



National Donate Life Month 2018 Resources and Implementation Ideas

For the 2018 National Donate Life Month artwork, Donate Life America was inspired by the image of a rainbow and Maya Angelou's quote, "Be a rainbow in someone else's cloud."

Often following a storm, the presence of a rainbow provides optimism and motivates us to endure through dark times. Similarly, organ, eye and tissue donation is the bridge of comfort and hope between one family's mourning and another's healing — turning tragedy into renewed life. The vibrant Donate Life rainbow in the National Donate Life Month artwork rises from stormy clouds, recognizing that it takes both rain and light to create the gift of a rainbow.

Maya Angelou's message applies to all of us, no matter our background or experiences. We all know rainbows — people that have helped carry us through life and its challenges. In turn, we may also have the opportunity to be rainbows in other people's clouds through the gift of organ, eye and tissue donation. This April, we encourage you to reflect on the lives of those touched by donation and transplantation, and to share its prismatic effect. By registering to be a donor or considering living donation, you can change one ray of light into a spectrum of healing and compassion.

We wish you a Happy National Donate Life Month. Thank you for your efforts in educating about the cause of donation and the importance of registering your decision to be an organ, eye and tissue donor!

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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 Rainbows – 4 per page, 4" x 4"

- 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 and share with your 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.