

How to share your story

This is where the fun begins. Now that you are equipped with the proper information and facts, it is time to start sharing this mission and why it is important to you. There are many ways to share the NMDP mission, and we hope that each person will share in the way that is most comfortable for them. For some that will be word of mouth, for others email and of course there is always social media. Regardless of how you choose to share your story, ensuring you are sharing accurate information as well as following guidelines is critical to our mission.

We do have social media guidelines; you will find those below. In addition, you will find templates to use to share your story online.

We have provided some sample caption ideas to use when sharing your story on social media, as well as guidance on how to add your personalized join code. If you're interested in using personalized templates or have any questions, please contact your local NMDP representative.

Social media usage

Sharing your story on social media is an easy way to motivate others to join NMDP's mission to save lives just like you. We recommend using a mix of photos and videos. Consider sharing your volunteer experience in social media groups or networking groups where other members share your interests or identities. Utilize these connections to build organic relationships with people who may want to get involved with NMDP as well. If possible, consider contacting members of your community who have larger social media followings to amplify your reach.

When sharing your story or encouraging people to join the NMDP cause, use these guidelines on social media platforms.

- Include your personalized join keyword name (URL or text-to-join code) in every social post.
- Add your URL to your Instagram bio so it can be accessed easily.
- If comfortable, set your account to "public." Otherwise, tagging organizations, using hashtags or any mentions will not be seen by the public, nor will they be shareable.
- Always use the hashtag **#NMDP** to add to the growing set of inspiring posts being shared every day.
- Tag **@nmdp_org** whenever possible so NMDP can engage and re-share.
- Tag friends and family who you think would want to get involved. Tag Search the internet for apps to help schedule social media posts in advance. Some are free to use and can help you stick to your plan.
- Let your friends know how many people have joined on your behalf already to encourage other people to sign up.

Social Media Content Ideas

Highlighting various stages of your volunteer experiences can effectively inform others about what it means to join the registry and what it looks like to volunteer with NMDP.

Questions to consider while making content:

- When did you first hear about NMDP?
- What made you decide to volunteer?
- What's your favorite part about volunteering with NMDP?
- When, where, and why did you decide to join the registry?
- What did it mean to you to sign up?
- What would you tell others who have either never heard of NMDP or who are uncertain about joining the registry?

Caption Ideas

Authenticity is key when thinking about how to caption your social media post. Please be mindful and avoid sharing personally identifiable information mentioned on page (14). Below are sample captions.

- You can impact lives when you volunteer with NMDP!
- I joined the NMDP Registry. And you should too! Text (*insert keyword*) to 61474 to learn more.
- Recently, I volunteered with NMDP to tell people about the NMDP Registry and how they can join! You can too by texting (*insert keyword*) to 61474. We are proud and thankful to have you volunteer to further our mission, and we appreciate your enthusiasm. Before posting about NMDP on social media, please review the Do's and Don'ts guidance below.

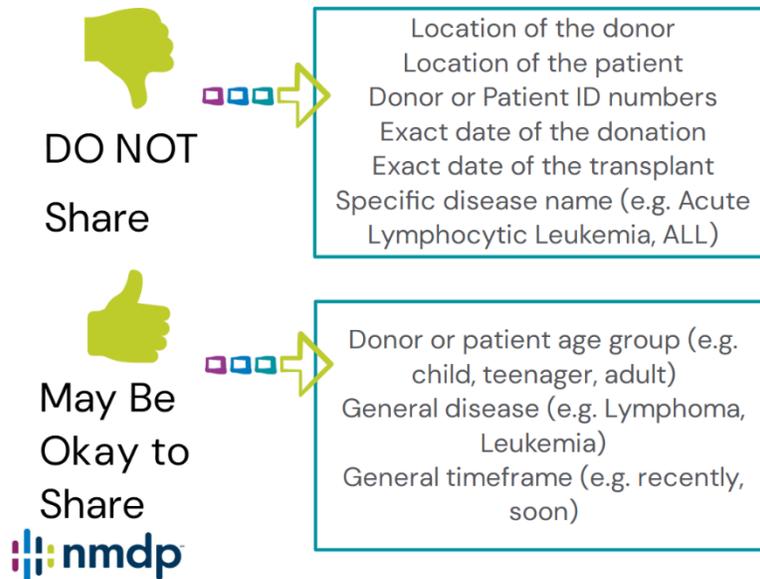
Social media dos and don'ts

Do:

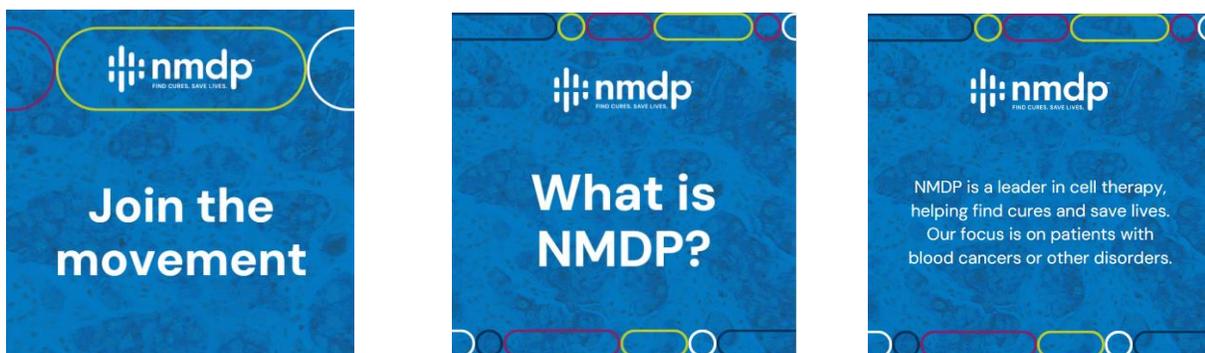
- Share your volunteer experience with NMDP on social media! When posting, please ensure you accurately reflect your role as a volunteer. We recommend you use the following format: your name, NMDP volunteer role
- Example: Sue, NMDP volunteer courier and James, NMDP volunteer live drive events
- Protect the confidentiality of our patients, donors, their families, our staff, other volunteers, etc.
- Encourage your connections to follow us on social media or become a volunteer with NMDP!

Don't:

- Share personally identifiable information about NMDP patients, donors or their families.
- Share photos of patients, donors, their families or NMDP staff at volunteer events, unless authorized by your volunteer coordinator.
- Share personally identifiable information about NMDP staff, customers, suppliers, vendors, network members or other businesses we work with.



Social media post templates



We've compiled a list of ready-to-use [social media templates](#) for you to share your volunteer experience.

Texting and Emailing

- Reach out to friends and family personally to let them know how easy it is to join the registry! Don't forget to include your personalized referral (join) code in each communication.
- Email people you know and include why this is important to you and what motivated you to host a virtual NMDP event. You can attach a patient or donor video to drive your message home. Sometimes videos might be too big to share in an email, so you can link out to a video on YouTube.
- Send the email multiple times over the next few weeks and share additional information each time.
- Text your join link or text-to-join number out! Include a short message about why this is important to you and what motivated you to host a virtual drive.

Solicitations on behalf of NMDP

NMDP does not authorize volunteers to take any action that will bind, obligate or significantly affect NMDP and our business activities. Examples of such actions are public statements to the media, coalition or lobbying efforts with other organizations or any agreements involving contractual or other financial obligations.

We know our volunteers have many ideas about how to connect with the community and fulfill our mission of saving lives. Before doing any outreach for donation of goods, services or dollars, contact your volunteer coordinator to verify NMDP's standard practices and methods of communication.

Statements to the media

During your volunteer work with us, you may have contact with members of the media (such as television, radio, newspapers, online or magazine outlets). If this happens, direct any inquiries to your volunteer coordinator so they can provide the media representative with up-to-date, accurate information that reflects the mission of NMDP.