



National Donate Life Month 2019 Resources and Implementation Ideas

For the 2019 National Donate Life Month theme, Donate Life America was inspired by bicycles and the phrase "Life is a beautiful ride." Like the donation and transplantation journey, a bicycle serves as a symbol of progress, renewal and the moving circle of life.

Bicycles come in all styles, shapes and sizes, but each is comprised of the same components, essential to supporting the rider and converting their energy into motion. Similarly, organ, eye and tissue donation offers many ways to give hope, support and strength to patients waiting, recipients and donor families. We each carry the potential to help make LIFE a beautiful ride for ourselves, and then for others, by registering as a donor, considering living donation, being a caregiver and championing the Donate Life cause.

This National Donate Life Month, we ask you to consider your role in this lifesaving and healing journey, and how you can inspire others to provide hope through donor registration and living donation.

Informational Handouts

- Infographic Handout – Eye-catching flyer featuring statistics, top 5 FAQs and How to Help
- 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 local businesses or schools.
- Post them in common areas at your workplace.

Print Your Own Bicycles – 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 recognize, in honor or memory of.

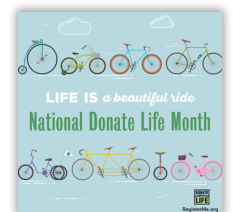


Bicycle Coloring Sheet

- Use this as an NDLM classroom activity when educating youth about donation.
- Have patients that cannot leave their unit/room color these sheets and decorate a hospital wall with the finished pieces of art (great for National Pediatric Transplant Week!).

Social Media & Web Graphics (also available in Spanish) – Post and share with your online community.

- Facebook Cover and Post Images
- Facebook Frame – To access, you can find them within the "Add Frame" option when you update your profile picture (search for "Donate Life America") or on Facebook Camera as a camera effect on the Facebook app.
- Twitter Cover and Post Images
- Instagram Image
- Remember to include the **#DonateLifeMonth** as a hashtag!
- Web Banners – 300 x 250, 728 x 90 pixels



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