



Donate Life ECHO Resources July 8-21, 2018

Donate Life ECHO is a national two-week multicultural outreach campaign, held each year during the second and third full weeks in July. ECHO stands for Every Community Has Opportunity – the opportunity to save and heal lives through donation and transplantation. Donate Life ECHO was created in 2015 as a collaborative partnership between the Association for Multicultural Affairs in Transplantation (AMAT) and Donate Life America. The observance focuses on the power of sharing one’s personal story and decision to register as an organ, eye and tissue donor with members of one’s community – especially multicultural communities. It also encourages registered donors to ask members of their personal networks and extended communities to talk about donation and register as donors.

Multicultural communities play a critical role in America’s transplant system. They save and heal lives as donors; need lifesaving kidney transplants in disproportionately high numbers; and serve patients and families as healthcare professionals.

Register and log in to access available resources on DLACommunity.net under the Outreach and Materials tab. Selected resources are available to the public on DonateLife.net/ECHO.

Press Kit and General Resources on DLACommunity.net:

- Press Release; FAQs, Talking Points and Statistics; Waiting List by Ethnicity Graph; Logos; Implementation Ideas; Events and Activities Submitted by the Donate Life Community
- Stories of Hope (6)
- Flyers, Take-Away Cards, Speech Bubbles, Web Banners
- Social Media Graphics, Social Media Content Calendar (*Join us in a coordinated effort to share eight Stories of Hope simultaneously across all organizations’ social media platforms.*)
** Many resources are available in English and Spanish.*

Video Contest Information:

- Video entries must be based on the theme **“Donate Life Caregiving”** and encourage donor registration.
- Videos should share how their community has played a caregiving role in their donation and transplantation story and/or how they are caring for your community through supporting donation.
- Videos must be submitted by an AMAT or Donate Life Community organization (is not open to the public).
- Video entries may be submitted through the Contest Submission Form from **July 2-12**:
https://form.jotform.com/vgray_dla/dl-echo-2018-video-contest. Winners will be notified the week of July 16, and awarded trophies to display as recognition of their support and efforts in multicultural outreach.
- Resources include: Contest Rules, Judging Criteria, Contest Flyers, Winning Videos from 2017.

Instagram Boomerang Challenge Information:

- AMAT and DLA social media followers are being challenged to create and post a short, “boomerang”-style video, highlighting why donation is important to them, educating and exciting others about donation!
- Occurring throughout the full two weeks. Video posts should include: hashtag #DonateLifeECHOChallenge, tag @donatelifeamerica; tag and challenge 1-3 friends to post a boomerang video for Donate Life ECHO; ask others to “Register to be a donor at RegisterMe.org”.

Note: *The Donate Life ECHO art is copyrighted and may not be changed, altered or reproduced.*

Contact Valerie Gray with questions – VGray@DonateLife.net.

BOOMERANG CHALLENGE!

- Share a boomerang about why donation is important to you!
- #DonateLifeECHOChallenge
- Tag @donatelifeamerica
- Challenge 1-3 friends to post a Donate Life boomerang video
- Tell people to register to be a donor at RegisterMe.org

