

# TALKING ABOUT DONATION: DO'S & DON'TS

## DO

- Share a story
- Add blue and green
- Incorporate a call to action
  - Registry!
  - Learn More!
- Use the correct logo and website
  - DonateLifeKY.org or RegisterMe.org
- Be creative!

## DON'T

- Depict a car or freak accident
- Be gory/Portray blood
- Say harvest or cadaver
  - Use recover and donor!
- Use a cooler

