

BTMOC Social Sharing | September, 2017

World Marrow Donor Day

World Marrow Donor Day will return for its third year on **Saturday, September 16**. Be The Match is one of 100 organizations from 57 countries to celebrate this day by thanking marrow donors as well as registry members who are ready to step up and donate.

 **Target Audience:** Friends and family of BTMOC students - Post to your BTMOC group page and ask that your members share with their own social networks!

Post A | Share on September 15

Tomorrow is World Marrow Donor Day – join @BeTheMatchOnCampus and honor all of the selfless people who’ve joined the @BeTheMatch registry! THANK YOU to all of those who have matched and gone on to donate! #WMDD #ThankYouDonor #BeTheMatch #BTMOC

Post B | Share on September 16

Did you know that 50% of bone marrow transplants use international donations? Today, we honor the 30 million registry members worldwide. Their commitment to helping blood cancer patients and donating marrow is truly life-saving. #WMDD #ThankYouDonor #BeTheMatch #BTMOC

 **Images:** Sharable images can be found in the [group resources section](#) of the BTMOC website. Look for them under “social sharing.”



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Be The Guy

While anyone 18-44 can (and should!) join the registry, men tend to have more body mass than women, which means more marrow. And the younger the person is, the healthier the bone marrow is. Please share the post below and encourage your guy friends to join the registry!

 **Target Audience:** “Guy” friends of BTMOC students - Post to your BTMOC group page and ask that your members share with their own social networks!

Post A | Share any time in September

Guys between the ages of 18 and 35 are so important to the @BeTheMatch Registry because they make great marrow donors.

Why?

Men tend to have more body mass than women, which means more marrow. Young people also tend to have fewer health issues. More marrow from healthy bodies means more possible matches for patients.

 **Images:** A **downloadable GIF** can be found in the [group resources section](#) on the BTMOC website. Look for it under “social sharing.”

