organ donation and help create a unifying moment across the state!



donatelifepa.org/register



**PA DONOR DAY
08-01**

**EIGHT LIVES DEPEND ON
YOUR ONE DECISION.**

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 August 1st.

donatelifepa.org/register