


#In1Word Campaign

Suggested Social Media Copy

The Basics of the Campaign:




Join the #In1Word Campaign!



-  Pick one or more words that describe why you're an organ donor, like hope, life, or love.
-  Write your word on a piece of paper and take a photo of yourself holding it. (Feel free to skip this step if you want!)
-  Share your photo or your word on social media and use the hashtag #In1Word.

www.in1word.org

Suggested Facebook Copy:



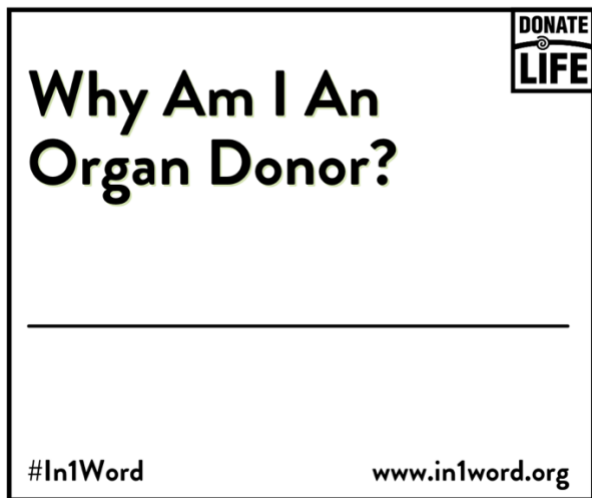
Why Are You An Organ Donor?



Share your reason using #In1Word www.in1word.org

1. Why are you an organ donor? Everyone has their own unique reason for supporting organ, eye, and tissue donation, whether it's love, life, hope, or something else entirely!

This Donate Life Month, we want you to tell us in one word: why are you an organ donor? Visit www.in1word.org to learn more! #In1Word #DonateLife



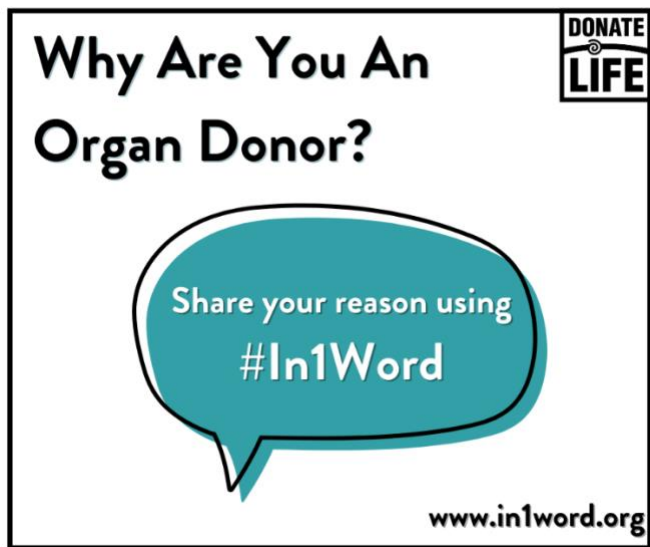
2. Everyone has their own unique reason for registering as an organ, eye, and tissue donor. What's yours? Share this post and include your one-word (or more!) reason in the caption. Learn more about this Donate Life Month campaign at www.in1word.org.



3. For Heather, a teacher in Maryland, choosing one word to describe her support for organ donation is easy: Dad. She says, "We've always joked that I was my Dad's favorite because I'm the youngest and the only one who inherited his brown eyes. So when he started to suffer from various medical issues, the joke became that I would be the one to donate a kidney (not that we didn't take things seriously, but jokes are how we handled the unknown). When it became a reality that he would in fact need a kidney, we realized that I was the only child who was a match to donate."

Within 3 months of the testing process, we scheduled our surgery for March of 2017. Dad woke up from surgery feeling better than he had in years. I feel very blessed that I was a match and able to donate to him. Everyone always says it was a selfless act, but I like to consider it selfish selflessness because I get to keep my Dad in a better state of health for that much longer.”

Why are you an organ donor? Tell us #In1Word at www.in1word.org.



4. Why are you an organ donor? Everyone has their own unique reason, and we want to know yours! Learn more about this campaign and share your reason at www.in1word.org.



5. What's Ahmad's reason for registering as an organ donor? "To live, for life, and for hope."

What's your reason? Learn more about this campaign and share your reason at www.in1word.org.



6. Cynthia from Maryland has not just one word to describe her support for donation, but two. “#In1Word is so hard so I chose two “one” words. I registered and donated to my mom who gave me life and it took “courage” to make the decision to donate.

Why are you an organ donor? Tell us #In1Word at www.in1word.org.



7. leesha from District Heights, MD, says, “My word is love because when we have love in our hearts, we will go above and beyond to help someone else.”
Why are you an organ donor? Tell us #In1Word at www.in1word.org.



8. Organ, eye, and tissue donation means “second chances” to so many people. Not only for the transplant recipients and their families, but also for the family members of donors who know their loved one’s legacy will live on in another, and even for the dedicated hospital staff who despite all life-saving efforts, lose a patient. For all, donation represents “second chances” because it is the embodiment of life, hope, and love after loss.

Why are you an organ donor? Tell us at www.in1word.org.

9. This April for Donate Life Month, we are trying to reach 20,000 submissions for the #In1Word campaign, sharing the many unique reasons people have for registering as organ, eye, and tissue donors. Help us reach our goal and share your own word today!