



Donate Life ECHO 2018 | July 8-21, 2018 Implementation Ideas for Individuals

Social Media

- Print an ECHO/ECO speech bubble with a message inside (or add your own!) and take a selfie holding it. Post it on your social media pages and ask your personal network (family, friends, place of worship, neighborhood, workplace, clubs, etc.) to do the same.
- Explain to others why it is important to be a donor and ask them to ECHO you. (See FAQs, Talking Points and Statistics). Use the hashtag #DonateLifeECHO.
- Use our Donate Life ECHO Facebook Frame for your profile picture or as a camera effect.
- Reach out to a local celebrity, political or sports figure, dignitary or influential faith leader and ask them to participate.
- Post web banners, which are available on DonateLife.net/ECHO, throughout the two weeks. Participate in the Instagram Boomerang Challenge by posting a boomerang that highlights why donation is important to you and challenging your friends to do the same!
- Work with your local Donate Life or AMAT affiliated organization to participate in the Donate Life ECHO Video Contest. Video entries must be based on the theme “**Donate Life Caregiving**”, spread the message of Donate Life ECHO and ask others to register to be donors.

Daily Routine

- Use donation as an opportunity to spread kindness. Buy a coffee for the person in line behind you or bring treats to work and tell them you are doing it in support of organ, tissue and eye donation (or share your personal connection).
- Print out “Take-Away” cards (available on DonateLife.net/ECHO) with a message about donation and a link to RegisterMe.org. Hand cards to people throughout the day (grocery store clerk, bank teller, mail delivery person, school front office, etc.), then ask them to keep the Donate Life ECHO going by registering and passing the card along.
- Partner with a local restaurant to host a Donate Life ECHO night. Ask the restaurant if you can set up a table and help people join the National Donate Life Registry at RegisterMe.org.
- Make it a personal goal to talk to someone about donation at least once a day throughout the two-week observance to help keep the Donate Life ECHO going and build momentum.
- Vow to sign up at least five (5) unregistered organ donors during the two week observance and ask them to ECHO their decision to save lives on their social media pages.

