



ECHO Donate Life 2019 | July 14-27, 2019 Instagram Boomerang Challenge

WHAT: For ECHO Donate Life 2019, Donate Life America is challenging our social media followers to create and post a short, “boomerang” video on Instagram. The video should highlight why donation is important to you and get others excited to learn more and register. Show us:

- An activity you love to do because of your donor’s gift
- What you do to honor your donor’s gift or your loved one’s life
- Why others should register to do be an organ, eye and tissue donor
- Why others should consider becoming a living donor
- How your life has been enriched because of donation
- How excited you are about being registered to be a donor
- How easy it is and why everyone should register to be a donor
- **Bonus:** Use props, like a speech bubble cut-out from DonateLife.net/ECHO!

Your Instagram post should include:

- Hashtag: #ECHODonateLife
- Tag @donatelifeamerica
- Tag and challenge 1-3 friends to post a boomerang video for ECHO Donate Life
- Call to action: “Register to be an organ, eye and tissue donor at RegisterMe.org”
- **Bonus:** Edit your profile to add “RegisterMe.org” as your website so your followers can easily register!

HOW: On Instagram. Use the “Boomerang for Instagram” app.

WHEN: July 14-27, 2019

WHY: The ECHO Donate Life Boomerang Challenge was created as a way for people to use the *power* of their voice to help others and foster community by sharing their story and decision to register with their social network, as well as to encourage them to *ECHO Donate Life*.

ECHO Donate Life is an annual initiative focused on making the Donate Life message one of diversity and inclusion. It is about empowering multicultural communities to save and heal lives by registering as organ, eye and tissue donors. It was created in 2015 as a collaborative partnership between the Association for Multicultural Affairs in Transplantation (AMAT) and Donate Life America.