

EYE DONATION MONTH 2020

Eye Bank Preparation Checklist

[click to visit website](#)

SEPTEMBER 2020

- 1. Send request to state and local government officials asking that they proclaim November as Eye Donation Month. Use the sample [Proclamation Letter](#) to get started.
- 2. Gather stories from donor families and transplant recipients to share on social media during Eye Donation Month. Get approval to share publicly on social media pages, website, and email.
- 3. Ask eye bank staff to record short video interviews (using their phones) telling their story about why they work in eye banking, what it means to help [#restoresight](#), etc. Use videos on social media pages throughout Eye Donation Month – tag [EBAA \(@restoresight\)](#) for sharing!
- 4. Review the [Eye Donation Month website](#) for this year’s promotional materials and tools.

SEPTEMBER / EARLY OCTOBER 2020

- 1. Prepare local media list for press release distribution.
- 2. Write press release and distribute, giving media time to prepare for stories; use the [sample press release](#) to get started.
- 3. Continue gathering stories from donor families and cornea transplant recipients.
- 4. Download the campaign graphics to announce on social media and on website that Eye Donation Month is coming in November.
- 5. Contact local hospital and surgery centers asking if an Eye Donation Month advertisement can be placed on their waiting room television monitors. [Download TV monitor graphic](#).
- 6. Invite Eye Bank supporters to a “State of the Eye Bank” event on Zoom. Use the Eye Donation Month [Zoom background](#) that is available on the Eye Donation month website.
- 7. Inform staff about the “Eye Donation Month is Everywhere” social media campaign. Start taking pictures of the button to post on social throughout November with [#EyeDonationMonth](#) and tagging [@RestoreSight](#).

EYE DONATION MONTH 2020

Eye Bank Preparation Checklist cont.

NOVEMBER 2020

- 1. Add the Eye Donation Month email signature to all staff emails.
- 2. Add the Eye Donation Month video to social media pages – “pin” it to the top of the page!
- 3. Add the Eye Donation Month frame to your personal Facebook profile picture and encourage staff to do the same.
- 4. Use the Eye Donation Month “stickers” for your Instagram stories and the EDM frame on Facebook stories.
- 5. Use the Eye Donation Month social media graphics on your social media pages throughout the month.
- 6. Add the Eye Donation Month [Zoom background](#) to Zoom account and use for all virtual meetings.
- 7. Re-distribute the press release to local media announcing Eye Donation Month: call key reporters to discuss local story angles and local donor families / transplant recipients.
- 8. Dedicate a day to celebrating staff—in person or virtually – thanking them for their commitment to restoring sight and acknowledging their vital role in community of compassion.
- 9. Post “Eye Donation Month is Everywhere” photos with the Eye Donation Month button. Use [#EyeDonationMonth](#) and tag [@RestoreSight](#).

