

Leading up to April 11 (Living Donor Day) and continuing thereafter, we can highlight the profound impact of living organ donation with these factoids, emphasizing the transformative power of this generous act. These can be tailored for social media platforms to engage and educate the audience, complemented by a strategic hashtag campaign for broader reach. Here's how they might look:

Pre-April 11: Building Awareness

1. **Did You Know?** Over 6,900 lives were transformed in 2023 thanks to living donors. Among these, 6,290 were kidney transplants and 658 were liver transplants. #NationalLivingDonorDay #LivingDonorHero
2. **Transform a Life:** Most living donors donate a kidney or a part of their liver, offering a second chance at life to recipients. Consider being someone's hero today. #NationalLivingDonorDay #LivingDonation #SecondChances
3. **Who Can Donate?** If you're between 18 and 55 and in good physical and mental health, you might be eligible to be a living donor. Explore how you can save a life. #NationalLivingDonorDay #BeADonor #LivingDonorEligibility
4. **Waiting for a Miracle:** Over 100,000 people are on the organ transplant list in the U.S., with many waiting years. Living donors can drastically shorten this wait. #NationalLivingDonorDay #EndTheWait #OrganDonation

Post-April 11: Continuing the Momentum

1. **Better Outcomes:** Living donor liver transplants often have as good, if not better, outcomes compared to those from deceased donors. Be part of this success story. #NationalLivingDonorDay #LivingDonorSuccess #HealthyFutures
2. **Covered Costs:** Worried about expenses? A transplant candidate's insurance usually covers the medical expenses of living organ donors, including evaluation, tests, and surgery. #NationalLivingDonorDay #DonorSupport #LivingDonationFacts
3. **Living Donation Types:** From directed donation to a loved one, paired exchanges, to altruistic non-directed donation, there are several ways to save lives as a living donor. Which path will you choose? #NationalLivingDonorDay #LivingDonorTypes
4. **Every Donor Counts:** Even with over 6,900 living donors in 2023, the need continues to grow. Consider joining this courageous group of individuals and make a difference. #NationalLivingDonorDay #JoinTheHeroes #LifeSaver

For a hashtag strategy, consider using #LivingDonorHero, #DonateLife, #LivingDonation, #SecondChances, #BeADonor, #EndTheWait, #OrganDonation, #LivingDonorSuccess, #DonorSupport, #LivingDonationFacts, #DonateLife, and #LifeSaver to capture the essence of these messages and connect with a wider audience interested in organ donation and living donors' incredible contributions.