

# UNITED DONOR DAY

## DECEMBER 1, 2020

Join us in breaking the Guinness World Record for most organ donation enrollments in 8 hours.



**Did you know** that New York has the second lowest organ donor enrollment rate in the nation? Only **40.7%** of New Yorkers are currently enrolled. Meanwhile, nearly **9,000 New Yorkers** are on the waiting list, hoping for a lifesaving match.

United Donor Day is on a mission to change the poor enrollment rate in New York, and set the **Guinness World Record** for the most organ donor enrollments in 8 hours! We have declared December 1, 2020, as United Donor Day. To beat the record, we need **over 22,311 donors**. The good thing is that anyone over the age of 18 is eligible to enroll.

We have partnered with **Donate Life NYS**, who will provide us with a secure enrollment link, to be released on **December 1, 2020 at 9am EST** via our website, newsletter, and social channels.

Through this **link**, donors can safely and confidentially enroll.

## Get involved!

**uniteddonorday.com**  
**info@uniteddonorday.com**



@uniteddonorday



facebook.com/uniteddonorday

# Your next steps:

1.

**Save the date:**

**December 1, 2020**

from 9am - 5pm EST

2.

**Sign up on the website.**

This is how we send you our enrollment link.

3.

**Spread the word!**

Share with your friends, families, colleagues. Check out our resources below.

4.

**Enroll on December 1, 2020.**

This is the crucial step! You **MUST** enroll on December 1 between 9am and 5pm EST.

## Some ways to spread the word:



- Sign up for our newsletter and forward it to your friends
- Follow us on Instagram (@uniteddonorday) and Facebook and share our posts
- Print and share our flyers with your local community
- Share United Donor Day with publications, newsletters, and forums
- Ask local businesses to display the code, discuss the possibility of cross-promotion for enrollment
- Think outside of the box! How can you best connect with your community, and convince them to support our cause?

Remember the bottom line: **We need 23,000 people to enroll via our website on December 1, between 9am to 5pm.**

# Why is it important to enroll in New York?

When a person is in need of an organ or tissue donation, **several factors** must be considered when looking for a match. Depending on the needs of the patient, conditions like blood type, body size, and distance between hospitals can impact the likelihood of finding a donor.

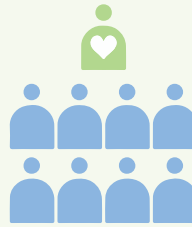
Therefore, it is of utmost importance to **widen the pool** of potential donors in New York so the recipients on the waiting list have a chance.

**United Donor Day is here to help.** Check out these other facts about organ donation in New York below



**Anyone age 18+ can join the NYS Donate Life Registry!**

No one is too old or too sick to register.



**One organ donor can save 8 lives**

and heal 75 more through eye and tissue donation.



**All major religions**

support organ and tissue donation, viewing it as an act of love and generosity.



**Every 10 minutes**

another person is added to the national transplant waiting list.



**The decision to donate does not interfere with medical care**

Donation becomes an option only after death has been determined.



**1,700 New Yorkers**

have been waiting more than five years for an organ transplant.



**There is no cost to the donor's family or estate**

for organ and tissue donation. Costs related to donation are paid by the recipient, usually through insurance.



**More than 9,100 New Yorkers are waiting**

for lifesaving organ transplants.

# Did you know...

That just one donor can  
save up to **8** lives?

That close to **9,000** New Yorkers  
are waiting for an organ donor?

That you can help save a  
life **AND** beat a world record?




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most organ donor enrollments  
in **8** hours!

Learn how here:

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**SCAN**



**SCAN**



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world record!**  
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# United Donor Day - Style Guide

## Logo

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MULTI-COLOR



REVERSED



SOLID COLOR



## QR Code

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Links to [uniteddonorday.com](https://uniteddonorday.com)



## Fonts

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Regular Paragraph Style:

Proxima Nova

Regular, **Bold**, **Extra Bold**

**Header Style:**

**Archivo Black Regular**

## Colors

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Light Blue

C 4  
M 2  
Y 0  
K 3

Sky Blue

C 40  
M 20  
Y 0  
K 0

Dark Blue

C 81  
M 67  
Y 53  
K 49

Light Green

C 2  
M 0  
Y 5  
K 2

Medium Green

C 16  
M 0  
Y 32  
K 0

Leafy Green

C 40  
M 0  
Y 79  
K 0

Light Pink

C 2  
M 17  
Y 3  
K 2

Medium Pink

C 7  
M 50  
Y 10  
K 5

Magenta

C 11  
M 84  
Y 16  
K 8