



W M D D 2 0 2 1

WORLD MARROW DONOR DAY GLOBAL CELEBRATION

EU DELIVERABLE D2.4

Grant Agreement number: 101015514

Project acronym: SAVDON

Work Package number: WP1

Periodic report: 1st 2nd 3rd 4th

Period covered: 1st January to 31st December 2021

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Co-funded by
the Health Programme
of the European Union

This Deliverable D2.4 of an activity received funding under an operating grant from the European Union's Health Programme (2014-2020)."

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WORLD MARROW DONOR DAY GLOBAL CELEBRATION



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World Marrow Donor Day (WMDD) is a unique day to thank all donors who have signed up to donate blood stem cells, bone marrow or cord blood for patients in need of a transplant or have donated. WMDD is celebrated globally on the third Saturday of September. In 2021 this was September 18th.

For the second time in a row, WMDD was held virtually. This year the World Marrow Donor Association, main promotor and facilitator of the event, initiated a global 24-hour live stream to thank all donors worldwide. Participating organisations could send in content for this live stream in advance. This resulted in a beautiful celebration with content from all over the globe.

Preparations for WMDD 2021

The WMDA has set up a task force, that has met several times to set the concept for World Marrow Donor Day 2021. In addition, the WMDA membership was consulted at the March virtual meeting. All agreed that the day required promotion and will have to take place virtually. WMDA started promoting WMDD on social media several months in advance, intensifying frequency of posts upon nearing the event date. This year, [TikTok](#) was added as a new medium for promotion, next to the regular platforms: [Instagram](#), [Facebook](#), [Twitter](#) and [LinkedIn](#). Another initiative to prepare for WMDD was a webinar, given by three WMDD experts. The webinar can be viewed on YouTube (https://youtu.be/jCn1wQw6V_E). Through the [WMDD Newsletter](#) (<https://us13.campaign-archive.com/home/?u=9d6a603ef6bd5e9b7f89852e5&id=f5dbaf9471>) that was sent out 8 times before the event in 2021, people were informed about this year's WMDD activity and how they could participate. They were offered tools and materials to organise and promote their own events. All newsletters have been added in Appendix 1 in reverse order of appearance.



Twitter post 15 June 2021

24 Hour Global Livestream

To celebrate this virtual World Marrow Donor Day edition a 24-hour global livestream was initiated. Participants from all corners of the world sent in their contribution for this live stream to celebrate all blood stem cell donors globally. The live stream featured content from all continents and time zones. The videos of each hour will be uploaded to the WMDD website in the coming months with social media posts to promote them for (re)viewing. They are already available on the WMDD YouTube Channel (<https://www.youtube.com/channel/UChb9isEa9J0jthks7SJo61w/videos>).





Media Materials

WMDD provides a wide variety of media materials for the general public to promote their events and raise awareness with relatively low effort. These media materials include posters, flags, banners, social media headers, WMDD facts, infographics, and the WMDD logo translated in over 30 languages. The materials are available for download from the [WMDD website](#) and are used by many participants. See a selection below.

This year was the first year that WMDD also provided a [Social Media and Press Toolkit](#), which was valued very much by all participants.



Events and campaigns from all over the world

On September 18th, 2021 WMDD 2021 was celebrated globally. On this page: Portugal, Australia, Canada, USA, Germany, Paraguay, China, Thailand, and Philippines.



Bone marrow donor registry in need of signatures for cheek swab program

BY KERRY WARDROBICZ

PHOTOGRAPH BY FRANK SHERIDAN FOR THE BOSTON GLOBE

...The following has occurred through the efforts of several members, who are now looking to secure more than 100,000 signatures for a registry that would help save lives.

...The following has occurred through the efforts of several members, who are now looking to secure more than 100,000 signatures for a registry that would help save lives.



Thank you!

Tom,
stem cell recipient

DÍA MUNDIAL DEL DONANTE DE MÉDULA ÓSEA

18 de Septiembre



World Marrow Donor Day

Sep 18

FACT

Donating is less painful than you think - most donors say it was worth it to help save a life, and they would do it again.

I SUPPORT SAVING LIVES

POWER OF YES



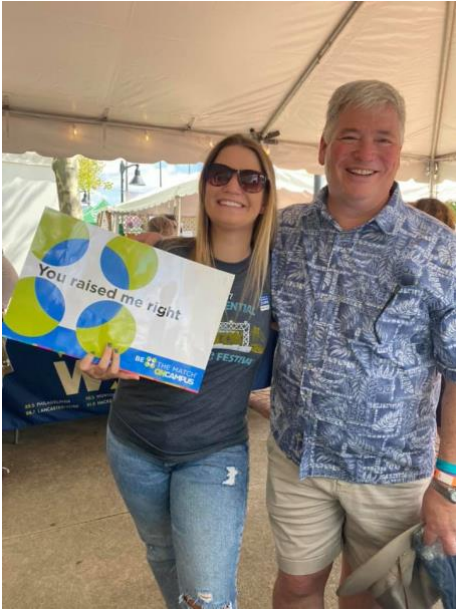
COMIC BOOK RELEASE!

CELEBRATING

GIFT OF LIFE
Marrow Registry

Events and campaigns from all over the world *continued*

On this page: India (2x), Greece, Hong Kong, Iran, USA (2x), Cyprus, Hungary, and Germany.



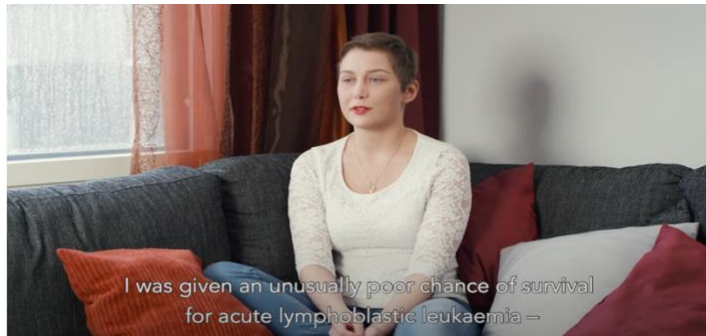
24 Hour Live Stream Content

This page shows an impression of the content in the 24-hour live stream. The live stream featured content from all over the world. Featured on this page is content from Japan, Australia, Canada, Czechia, Saudi Arabia, Mexico, and the United Kingdom.



24 Hour Live Stream Content *continued*

This page shows an impression of the content in the 24-hour live stream. The live stream featured content from all over the world. Featured on this page is content from Finland, Poland, Israel, Iran, Romania, Germany, Spain, and the Netherlands.





Donor and patient stories

World Marrow Donor Day provides a platform for donors and patients to tell their story. Coming up to WMDD 2021 4 new stories were shared, see: <https://worldmarrowdonorday.org/stories/>

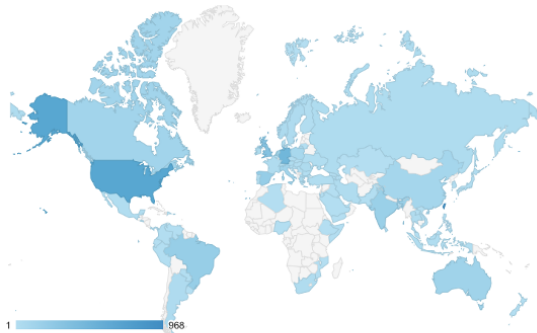


Many donors and patients took to the internet to share their stories and spread awareness on World Marrow Donor Day 2021. See some screenshots here:





Worldwide Participation



Website Statistics

Country	Users	% Users
1. Taiwan	968	21.81%
2. United States	651	14.67%
3. Germany	458	10.32%
4. United Kingdom	318	7.17%
5. Spain	205	4.62%
6. Brazil	195	4.39%
7. India	170	3.83%
8. Australia	131	2.95%
9. Netherlands	122	2.75%
10. Canada	119	2.68%



4.4K Users 85% New Users 13K Page Views

Social Media Impressions



20.6K



58.8K



28.9K

www.worldmarrowdonorday.org



WMDD 2021 Statistics

These numbers represent the statistics from the WMDD social media platforms and the WMDD website during WMDD.

The statistics and reach from organisations and individuals who participated in the celebrations are not reflected in these numbers. Taking into account all the activity the WMDD office staff noticed throughout the event, the reach of the global WMDD celebration is believed to be much higher.

The website statistics show a higher traffic in the Americas and Europe compared to Asia and Africa. What catches the eye is the large share of Taiwanese website visits. Explanation for this is probably the low number of COVID-19 cases in Taiwan in combination with the incredible amount of effort put in by the local registry for celebrating WMDD this year. Another point of interest is that 85% of users were first time visitors of the WMDD website. This supports the value of celebrating WMDD in order to keep increasing the number of stem cell donors and raise awareness.

Looking at the social media insights, a significant growth of 45% in Twitter traffic is observed, compared to 20K reach in 2020 (See EU Deliverable D2.4 WMDD 2020). Instagram impressions remained similar compared to last year (62K in 2020). Facebook saw a decrease of 44% (37K in 2020).



WMDD 2022

The WMDA office is working with a special WMDD Task Force, comprising of communication experts from several WMDA member organisations and WMDD pioneers to make the 2022 WMDD edition an even bigger success. In 2022 WMDD will be celebrated on Saturday 17th September.



WMDD prizes

Every year WMDA hands out 3 prizes; the WMDD Incentive prize, WMDD originality prize and WMDD grand prize, to the 3 organisations that have celebrated WMDD in an exceptional way.

A jury is formed and by the end of 2021, 3 nominees in each category will be announced. The winners will have the opportunity to present their campaigns to the WMDA membership via a special webinar, which will be scheduled in the first quarter of 2021. The winners of the previous years can be found on the [memory pages](#) of our website.

2020 winners were:

Grand prize: National Registry of Romania

Originality prize: REDOME (Brazil)

Incentive prize: DATRI (India)

You can watch the 2020 prize winners' celebratory video [here](#).



APPENDIX 1 – World Marrow Donor Day Newsletters 2021

1,053 Recipients

Audience: Stem Cell Matters

Delivered: Fri, 17 Sep 2021 12:09

Subject: WMDD Newsletter SUPPORT SAVING LIVES

View email · Download · Print · Share

293 Opened	64 Clicked	11 Bounced	1 Unsubscribed
---------------	---------------	---------------	-------------------

Successful deliveries	1,042	99.0%	Clicks per unique opens	21.8%
Total opens	836		Total clicks	176
Last opened	16/11/21 11:53		Last clicked	12/10/21 16:38
Forwarded	0		Abuse reports	0



WMDD 2021 'I support saving lives' landing page is live

In this newsletter:

- Landing page
- Link to the 24hr Live Stream program
- Facebook profile frames
- 24hr Live Stream link



'I support saving lives' landing page is live

[GO TO LANDING PAGE](#)

During the live stream, viewers will be asked to pledge their support to save lives on our special landing page and the page is already live now until Sunday.

Go take a look by clicking the button above.

Tomorrow, on the 18th of September, we will guide everyone to the WMDD 2021 landing page to pledge their support to saving lives. After that, they will be able to view the 24hr Live Stream. It would be really cool if you could have a button or link featured on the homepage of your organisation's website to guide people to the WMDD 2021 landing page.

24hr live stream program is online

[GO TO STREAM PROGRAM](#)

Find out when your organisation's movies are shown so you can promote this in your country and share it with family and friends. Be sure to tag people who feature in the movie to generate even more activity.

Facebook profile picture frames



We have created two new Facebook Frames. You can add these to your own (organisation's) facebook account through [Facebook Frame Studio | Facebook for Developers](#).

Or you can use the following links to promote them and add them to your profile picture:

www.facebook.com/profilepicframes/?selected_overlay_id=283983370150325

www.facebook.com/profilepicframes/?selected_overlay_id=239929291179998

Watch the 24h live stream on youtube



See you tomorrow!

We are really excited to present all the movies we received from all over the world. Thank you so much for your work! The result is amazing. We look forward to seeing you online to join all the action for this year's #WMDD2021.



Join us on **18 September**





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You are receiving this email as you have been identified as a WMDA member or expressed interest in World Marrow Donor Day.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

World Marrow Donor Day is an initiative of



Our mailing address is:

World Marrow Donor Association (WMDA)

Schipholweg 57, 1st floor

2316 ZL Leiden,

The Netherlands

+31 88 505 7900

mail@wmda.info

1,051 Recipients

Audience: Stem Cell Matters

Delivered: Wed, 15 Sep 2021 15:02

Subject: World Marrow Donor Day Newsletter

[View email](#) · [Download](#) · [Print](#) · [Share](#)

326 Opened	130 Clicked	23 Bounced	0 Unsubscribed
---------------	----------------	---------------	-------------------

Successful deliveries	1,028	97.8%	Clicks per unique opens	39.9%
Total opens	1,122		Total clicks	507
Last opened	7/12/21 11:52		Last clicked	29/9/21 10:06
Forwarded	0		Abuse reports	0



WMDD 2021 24hr Live Stream PROGRAM is online now

In this newsletter:

- Link to the 24hr Live Stream Program
- Media materials and tool kit



Live Stream program is online

[GO TO PROGRAM](#)

Find out when your organisation's movies are shown so you can promote this in your country and share it with family and friends. Be sure to tag people who feature in the movie to generate even more activity.

Media materials and tool kit

All media materials and a special social media tool kit are now available to help you create graphics and other means of communication to promote the 24 hour live stream and the 'I support saving lives' campaign on your own website and social channels.

Download the tool kit by clicking on the button below.

[SOCIAL MEDIA TOOL KIT](#)

See you Saturday!

We're really excited to present all the movies we received from all over the world. Thank you so much for your work! The result is amazing. We look forward to seeing you online to join all the action for this year's #WMDD2021.



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1,049 Recipients

Audience: Stem Cell Matters

Delivered: Wed, 01 Sep 2021 10:19

Subject: World Marrow Donor Day 2021 - Newsletter

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322 Opened	95 Clicked	12 Bounced	2 Unsubscribed
---------------	---------------	---------------	-------------------

Successful deliveries	1,037	98.9%	Clicks per unique opens	29.5%
Total opens	1,423		Total clicks	486
Last opened	15/11/21 7:53		Last clicked	27/9/21 20:17
Forwarded	0		Abuse reports	0



WMDD 2021 materials available now

In this newsletter:

- Thank you to our partners
- Media materials and tool kit
- WMDD 2021 landing page
- Streaming link

Our partners



For the first time we will celebrate WMDD with a 24 hour live stream.

A huge **THANK YOU** to our partners:

Gold partner: [time:matters](#)

Silver partners: [Royale International](#), [Be the Match](#) and [Gift of Life](#)

Bronze partners: [Gamida Cell](#) and [DKMS Life Science Lab](#)

Media materials and tool kit

All media materials and a special social media tool kit are now available to help you create graphics and other means of communication to promote the 24 hour live stream and the 'I support saving lives' campaign on your own website and social channels.

Download the tool kit by clicking on the button below.

[SOCIAL MEDIA TOOL KIT](#)

'I support saving lives' campaign



During the live stream, viewers will be asked to pledge their support to save lives on the special landing page we are creating (see image above).

After clicking the button 'I SUPPORT SAVING LIVES' two things will happen:

1. The number below the button will go up by one to show how many people have clicked it (the number will start counting from the number of donors already listed in WMDA Search and Match Service)
2. People will be sent to the next page where they can leave their personal details. They will have to add their country of residence and their data will be sent to the registry/registries in that country within one week after 18 September 2021. These registries can then send them more information on how to join the registry and become a donor or how they can show their support in other ways.

The image below is an example of the second page.

On the 18th of September we want to guide everyone to the WMDD Landing Page to pledge their support to saving lives. After that, they will be able to view the 24hr Live Stream.

It would be really cool if you could have a button or link featured on the homepage of your organisation's website to guide people to the WMDD2021 Landing Page.

In case you have an HTML based website, this is an example of embedded HTML code you can use to show the button on your webpage:

```
<a class="btn btn-primary" href="https://worldmarrowdonorday.org/">I SUPPORT SAVING LIVES</a>
```

Alternatively, you can add a picture with embedded link (<https://worldmarrowdonorday.org>). You can find the image to create a button on your website [here](#). But feel free to choose your own design or text.

The screenshot shows the World Marrow Donor Day website. At the top left is the logo for World Marrow Donor Day. In the top right, it says 'WORLD MARROW DONOR DAY'S GOLD PARTNER' and 'time:matters Your best match for life-saving transports'. The main heading reads 'Thank you! for taking the first step in saving lives' followed by '39,196,275 already have'. Below this is a registration form titled 'Receive more information' with fields for 'Dear Donors', 'Country', and 'E-mail address'. A red button says 'I ♥ SAVING LIVES'. To the right of the form is a video player showing a grey screen with a camera icon. Further right are buttons for 'Fundraise with us' and 'Learn more', and social media icons for YouTube, Instagram, and Facebook. At the bottom of the page, there are navigation links: 'BECOME A DONOR →', 'MEMORIES →', and 'ASK A QUESTION →', along with the World Marrow Donor Day logo.

Live stream link



We are going live in 17 days!

Currently we are compiling the program, which will be published in the youtube live stream description (follow the link by clicking on the video button) and on our website. You will be notified when the program is published so you can communicate the approximate time of your contribution with your community.

The banner features a teal background with a world map made of small squares. At the top left, it says '#WMDD2021' and 'Launching September 18'. In the center is a large red play button icon. To the right of the play button is a white graphic of a megaphone or speech bubble containing the text 'LIVE TEAM' and '24h'. At the bottom left is the World Marrow Donor Day logo. At the bottom right, it says 'Supported by Gold partner' and 'time:matters Your best match for life-saving transports'.



Join us on **18 September**



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mail@wmda.info

972 Recipients

Audience: Stem Cell Matters

Delivered: Mon, 05 Jul 2021 8:36

Subject: World Marrow Donor Day 2021 - Newsletter 5

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285 Opened	36 Clicked	5 Bounced	0 Unsubscribed
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Successful deliveries	967 99.5%	Clicks per unique opens	12.6%
Total opens	2,402	Total clicks	154
Last opened	7/12/21 14:56	Last clicked	13/9/21 18:24
Forwarded	0	Abuse reports	0

World Marrow Donor Day, 18 September, 2021
Participate in our WMDD 2021 24 hr live stream.

[View this email in your browser](#)



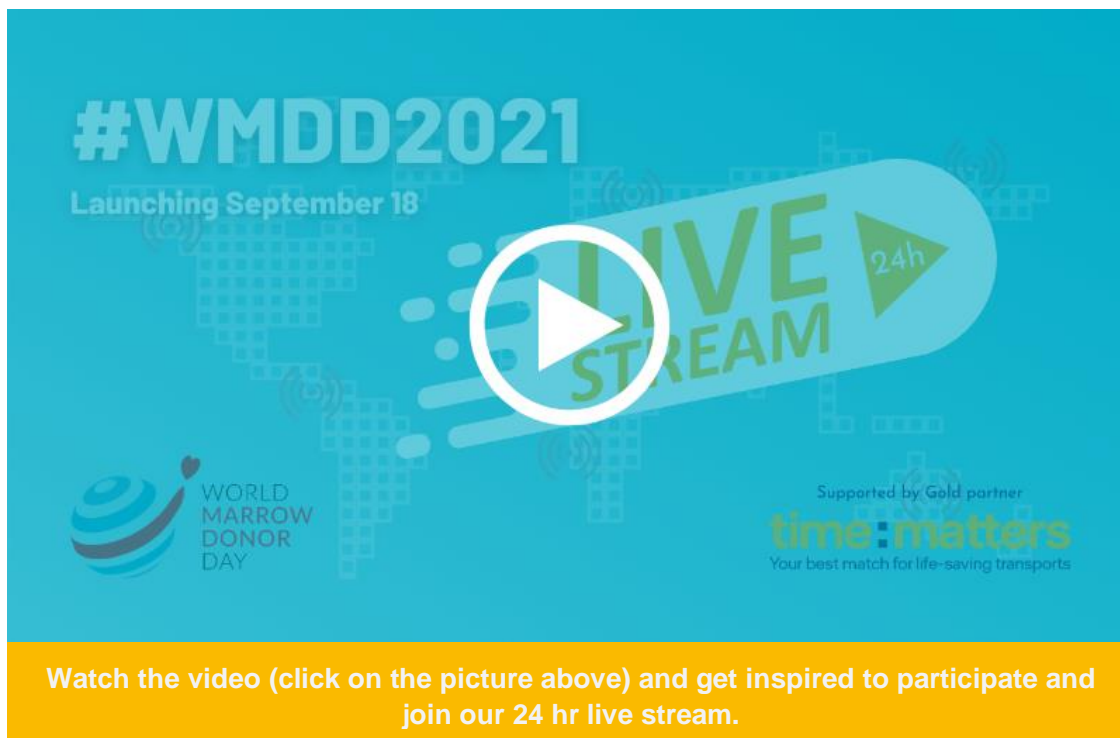
Participate in our WMDD 2021 24hr Live Stream

In this newsletter:

- Participate
- Authorisation form
- How to participate?
- Upload link and details how to submit your content



Participate!



#WMDD2021
Launching September 18

LIVE STREAM 24h

WORLD MARROW DONOR DAY

Supported by Gold partner
time:matters
Your best match for life-saving transports

Watch the video (click on the picture above) and get inspired to participate and join our 24 hr live stream.

Authorisation form

Please ask any of the subjects in your video content that you submit for the WMDD live stream to sign this authorisation form. In that way they can give consent for their image to be used during the live stream and also after the event as the live stream will be kept for viewing on Youtube and our website.

Download the form by clicking on the button below.

[DOWNLOAD THE AUTHORISATION FORM](#)

How to participate?

On September 18, 2021 WMDD will be held for the 7th time. Like last year, due to the COVID-19 pandemic, we aim to celebrate mostly virtual. While we are all still facing these challenging times, we are very excited about this idea to organise a 24 hr live stream to celebrate WMDD 2021.

WHY A LIVE STREAM?

In order to reach a global audience and to provide a platform for our community to participate in the celebration of WMDD 2021 virtually.

WHAT KIND OF CONTENT?

Mostly pre-recorded video content, not longer than 20 min, use your local/native language (but provide english subtitles), edited and ready to use.

You can think of:

1. Performances (i.e. music, spoken word, dance)
2. Actions (i.e. lighting up building, parachute jump, baking a WMDD cake)
3. Donor and patient stories or donor/patient meetings
4. Messages, speeches or interviews on various topics related to WMDD (i.e. from donors, patients, family members, physicians, couriers, politicians)
5. Any other interesting/entertaining content you can think of (i.e. Zoom or other virtual meeting recordings, TED talks)

WHERE WILL THE STREAM BE VISIBLE?

We will stream from the WMDD Youtube channel, on our website and on Facebook.

WHO CAN PARTICIPATE?

Anyone, any organisation can submit content. As long as the content is created around the general WMDD theme 'thank you donor', and as long as the instructions for creating content are followed as well.

See for more details and instructions on how to create content and how to submit it to us by clicking on the button below.

We invite you to kindly submit any engaging content based on the guidelines below by July 23, 2021

DOWNLOAD THE INSTRUCTIONS

How and where to provide the content?

Please follow the following steps to submit your content:

1. Make sure to fill out a content details form for each video you upload. The information you fill out on this form will help us to review your content and understand what it is about.
2. Please fill out this content details form in English.
3. Click the button below to go to the content details and upload form.
4. Upload your content/video file to the link that appears at the final page of the content details form. [Or click here.](#)
5. Thank you for your support!
6. If you have any problem with the form or with uploading your files, please contact us at mail@wmda.info.

We invite you to kindly submit any engaging content based on the guidelines by July 23, 2021

CONTENT DETAILS AND UPLOAD FORM



Join us on **18 September**



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The Netherlands

+31 88 505 7900

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978 Recipients

Audience: Stem Cell Matters

Delivered: Thu, 10 Jun 2021 9:09

Subject: World Marrow Donor Day 2021 Newsletter

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260 Opened	26 Clicked	9 Bounced	1 Unsubscribed
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Successful deliveries	969	99.1%	Clicks per unique opens	10.0%
Total opens	978		Total clicks	49
Last opened	11/11/21 14:21		Last clicked	23/7/21 21:16
Forwarded	0		Abuse reports	0

World Marrow Donor Day, 18 September, 2021
Participate in our WMDD 2021 24 hr live stream.

[View this email in your browser](#)

World Marrow Donor Day
2021, September 18

I Support saving lives

LIVE STREAM 24h

Supported by Gold partner
time matters
Your best match for life-saving transports

WORLD MARROW DONOR DAY

Participate in our WMDD 2021 24hr Live Stream

In this newsletter:

- Participate
- How to participate?
- Upload link and details how to submit your content



Participate!

A promotional banner for the WMDD 2021 Live Stream. The background is blue with a grid pattern and a large white play button icon in the center. Text includes '#WMDD2021', 'Launching September 18', 'LIVE STREAM 24h', 'WORLD MARROW DONOR DAY', and 'Supported by Gold partner time:matters Your best match for life-saving transports'.

#WMDD2021
Launching September 18

LIVE STREAM 24h

WORLD MARROW DONOR DAY

Supported by Gold partner
time:matters
Your best match for life-saving transports

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1. Performances (i.e. music, spoken word, dance)
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CONTENT DETAILS AND UPLOAD FORM



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The Netherlands
+31 88 505 7900
mail@wmda.info

983 Recipients

Audience: Stem Cell Matters

Delivered: Thu, 06 May 2021 15:35

Subject: World Marrow Donor Day 2021 - Newsletter 3

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259 Opened	18 Clicked	10 Bounced	1 Unsubscribed
---------------	---------------	---------------	-------------------

Successful deliveries	973	99.0%	Clicks per unique opens	6.9%
Total opens	1,191		Total clicks	74
Last opened	4/11/21 4:20		Last clicked	22/7/21 8:56
Forwarded	0		Abuse reports	0

World Marrow Donor Day, 18 September, 2021
Participate in our WMDD 2021 24 hr live stream.

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Participate in our WMDD 2021 24 hr Live Stream

In this newsletter:

- Watch the recording of our Inspire and Connect presentation
- How to participate?
- Upload link and details how to submit your content



WMDD 2021 Inspire and Connect presentation recording

"I support saving lives" campaign 2021

Button clicks are counted and shown on landing page as well as on the page with the form *I support saving lives (start count at 38+ million registered donors and cords)*

Once the form is submitted, the participant can choose to share a post about this campaign and WMDD to various social media to inspire others

During the WMDD Virtual Meetings week we received a very positive response to our idea of organising a 24 hr live stream celebration for WMDD 2021. You can watch the entire presentation or start at 11:40 to watch the part specifically about the WMDD 2021 24 hr live stream.

How to participate?

On September 18, 2021 WMDD will be held for the 7th time. Like last year, due to the COVID-19 pandemic, we aim to celebrate mostly virtual. While we are all still facing these challenging times, we are very excited about this idea to organise a 24 hr live stream to celebrate WMDD 2021.

WHY A LIVE STREAM?

In order to reach a global audience and to provide a platform for our community to participate in the celebration of WMDD 2021 virtually.

WHAT KIND OF CONTENT?

Mostly pre-recorded video content, not longer than 20 min, use your local/native language (but provide english subtitles), edited and ready to use.

You can think of:

1. Performances (i.e. music, spoken word, dance)
2. Actions (i.e. lighting up building, parachute jump, baking a WMDD cake)
3. Donor and patient stories or donor/patient meetings
4. Messages, speeches or interviews on various topics related to WMDD (i.e. from donors, patients, family members, physicians, couriers, politicians)
5. Any other interesting/entertaining content you can think of (i.e. Zoom or other virtual meeting recordings, TED talks)

WHERE WILL THE STREAM BE VISIBLE?

We will stream from the WMDD Youtube channel, on our website and on Facebook.

WHO CAN PARTICIPATE?

Anyone, any organisation can submit content. As long as the content is created around the general WMDD theme 'thank you donor', and as long as the instructions for creating content are followed as well.

See for more details and instructions on how to create content and how to submit it to us by clicking on the button below.

We invite you to kindly submit any engaging content based on the guidelines below by July 23, 2021

DOWNLOAD THE INSTRUCTIONS

How and where to provide the content?

Please follow the following steps to submit your content:

1. Make sure to fill out a content details form for each video you upload. The information you fill out on this form will help us to review your content and understand what it is about.
2. Please fill out this content details form in English.
3. Click the button below to go to the content details and upload form.

4. Upload your content/video file to the link that appears at the final page of the content details form. [Or click here.](#)
5. Thank you for your support!
6. If you have any problem with the form or with uploading your files, please contact us at mail@wmda.info.

We invite you to kindly submit any engaging content based on the guidelines by July 23, 2021

CONTENT DETAILS AND UPLOAD FORM



Join us on **18 September**



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Our mailing address is:

[World Marrow Donor Association \(WMDA\)](#)

Schipholweg 57, 1st floor

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+31 88 505 7900

mail@wmda.info

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Successful deliveries	959	99.9%	Clicks per unique opens	12.6%	
Total opens	753		Total clicks	66	
Last opened	19/11/21	12:30	Last clicked	24/3/21	7:46
Forwarded	0		Abuse reports	0	

World Marrow Donor Day, 18 September, 2021
Join our meetings in preparation for WMDD 2021

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Join our meetings in preparation for WMDD 2021

In this newsletter:

- Webinar Jumping Generations - Recruiting Gen Z
- Champions Ceremony - WMDD 2020
- Inspire and Connect - WMDD 2021



TikTok webinar

Join the always energetic and lively Ryan Peña, NMDP-Be the Match - Paid Media & Social Media Supervisor, for a live webinar on:

- How and why NMDP/Be The Match started using TikTok;
- How a viral video integration evolved our strategy;
- What you need to know about their Beta Ad program;
- Key learnings after our first year on the platform.

Not familiar with Tik Tok (yet)? Learn more on their website: <https://www.tiktok.com/>
The webinar will take place on Mar 16, 2021 14:00 CET. If this is too short notice, please register anyway and receive the recording to watch at your own convenience.

[REGISTER](#)

WMDA virtual meetings week

WMDA is preparing their virtual meetings week. The week will take place from March 22nd till March 26st, 2021. We planned 2 WMDD session:

- Champions Ceremony - WMDD 2020 (Thursday, March 23rd, 11:00 CET)
 - During this session, the winners of the WMDD 2020 prizes will be announced and each winner will give a short presentation about their 2020 celebration.
- Inspire and Connect - WMDD 2021 (Thursday, March 23rd, 15:15 CET)
 - Join the members of the WMDD Task Force as they present and discuss the plans for WMDD 2021. The meeting will include an interactive part where attendees can discuss, brainstorm, and give their input in small breakout rooms.

WMDA members can join this session live for free. Not yet a WMDA member, but interested to join? Contact the WMDA office: mail@wmda.info for more information. A recording will be available afterwards.

Find out more about the virtual meetings week by clicking the button below.

[VIRTUAL MEETINGS WEEK](#)



Join us on **18 September**



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267 Opened	41 Clicked	2 Bounced	1 Unsubscribed
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Successful deliveries	945	99.8%	Clicks per unique opens	15.4%
Total opens	925		Total clicks	83
Last opened	29/10/21 14:12		Last clicked	29/3/21 11:28
Forwarded	0		Abuse reports	0

World Marrow Donor Day, 18 September, 2021
 Get organised virtually for WMDD 2021

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Get organised virtually for WMDD 2021

In this newsletter:

- WMDD 2021 virtual celebration
- WMDD session during WMDA virtual meetings week
- Webinar on virtual donor drives



WMDD 2021 virtual celebration

With the current state of the COVID-19 pandemic we advise all organisations to plan for another virtual celebration of the WMDD 2021 edition. The WMDD task force will plan for several options which organisations can join virtually. These plans/ideas will be presented during the WMDA virtual meeting week in March (see below) and each organisation is invited to give feedback during the WMDD session.

In some countries, it may also be possible to organise face-to-face events come September, and this is of course up to each organisation to determine independently.

WMDA virtual meetings week

WMDA is preparing their virtual meetings week. The week will take place from March 22nd till March 26st, 2021. The WMDD session will be held on Tuesday, March 23rd. WMDA members can join this session live for free. Not yet a WMDA member, but interested to join? Contact the WMDA office: mail@wmda.info for more information. A recording will be available afterwards.

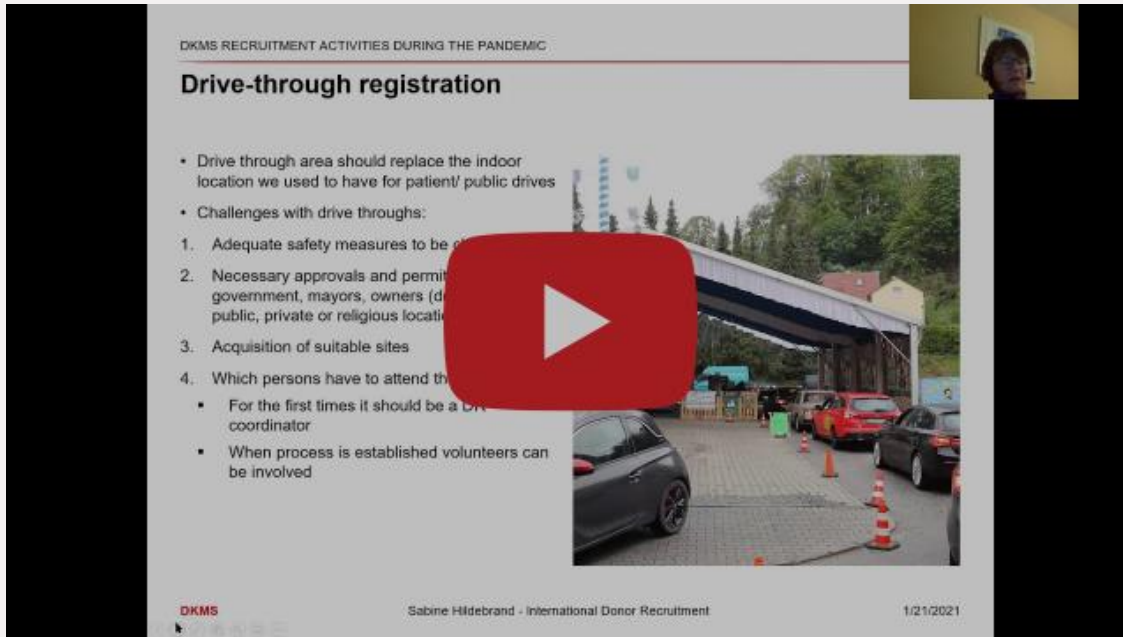
During the WMDD session the winners of the WMDD 2020 prizes will be announced and each winner will give a short presentation about their 2020 celebration.

The WMDD task force will also present their plans/ideas and we ask all organisations to give feedback.

Find out more about the virtual meetings week by clicking the button below.

VIRTUAL MEETINGS WEEK

Virtual donor drive webinar



The virtual donor drive webinar, organised by the WMDA Communication Group, was a great success! We learned interesting tips & tricks on how to organise donor recruitment during a pandemic. Did you miss out on the webinar? Don't worry. Click the image above and view a recording of the webinar at your own convenience.



Join us on 18 September





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