

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.