



National Donate Life Month 2017 Resources and Implementation Ideas

Donate Life America was inspired by the concept of the pinwheel for the 2017 National Donate Life Month artwork. A pinwheel evokes various images and meanings, but the strongest association *revolves* around opportunity and energy.

The pinwheel is symbolic of an instrument that turns obstacles into opportunities. The pinwheel's ability to capture and pass on energy parallels one's potential to make LIFE possible. Each Donate Life pinwheel has four sails supported by one stem, symbolizing the power one person has to be an organ, eye, tissue or living donor. For recipients, donation can turn sickness and injury into a second chance at life. For donors, their decision to register can turn a sorrowful time into a source of comfort for family as a result of renewed life for others.

The pinwheel reminds us that we all have the potential to capture and pass on life, comfort and hope to others by registering as a donor. This April, we encourage you to stop to feel the breeze, watch the pinwheels and think of the lives of those touched by donation and transplantation.

We wish you a Happy National Donate Life Month. Thank you for your efforts in educating and registering others as organ, eye and tissue donors!

Informational Handouts

- Donation and Transplantation Statistics – Up-to-date national data on the status of donation and transplantation.
- Donation and Transplantation FAQs – One-sheet handout with the answers to some of the most commonly asked questions about organ, eye and tissue donation.



Print Ad PDF – 8" x 10" (also available in Spanish)

- Submit to community newsletters or places of worship for inclusion in their bulletins.
- Print at home and distribute to your friends, or around your local high school or college.
- Post them in common areas at your workplace.

Print Your Own Pinwheels – 4 per page, 5" x 5"

- Customize the center with your own special message: _____ supports organ, eye and tissue donation; _____ is a registered donor; In memory of _____; In honor of _____.
- Ask people to add their name as a supporter of organ, eye and tissue donation
- Ask people to write the name of a person they would like to remember, in honor or memory of.



Web & Social Media Graphics (also available in Spanish)

- Web Banners – 300 x 250, 728 x 90 pixels. Post on your website and/or share with your online community.
- Facebook Timeline Cover and Ad – Post and share with your community.
- Facebook Profile Image – Post and share!
- Twitter and Instagram Images – Share with your followers throughout the month and remember to include the #DonateLifeMonth as a hashtag.
- Participate in the Twibbon campaign during April when a special overlay image becomes available for Facebook and Twitter. Look for the image on April 1 on Facebook.com/DonateLife.



Looking for more ideas or resources? Contact Valerie at vgray@donatelife.net.