

National Multicultural Donor Awareness Month

Every August is **National Multicultural Donor Awareness Month**, and we are ecstatic to celebrate with you. Did you know that **more than 60% of Americans waiting for a lifesaving organ transplant are from a multicultural background?** There are currently **more than 100,000 Americans, including nearly 700 Nevadans who are in desperate need of a second chance.** Together, we have the power to increase awareness of organ, eye and tissue donation within diverse communities. This helps improve many individuals' quality of life by creating a positive donation culture which encourages everyone to become registered heroes.

Here are some ways you can show your support:

- 1. Content** - Use our ready-to-share online materials that include graphics and suggested messaging. They can be useful for platforms like newsletters, social media channels or websites. **Click here to download, or visit www.nvdonor.org/nmdam.**
- 2. Education** - We encourage you to educate the community by displaying our brochures in high traffic areas. This provides your community with easy access to organ, eye and tissue donation information. Please contact **Adriana Connelly, Multicultural Engagement Strategist at (725) 250-2376 or aconnelly@nvdonor.org** to request materials in English or Spanish (we will deliver them directly to you).
- 3. Events** - Invite Nevada Donor Network to set up an information table and/or give an educational presentation during your upcoming events.
- 4. Learn More About Becoming a Donation Advocate** - Leadership starts with learning the important facts yourself. You can find all donation related information by visiting this link: www.nvdonor.org/about-donation.



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