



National Donate Life Month 2021 Resources and Implementation Ideas

Based on the positive feedback from the community regarding the 2020 theme and in light of the impact of COVID-19, we will be using the "Garden of Life" theme again for National Donate Life Month 2021.

Donate Life America was inspired by the springtime scene of a Garden of Life. A garden and the insects within it serve as symbols of hope, courage and transformed life — themes repeatedly found within the donation and transplantation journey. The Donate Life garden depicts an ecosystem of plants, insects, and other components working together to form an interconnected living system. Similarly, we each have the potential to nurture and enrich our communities through organ, eye and tissue donation.

This National Donate Life Month, we ask you to be a part of this lifesaving and healing garden by registering as an organ, eye and tissue donor; becoming educated about living donation; and championing the Donate Life cause.

Informational Handouts

- Infographic Handout – Eye-catching flyer featuring statistics, top 5 FAQs and How to Help
- Donation & Transplantation Statistics – Up-to-date national data
- Donation & Transplantation FAQs – One-sheet handout with top questions and answers
- All of these can be used as resources to educate family, friends and your communities in either conversations or through email/social media.



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

- Submit to community newsletters or places of worship for inclusion in their newsletters.
- Print at home and display in your window or on your front door.

Print Your Own Note Squares – 4 per page, 4" x 4" (also available in Spanish)

- Customize the white area with your own printed or handwritten special message.
- Donor hospitals, transplant programs, volunteers or families can use these to create a "garden" collage on a wall, fridge, etc. Blank space could contain names of "heroes" in their donation and transplantation journey; things they are thankful for, made possible by donation; or friends they have registered their decision to be a donor. There are many ways to use these to create a display of hope, remembrance and gratitude.



Coloring Sheets (also available in Spanish)

- Use these as an at-home activity with children and family.
- Patients can color these sheets, then decorate a hospital wall with the finished pieces of art.

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

- Post images for Facebook, Instagram and Twitter
- Cover images for Facebook and Twitter
- Facebook Frames – To access, you can find them within the "Add Frame" option when you update your profile picture (search for "National Donate Life Month").
- Remember to include the **#DonateLifeMonth** as the hashtag
- Web Banners – 300 x 250, 728 x 90 pixels



Virtual and At-Home Ideas

- Paint Donate Life blue & green rocks to decorate your gardens or hide for others to “spy” during neighborhood walks. Post photos on social media, tagging Donate Life America.
- Using chalk, draw Donate Life blue & green messages and designs in the sidewalk, in driveways, etc. Post photos on social media, tagging Donate Life America.
- Write virtual “thank you” notes for your local transplant programs, donation and transplantation professionals working to save lives, and/or patients waiting. Share them on social media, tagging your local organizations or someone you know that is waiting
- Write virtual messages of hope for patients waiting on the national transplant waiting list. Share them on social media, tagging someone you know that is waiting if applicable.
- Bake and decorate a Donate Life blue and green or garden-themed cake or cupcakes. Post photos on social media, tagging Donate Life America.
- [Make a contribution](#) to Donate Life America in honor or memory of someone, and send them or their loved one a National Donate Life Month e-card.
- Create a Facebook fundraiser for Donate Life America in observation of National Donate Life Month, National Donate Life Blue & Green Day or National Pediatric Transplant Week.

Looking for more ideas or resources? Contact Michelle mstuckey@donatelife.net.