Each year thousands of Australian lives are saved and transformed through the generosity of living and deceased organ and tissue donors and their families that agreed to donation.

Join us on DonateLife Thank You Day in saying 'thank you'.
What is DonateLife Thank You Day?

DonateLife Thank You Day is a national day to pay tribute to all Australians who make organ and tissue donation possible.

An initiative of the Organ and Tissue Authority (OTA), DonateLife Thank You Day provides an opportunity for all Australians to reflect on the importance of organ and tissue donation by simply saying ‘thank you’ and registering a decision to one day save lives at donatelife.gov.au

We are inviting all Australians to take part in DonateLife Thank You Day by:

❤️ creating or sharing a ‘thank you’ message on your social media channels. It’s a great way to say thanks to all living and deceased organ and tissue donors, and their families, for their generosity which saves and transforms the lives of others.

❤️ showing your support for organ and tissue donation by joining the Australian Organ Donor Register at donatelife.gov.au.

This Supporter Kit provides suggestions on how you can share a message of thanks on social media. We also provide ways you can help us to promote awareness of the Day to inspire others to take part.

Why is DonateLife Thank You Day important?

Each year thousands of Australian lives are saved and transformed through the generosity of living and deceased organ and tissue donors and their families that agreed to donation.

Australians of all ages, faiths and cultural backgrounds can one day be in need of an organ or tissue transplant.

DonateLife Thank You Day is an opportunity for the Australian community to collectively say ‘thank you’ to all the individuals and their families who make donation possible. Their stories inspire us all to register at donatelife.gov.au and discuss our donation decisions with family and friends.

The gift of donation has far-reaching effects, benefiting both transplant recipients and their loved ones. For those waiting for a transplant, organ and tissue donation can mean the difference between life and death, being healthy and sick, between seeing and being blind, or between being active and never walking again. It enables people to resume an active life in their family, their workplace, their school and their community.

Families of deceased donors play a crucial role in the donation process because they are asked to confirm the donation decision of their loved one and provide vital health information about their loved one.

Families also help the broader community understand the donation process by generously sharing their stories with the public. In doing so, these families help to educate the public about the donation process and the comfort that it can bring amid a tragic situation.
Help us promote the Day

Help spread the DonateLife Thank You Day message by participating in one or more of the following activities in the lead up to DonateLife Thank You Day:

- Create and post a message to say thanks to all donors and their families on your social media accounts. Alternatively you can simply share, retweet or regram content posted by DonateLife. Remember to use the hashtags #ThankYouDay #DonateLife #makeitcount.

- Show your support for organ and tissue donation on DonateLife Thank You Day by registering your willingness to one day save lives at donatelife.gov.au.

- Once you’ve registered your donation decision, share your decision with family and friends and encourage others to register to save lives today.

- Print and display the DonateLife Thank You Day poster in your workplace, school or community centre (or ask a local hospital or medical centre to display it for you).

- Ask your local media outlets (newspaper, magazine or radio station) to get behind DonateLife Thank You Day, including through their social media channels.

Social media

Social media will play an important role in ensuring that the DonateLife Thank You Day message reaches a wide audience. Here are some ideas about how you can help to promote the DonateLife Thank You Day campaign on Facebook, Twitter, Instagram and Snapchat.

Follow us

Make sure you follow and like us on social media – encourage your friends and supporters to follow us too!

Facebook

www.facebook.com/DonateLifeAustralia – Like and share our page

Twitter

@DonateLifeToday

Instagram

@DonateLifeToday

Storify

storify.com/Donatelife/donate-life-thank-you-day-2017

What we want people to know

Sunday 19 November is DonateLife Thank You Day, a national day to pay tribute to all Australians who make organ and tissue donation possible.
Say thank you – share your message

As part of DonateLife Thank You Day, all Australians are invited to create and share thank you messages, selfies and video messages via their own personal social media accounts, with the purpose of raising awareness about the life-changing benefits of organ and tissue donation.

Sharing your message of thanks will help to highlight the important role of Australia’s organ and tissue donors, their families who have agreed to donation, and the world-class clinical teams that make organ and tissue donation possible.


In these ways, you will be able to:

1. Show your support by posting about DonateLife Thank You Day;
2. Share your thoughts on organ and tissue donation;
3. Share thank you messages posted by other people. Remember to post your message of thanks as a public message, so that they reach a broader audience.

If you or a loved one is a transplant recipient, you might like to thank your donor, their family, the doctors or a special friend or family member who helped along your transplant journey. To protect anonymity and confidentiality, we ask that transplant recipients do not mention the date of the transplant or the name of the hospital where the transplant took place. We encourage all transplant recipients to refer to the Correspondence Guidelines for transplant recipients, which can be viewed on the DonateLife website.

DonateLife Hashtags

Here are the campaign hashtags we encourage you to use when posting about your support for DonateLife Thank You Day:

#ThankYouDay  #DonateLife  #makeitcount

Hashtags can be used on Facebook, Twitter and Instagram. Hashtags are like keywords that can be used to organise posts or tweets. They let posts be searched and grouped together.

By including your hashtag in a post or tweet, you are automatically joining the national conversation surrounding #ThankYouDay.

Check out the #ThankYouDay hashtag to read other thank you messages that people have shared. In addition to on your social media channels, your post will appear in our Storify feed on the DonateLife website, with all other posts containing the same hashtag. You will be able to follow the story on donatelife.gov.au/thank-you-day.
Say thank you – share your message

**Write a message**

Your message could be something like:

**Facebook and Instagram**

Sunday 19 November is DonateLife #ThankYouDay. Thank you to all Australians who make organ and tissue donation possible. #makeitcount

A transplant saved my life. To my donor and their family, and to all the others who have made this generous decision, thank you. #ThankYouDay #DonateLife #makeitcount

One day someone I know may need a life-saving transplant. Thank you to all those generous donors and their families for saving lives through the gift of donation. #ThankYouDay #DonateLife #makeitcount

This Sunday 19 November is DonateLife #ThankYouDay. Let’s show our thanks by registering our own decision to save lives through organ and tissue donation. Visit www.donatelife.gov.au/thank-you-day #DonateLife #makeitcount

**Twitter**

These messages are 140 characters or less:

Sunday 19 November is #ThankYouDay to honour all who make organ & tissue donation possible #DonateLife #makeitcount www.donatelife.gov.au/thank-you-day

This #ThankYouDay I say thanks to donors & their families who save and improve lives #DonateLife #makeitcount www.donatelife.gov.au/thank-you-day

I joined the Australian Organ Donor Register on #ThankYouDay to show thanks to donors and their families #makeitcount www.donatelife.gov.au

**Create a video thank you message**

Create and upload your video message of thanks on social media as a public post using #ThankYouDay.

We recommend to keep it short – 15 seconds or under is best.
Resources

1 Poster
You can download the DonateLife Thank You Day poster from [www.donatelife.gov.au/thank-you-day](http://www.donatelife.gov.au/thank-you-day), and display it in your workplace or business.

2 Email signature

3 Online banner
A web banner is available for your use. You can download this banner from [www.donatelife.gov.au/thank-you-day](http://www.donatelife.gov.au/thank-you-day).

4 Social media tiles
Pre-prepared social artwork is available for your use. You can access these at [www.donatelife.gov.au/thank-you-day](http://www.donatelife.gov.au/thank-you-day).
Thank you for your support in encouraging people in your community to join the Australian Organ Donor Register to save lives.

Contact us to discuss your plans for DonateLife Thank You Day 2017, to find out how we can support your activities and to learn about other ways you can get involved.

**Organ and Tissue Authority**  
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PO Box 295 Civic Square ACT 2608  
**T** 02 6198 9800  
enquiries@donatelife.gov.au

**DonateLife ACT**  
Canberra Hospital  
Building 6, Level 1, Yamba Drive  
Garran ACT 2605  
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**F** 02 6244 2405  
organ.donation@act.gov.au

**NSW Organ and Tissue Donation Service**  
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**F** 02 8566 1755  
esihd-nsworgandonation@health.nsw.gov.au

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donatelifelseqld@health.qld.gov.au

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**DonateLife TAS**  
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**DonateLife VIC**  
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[donatelifegovau/thank-you-day](https://donatelifegovau/thank-you-day)