



Sample ECHO Implementation Ideas for Individuals | July 9-22, 2017

Social Media

- Change your profile picture to the Donate Life ECHO bubble to show your community that you are a registered donor.
- Print an ECHO speech bubble and take a selfie holding it. Post it on your social media pages and ask your personal network (family, friends, place of worship, neighborhood, workplace, clubs, etc.) to do the same.
- Participate in the Donate Life ECHO Video Contest. The video can be simple, spontaneous and no frills or it can be more polished and rehearsed. Video entries must be based on the theme **“Donate Life ECHO: Every Community Has Opportunity...#HearMyStoryOf”** and encourage donor registration. Videos should share an individual’s or group’s donation or transplantation story and should include #HearMyStoryOf. For example: #HearMyStoryOf #Hope, #HearMyStoryOf #Waiting, #HearMyStoryOf #LIFE, to speak on a personal level about the importance of a community, especially multicultural communities, registering their decisions to be organ, eye and tissue donors. Earn points for inclusion of the theme, inspiring others to register, creativity and originality, video quality and votes on Donate Life America’s Facebook page. Learn more at DonateLife.net/echo.
- Explain to others why it is important to be a donor and ask them to ECHO you. (See FAQs, Talking Points and Statistics). Use the hashtag #DonateLifeECHO.
- Reach out to a local celebrity, political or sports figure, dignitary or influential faith leader and ask them to participate.
- Post web banners that are available on DonateLife.net/ECHO throughout the two weeks.

Daily Routine

- Use donation as an opportunity to spread kindness. Buy a coffee for the person in line behind you or bring treats to work and tell them you are doing it in support of organ, tissue and eye donation (or share your personal connection).
- Print out “Take-Away” cards (available on DonateLife.net/ECHO) with a message about donation and a link to RegisterMe.org. Hand cards to people throughout the day (grocery store clerk, bank teller, mail delivery person, school front office, etc.), then ask them to keep the Donate Life ECHO going by registering and passing the card along.
- Partner with a local restaurant to host a Donate Life ECHO night. Ask the restaurant if you can set up a table and help people join the National Donate Life Registry at RegisterMe.org.
- Make it a personal goal to talk to someone about donation at least once a day throughout the two-week observance to help keep the Donate Life ECHO going and build momentum.
- Vow to sign up at least five (5) unregistered organ donors during the two week observance and ask them to ECHO their decision to save lives on their social media pages.