Ideas for Using Materials

• Share extensively across all social media platforms. Encourage your donors and others to do the same

• Post on your website and other ‘owned’ media

• Play to donors waiting to give blood, or in the post-donation refreshment area

• Encourage your health ministry, related government departments and any businesses, churches, places of education or other partners to feature the materials and share with their networks

• Give the song/music video to local commercial media outlets (radio, TV) to play on and around World Blood Donor Day

• Record your own versions (using donors, patients and/or staff) and offer to local media (see ‘Make Your Own’ section for examples of this)

• Organize a live performance of the song – involving staff, donors or patients - as a media event as part of your WBDD celebrations.

• For all of the above, adapt the draft press release to engage your radio, television and encourage them to cover the event.