

Center for Organ Recovery & Education National Donor Day Partner Promotional Toolkit

OVERVIEW

Observed every year on Valentine's Day, February 14th, National Donor Day is an observance dedicated to spreading awareness and education about organ, tissue and donation. National Donor Day was started in 1998 by the United Auto Workers, and is supported by the U.S. Department of Health and Human Services.

With more than 100,000 people waiting for a life-saving transplant, what's a more heartfelt gift than the gift of life, and what's a better way to spread the love this Valentine's Day than by registering as a donor? Anyone can register anytime at www.core.org/register.

RESOURCE AND SAMPLE POSTS

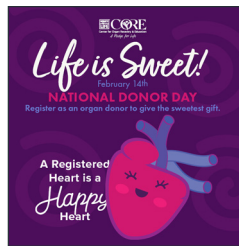
Download social media graphics, copy for posts and photos at bit.ly/CORENationalDonorDayToolkit.



MONITOR GRAPHIC



FACEBOOK COVER



FACEBOOK PROFILE



INSTAGRAM POST



TWITTER POST

- Roses are red...Violets are blue...Give the gift of life...And leave a legacy too! Celebrate this Valentine's Day by making the most heartfelt choice. Register as an organ, eye and tissue donor at core.org/register. Spread the love, and join me in celebrating #NationalDonorDay
- Nearly 7,000 Pennsylvanians are spending this Valentine's Day waiting for a life-saving organ transplant. Show them some love by registering as an organ, eye and tissue donor at core.org/register. Celebrate #NationalDonorDay
- Life is sweet! Register to become an organ, tissue, and cornea donor this #NationalDonorDay at core.org/register.
- This #NationalDonorDay give the sweetest gift of them all – life! Register today at core.org/register.
- What's better than chocolate and flowers? Helping others! Register to become an organ, tissue, and cornea donor for #NationalDonorDay at core.org/register.
- February 14th may be Valentine's Day, but it is also #NationalDonorDay. Show you've got the biggest heart by registering to be an organ donor at core.org/register.
- Spread the love this Valentine's Day by registering to become an organ donor this #NationalDonorDay at core.org/register.

Included in the toolkit are social media posts for Facebook, Twitter, LinkedIn, Instagram and TikTok as well as printable flyers, small cards and a monitor graphic for lobby displays and computer screensavers.