



Sharing Your 5K Story Helps Save Lives!

Dear 5K Team Captains and Participants,

The Little Red Heart Virtual Walk and 5K are just around the corner!

You can play a vital role in promoting our life-saving mission by sharing your participation and personal story with others. We encourage you to reach out to your networks, both professional and social, and tell them how organ and tissue donation has impacted your life.

Here are some suggestions of where you can send your stories and photos:

- Social Media (personal and public/community pages) with hashtag #LRH5K & #LittleRedHeart
- Local News Media (community newspapers/magazines/websites)
- Alumni Associations
- Company Newsletters
- Volunteer Organizations (National Kidney Foundation, American Heart Association, etc.)

Simply put, sharing your story will motivate others to register as organ and tissue donors and, ultimately, help save more lives!

Enclosed you will find a template to help you get started. Be sure to include pictures of your Little Red Heart teams and links to your team pages. When your story gets shared or if you have any questions about sharing your story with the media, please reach out to Heather Dean at hdean@lifeshareok.org.

Best,

Heather Dean
Little Red Heart Race Director
Public Relations and Advertising Coordinator



LifeShare Foundation supports the activities of LifeShare to help save more lives through organ and tissue donation.



TEMPLATE TO SHARE YOUR 5K STORY

Fill in the fields, personalize and share with your local media outlets!

Dear <<INSERT NAME>>,

Spreading awareness about organ and tissue donation and transplantation is important to me as a <<INSERT YOUR CONNECTION TO ORGAN AND TISSUE DONATION, i.e. family of a donor, transplant recipient, living donor, patient waiting, health professional, community advocate, etc.>>.

I am writing to you as a <<INSERT YOUR CONNECTION TO PUBLICATION i.e. resident, alumni, member, etc>> to share my personal connection and kindly ask that you <<INSERT ASK i.e. consider writing an article, include the story below in company newsletter, share on social media, etc.>>.

<<INSERT YOUR STORY HERE>>

One of the ways I honor the gift of life is by participating in the Little Red Heart Virtual 5K. My team <<INSERT YOUR TEAM NAME>> celebrates <<INSERT YOUR TEAM TRIBUTE>> and will be participating in this special event. Enclosed are photographs of <<INSERT YOUR TEAM NAME>>.

You can learn more on my 5K page, <<INSERT LINK TO 5K TEAM PAGE>> or LifeShareOKFoundation.org/LRH5K.

Thank you so much for your time and consideration. Please feel free to reach me at <<INSERT YOUR CONTACT INFORMATION>> if you would like any further information.

Best,

<<INSERT YOUR NAME>>



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