

World Marrow Donor Day Rep Community Engagement Rep Toolkit September 16, 2017



We are excited to share that World Marrow Donor Day will return for its third year on Saturday, September 16. Be The Match and 100 organizations from 57 countries celebrate this day by thanking marrow donors as well as registry members who are ready to step up and donate to any patient if called. It is also a day to raise awareness about marrow donation – both the need for volunteer donors and the impact it has on patients.

More than 30 million people across the globe have registered to donate marrow to any patient in need, and as a partner of WMDA (World Marrow Donor Association), Be The Match will participate in this effort to honor, celebrate and promote this special day.

In this toolkit you will find key event tasks and dates, social messaging and digital/printable graphics to help support your World Marrow Donor Day (WMDD) event(s). Our efforts will be promoted nationally through Be The Match social media channels, within the Be The Match network, registry communications and local markets.



As you prepare for your WMDD events, please use the key messaging and graphics below. If you have any questions, contact communityengagement@nmdp.org.

Thank you!

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Event Tips

- Use the key messages provided as part of your pre-event promotions
- Share the promotional tools with your event sponsors
- List your event on the World Marrow Donor Day event [website](#)
- In addition to your recruitment activities, consider inviting local registry members to join your event(s) to share their stories
- Plan a short recognition of registry members or past donors at the event. Give a shout out to the registry members and recognize World Marrow Donor Day



Key Tasks and Dates

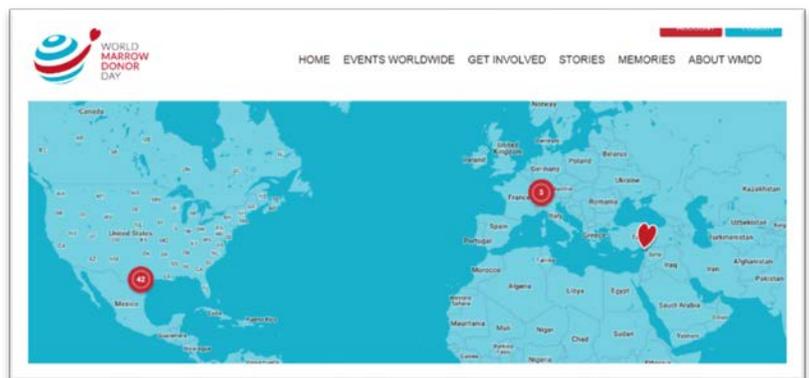
	One month before event	Two weeks before event	Week before event	Event day: Sept 16
Event and partnership planning <ul style="list-style-type: none"> Reach out to partners to schedule events for Sept 16 Post your event on the WMDD website (see below) 				
Event promotions <ul style="list-style-type: none"> Post fliers and posters Share event on social media Check in with event sponsor on their promotions 				
Event day <ul style="list-style-type: none"> Share day-of social media messages and images Host your local event Share after-event photos and success stories! 				

Using the WMDD Event Website

The World Marrow Donor Day [website](#) includes international donor stories, information on how to spread the word, a worldwide event page and more.

***Note - A strong Be The Match representation in the U.S. is critical – all events must be posted!**

- At the upcoming CE National Meeting, we'll recognize the rep who hosts the most live drive events in celebration of WMDD between Sept. 1 – Sept. 16.
- To track live drive events tied to WMDD during this time period:
 - Drive names must begin with "WMDD"
 - Ex: STAR Link Drive Name field = WMDD Lakemont Community Center
- Be The Match support staff will enter all events on the WMDD website using the drive demographics that you enter into STAR Link



Check out the global event map [here](#)!

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Resources

Key Messages & Stats | Use these as part of your sponsor pitches and event pre-promotions.

- 30 million individuals around the world have registered to donate marrow to any patient in need
- 20,500 marrow transplants took place in 2016
- 50% of all marrow transplants are international
- 100 participating organizations from 57 countries

Hashtags | Incorporate the following hashtags into social posts and photos to ensure they are included on the campaign website.

#WMDD
#ThankYouDonor
#BeTheMatch
#LifeSavingMatch

World Marrow Donor Day Social Media | Follow and share images from the WMDD's own social media channels. Feel free to use the WMDD media materials available on the event website, too.

[Facebook](#)
[Twitter](#)
[Instagram](#)
[WMDD Media Materials](#)

Social Messaging | Please use the language below as a starting point for your own social promotions around WMDD. Consider tagging WMDD's profiles in your social posts, too.

It is critical that you adjust the language to be in your own authentic voice. For instance, add in your own short story or share why you care about the mission.

Remove the green instructional copy before posting

- **One to two weeks prior to the event**
 - World Marrow Donor Day is coming up! Thank you to everyone who has stepped up to give someone a second chance at life. You can take the pledge and join this life-saving community on [\[insert local drive information here\]](#). #WMDD #ThankYouDonor #BeTheMatch
- **Day before the event**
 - Tomorrow is World Marrow Donor Day - join me and honor all of the selfless people who've joined the registry. Applaud all of those who have matched and gone on to donate! [\[Add in a short description of why you are a passionate mission supporter here\]](#) #WMDD #ThankYouDonor #BeTheMatch

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➤ Day of the event

- Happy World Marrow Donor Day! Thank you to the 30 million registry members across the globe! We are truly grateful for your dedication to helping patients in need of a marrow transplant. [A shout out to local Be The Match donor <insert name and short sentence here about the person>]. #WMDD #ThankYouDonor #BeTheMatch
- 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
Join this community today at [insert local drive information here].
- Happy World Marrow Donor Day! Many people are unaware of the need and process for marrow donation. Help spread the word of the life-saving impact donation can have. Encourage others to visit BeTheMatch.org to learn more and join the marrow registry. #WMDD #ThankYouDonor #BeTheMatch

Social Graphics | Use the following graphics when communicating to your social audiences. All graphics were emailed from CommunityEngagement@nmdp.org to reps in early August, and can also be downloaded on Rsource.

➤ WMDD 2017 Social Share Graphic

- Download full-size graphic on Rsource
- Share this image on any social platform while communicating the key messages above



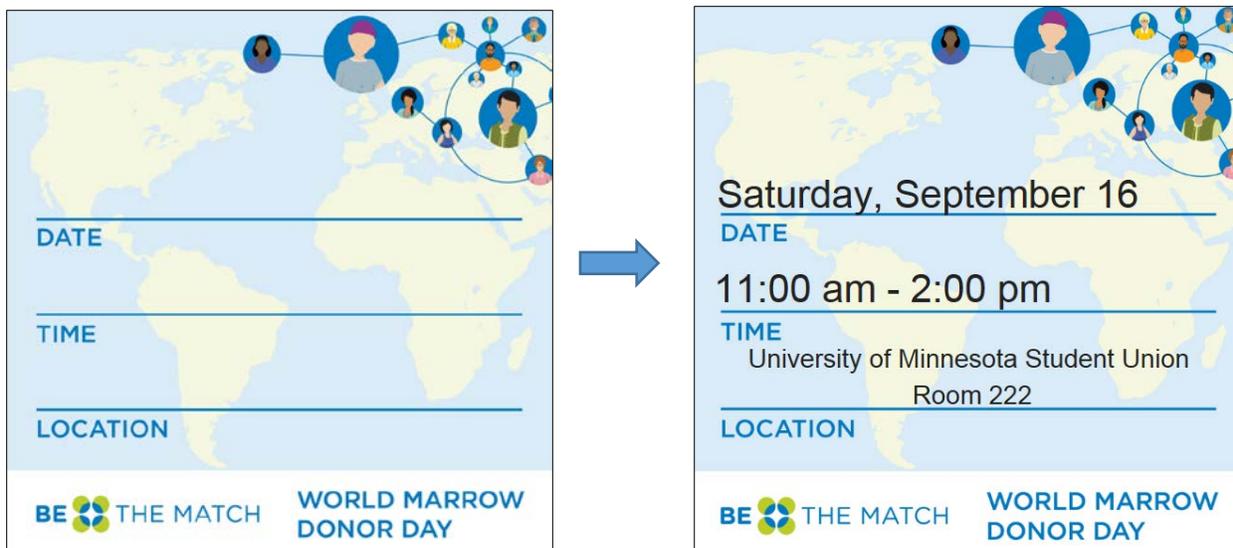
➤ WMDD 2017 Customizable Social Invite: Follow these easy instructions to customize this graphic with your own event details!

- Download the full-size graphic from Rsource to your computer
- Open the Microsoft Paint program on your computer
- Click the “paste” button in the top left corner and choose the “paste from” option
- Select the customizable graphic from a saved location on your computer; it will then pre-populate into the work space
- Select the text button and use your cursor to insert your text over the corresponding areas

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- Save your completed graphic and post on your social profiles! Include more specifics about the event in the accompanying social post copy.



➤ WMDD 2017 Facebook & Twitter Cover Images

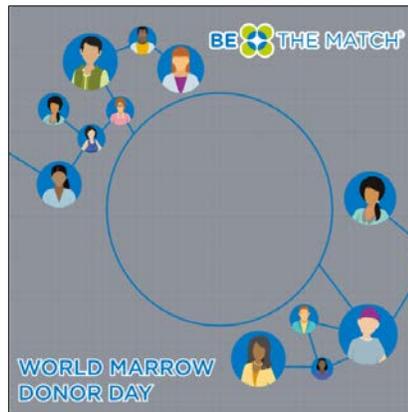
- Download Twitter profile and Facebook cover images on Rsource
- Replace your Twitter profile and Facebook cover images on Sept. 16



➤ WMDD 2017 Facebook Profile Frame: Look for a Facebook profile frame from Be The Match for WMDD! We will make a special Facebook profile frame available on Sept. 16. Here's how you find it to update your Facebook image:

- **On Sept. 16**, hover over your Facebook profile image and click "Update Profile Picture"
- Click "Add Frame"
- Search for "Be The Match" and select the frame pictured below
- Position the frame over your profile image and click "Use as Profile Picture"
- Encourage your network to do the same!

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- **WMDD 2017 Snapchat Geo-filter:** Geo-filtering is an easy, affordable way to enhance your event-day participation! For just a few dollars, event visitors can snap a photo at the booth and send the image with this filter to friends and family.
 - **Step 1:** Download the geo-filter from Rsource
 - **Step 2:** Save the geo-filter graphic on your computer
 - **Step 3:** Go [here](#) to set up your on-demand business geo-filter and click “upload” under the “upload your own” section
 - **Step 4:** On the next page, select the timeframe that your geo-filter will be available
 - **Step 5:** Outline the geographic parameters (the “fence”) within which the geo-filter will display



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- **WMDD 2017 Infographic:**
 - Download infographic on Rsource
 - Share this infographic on any social platform while communicating the key messages above



WMDD 2017 Printable Sign: Print this PDF, laminate it and encourage participants to hold it in their event-day selfies.

- Download PDF on Rsource



Questions? Contact CommunityEngagement@nmdp.org