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D3.3 Event website

World Marrow Donor Day 2019

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WORLD
MARROW
DONOR
DAY



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Background on World Marrow Donor Day

World Marrow Donor Day (WMDD) is celebrated globally on the third Saturday of September. In 2019, WMDD was held on Saturday 21 September. This special day was celebrated in more than 50 countries around the world, reaching hundreds of thousands of people and resulting in a great deal of media coverage. The campaign, which originally was held as a European event in Italy, Spain, France and Belgium, was expanded by the World Marrow Donor Association (WMDA) to a worldwide celebration in 2015.

The first and main objective of WMDD is to thank all donors worldwide. Unrelated donors, family donors, cord blood donors, donors who already have donated, and donors who are in the global registry waiting to donate. The second objective is to raise awareness among the general public and decision-makers about being a stem cell donor and the impact of blood stem cell transplantation on patients' lives. For many children and adults in need of a transplant we are unable to find a match within the global registry of 36 million donors and therefore, more potential volunteer donors need to be recruited. The webpage of World Marrow Donor Day, includes all materials to promote WMDD and memories of the WMDD 2019.

<https://worldmarrowdonorday.org/>



Home page World Marrow Donor Day 2019

This dedicated website, hosted by WMDA, for WMDD 2019 includes practical information relating to events to mark WMDD globally, as well as information and resources that support member registries to understand and promote the key theme of WMDD in 2019: **the recruitment of donors for patients in areas of the world where demand is large and growing**. The website also serves as a forum to celebrate worldwide success.

The website covers the following topics:

- Shows events of World Marrow Donor Day 2019
 - For registries worldwide: option to add events
- What is a marrow donor?
- Why World Marrow Donor Day?
- Thanking all donors worldwide
- Subscribe to the newsletter
- Media materials
- Share your story – Patient and donor stories
- Get involved on social media
 - Get connected and inspire others! Use hashtag #wmdd2019 or #thankyoudonor

On the following pages, please see the screenshots of the website and a few of the many examples how the global community celebrated WMDD 2019.



THANK YOU! DONOR

WORLD MARROW DONOR DAY 2019 **SEPT 21ST 2019**

[SHOW EVENTS](#) [ADD EVENT](#)

WHAT DOES YOUR FAMILY T...
Is your family worried about your health and are they against you...
[READ STORY](#)

DONOR STORIES

WHAT IS A MARROW DONOR?

A marrow or blood stem cell donor is a volunteer adult person who is willing to donate cells for blood stem cell or marrow transplantation. Some donate to a family member, others donate to a patient somewhere in the world and who is not a family member.

[MORE INFORMATION](#)

WHY WORLD MARROW DONOR DAY?

To thank all donors worldwide: Unrelated donors, family donors, cord blood donors, donors who already have donated, and donors who are on the global registry waiting to donate. To raise awareness among the general public and decision-makers about being a stem cell donor and the impact of blood stem cell transplantation on patients' lives.

[MORE INFORMATION](#)

THANKING ALL DONORS WORLDWIDE

35,578,454
DONORS

782,929
CORD BLOOD UNITS

SUBSCRIBE TO OUR NEWS LETTER

Email Address


[SUBSCRIBE](#)

Click here for our latest Newsletter

MEDIA MATERIALS

Download our media materials to support WMDD or to start your event.

[VIEW NOW](#)



World Marrow Donor Day
17.09.2016

Deutsche Stammzellspenderdatei e.V.

SHARE YOUR STORY!

Patient and donor stories

[READ MORE](#)

GET INVOLVED:

Get connected and inspire others! Use hashtag #wmd2019 or #thankyoudonor

[SHOW MORE](#)

[SEE ALL](#)

[BECOME A DONOR](#) → [GET INVOLVED](#) → [MEDIA MATERIALS](#) → [CONTACT](#) →



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Examples of how the global community celebrated WMDD 2019

WMDA Office – The Netherlands



Light Red, Blue and White

For the 5th celebration of WMDD, the WMDA office team has lighted up the Lighthouse in Noordwijk (NL) during the WMDA 25th anniversary meeting.

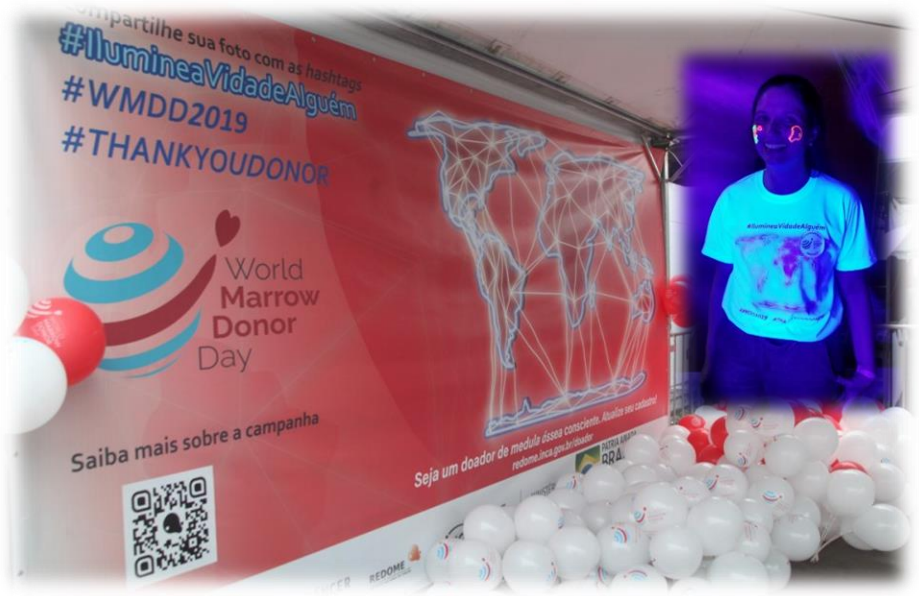
#LightRedBlueWhite was launched as a special campaign opportunity for WMDD 2019. The aim was that many organisations would follow and light up their city landmarks in red, blue and white on 21 September 2019 to attract public attention for the purpose of thanking all blood stem cell donors.

Registro Nacional de Doadores Voluntarios de Medula Ossea (REDOME) - Brazil

Lights Someone's Life

With the theme “Lights Someone’s Life” – a Brazilian version of the #LightRedBlueWhite campaign – REDOME team organised an awareness-raising action with the Flamengo (a soccer team very famous in Brazil and abroad) with one of the biggest soccer fans in the world. The event occurred on 21 September at Maracanã Stadium (Rio de Janeiro – Brazil). The stand set up by REDOME was a partnership with the Flamengo Social Responsibility department.

The event also featured a child and adult race and many music concerts. REDOME team distributed balloons and stickers along with an invitation for the target public to celebrate the date. Prior to the Race awards, REDOME’s coordinator Danielli Oliveira and the donor André Matos took the stage to say a few words about bone marrow donation.



Registro de Donantes de Médula Ósea (REDMO) - Spain

*A match 4 a life*

There is a person somewhere in the world who might be compatible with you. When you find your match, something magical happens ...

If so many millions of people around the world spend so much time trying to find their match in love, why not try doing the same to save a life?

'A match 4 a life' is a campaign by the National Transplant Organization (ONT) and the Josep Carreras Foundation to promote bone marrow donation and improve public awareness about the process.

Gift of Life Marrow Registry - United States of America

Gift of Life Level Up For Life

Gift of Life Marrow Registry has teamed up with Misfits Gaming and the Florida Mayhem to hold a 24-hour online Swab-a-Thon. Dozens of top gamers from around the world have streamed live on Twitch and encouraged their followers to "Level Up For Life" and join the registry. A watch party was held at University of Florida's GatorLAN gaming facility as Gift of Life's Campus Ambassadors come out to support "Level up for Life" at UF and other campuses across the U.S.



National Registry of Hematopoietic Stem Cells Voluntary Donors (RNDVCSH) - Romania



Give a chance to life!



From 20 - 22 September, the seventh edition of the “Give a chance to life!” campaign was scheduled in Bucharest and 15 other towns in Romania.

The purpose of this year’s campaign was to bring to the public’s attention and raise awareness on the importance of enrolling in RNDVCSH.

On the evening of 21 September 2019, World Marrow Donor Day was celebrated with messages of gratitude for the already registered donors, as well as the importance of active involvement in increasing the number of registered Romanian donors.

The fountains from the Union Park where be illuminated in the WMDD colours.

Italian Bone Marrow Donor Registry (IBMDR) – Italy

Match it Now 2019

More than 180 events developed all around Italy (squares and cities) in order to disseminate correct information regarding bone marrow and hematopoietic stem cells donation and raise social awareness; during these events the possibility for youngers to be screened for the Italian Bone Marrow Donor Registry enrollment was ensured. The online campaign included influencers who showed in their videos that giving stem cells does not have to hurt

A record number of donors were recruited.

MATCH IT NOW! 21/29 SETTEMBRE 2019
SETTIMANA NAZIONALE PER LA DONAZIONE DEL MIDOLLO OSSEO E CELLULE STAMINALI EMOPOIETICHE



The Sunflower Fund – South Africa

*Three major cities*

The Sunflower Fund has organised celebrations across South Africa's three major cities – Cape Town, Durban and Johannesburg – and included:

- 2 blood stem cell donor drives on WMDD (Cape Town and Durban)
- Pink Fire Engine called Hope launched on WMDD
- Aquarium Dive with thank you banner (Cape Town)
- Flash mob in Melrose Arch – a high foot traffic location (Johannesburg)
- Thank you donor banners at four locations including banners at Chris Hani Baragwanath hospital (worlds 3rd biggest hospital) (Johannesburg)

South African Bone Marrow Registry (SABMR) – South Africa

#Thankyoudonor High Tea

The South African Bone Marrow Registry celebrated World Marrow Donor Day by having a High Tea Celebration on 21 September to thank all stem cell and bone marrow donors for being someone's tomorrow. This Celebration was at The Winchester Mansions in Sea-Point, Cape Town. This #thankyoudonor – High Tea is one of three High Teas that will be happening in the course of 2 years. Next stop will be Durban and then Johannesburg.



Ezer Mizion Bone Marrow Donor Registry – Israel



#Vote for Life on Israeli Election Day

The Election Day for the Israeli parliament was held on 17 September 2019. This day gives all citizens the opportunity to exercise their civil right and affect their future. Choosing to join a Bone Marrow Donor Registry gives one the chance to effect patients' future and save lives!

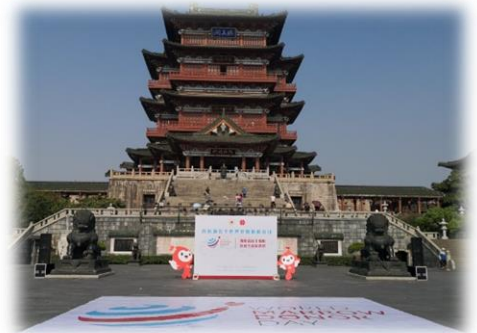
Israel is a home for diverse ethnic groups such as Ethiopians, Arabs, Druze, Bedouin etc. The goal of Ezer Mizion registry is to represent the entire spectrum of our population and bring everyone together to celebrate WMDD in Israel with our #Vote for Life campaign.

We will go out on the Election Day with our #Vote for Life red trucks to polling station in different places around the country. The aim was to raise public awareness to stem cell donations among all populations, celebrate Israel's diversity and invite everyone to sign up and #Vote for Life.

China Marrow Donor Program – China

WMDD Celebrations all over China

This year's WMDD celebrations coincided with the 70th anniversary of the founding of the People's Republic of China, which resulted in major festivities all over the country. The Red Cross and the CDMP collaborated to express the love of the motherland and to thank all volunteer hematopoietic stem cell donors.



Statistics World Marrow Donor Day 2019

WORLD MARROW DONOR DAY



2019

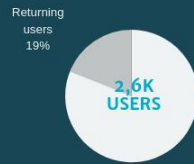
WORLD WIDE PARTICIPATION



WEBSITE USERS



8K PAGE
VIEWS



New users
81%

1.	 United States	609 (28.43%)
2.	 Brazil	191 (8.92%)
3.	 United Kingdom	149 (6.96%)
4.	 India	135 (6.30%)
5.	 Australia	114 (5.32%)

SOCIAL MEDIA IMPRESSIONS



41K



69K



15K

Evaluation on World Marrow Donor Day 2019

2019 was the year of the 5th anniversary of WMDD and this year was bigger and more beautiful than ever. It was a huge success, thanks to the WMDA community worldwide!

To celebrate this global success even more, WMDA is collecting WMDD 2019 impact reports including original photos, videos etc.) for the WMDD after movie. This movie will be released half November. In addition, all events and campaigns will be judged for the WMDD prizes on the following aspects:

- Social media participation, promotion and reach
- Originality
- Overarching theme to the campaign (Thank You Donor)
- Public / media relation use (radio, press newspapers, etc.)
- Use of WMDD materials and logo

The winners of WMDD 2019 will be announced in spring 2020. Usually, this will be on the annual WMDA spring meeting, but this time there will be a special webinar in April 2020.

World Marrow Donor Day in 2020

In WMDA's 3-weekly newsletter Stem Cell Matters issue 48 – October 2019, the call for joining the WMDD Task Force was promoted:

A promotional graphic for the WMDD Task Force. The top half has a dark grey background with white text. The bottom half has a teal background with white text and a red heart icon. The text includes a call to action, a list of requirements, and contact information.

Call for joining the WMDD Task Force
We will start to work on WMDD 2020 and we are looking for enthusiastic people to join the WMDD task force.

Do you:

- work for a national stem cell donor registry?
- have experience with or interest in social media/event management/PR?
- have a passion for working globally towards a common goal?

Please contact monique.joris@wmda.info via email.

19 September 2020
Join us in celebrating #WMDD2020

The next edition of World Marrow Donor Day will be on 19 September 2020.