

The Influencer's Toolkit

Key Stats, Messages & Emotive Hooks for Student Campaigns

This toolkit provides students with clear, positive, evidence-based messages they can use when creating their digital campaign assets. It blends facts, emotion, storytelling, and advocacy – the same ingredients behind effective viral content.

1. Core Statistics (Australia-Based, Student-Friendly)

⚡ **1 Donor = Up to 7 Lives Saved**

A single donor can save up to seven lives and help many more through tissue donation.

⚡ **80% Family Consent When the Wish Is Known**

When families know their loved one's donation wishes, 8 out of 10 say yes.

⚡ **44% Family Consent When the Wish Is Unknown**

When families don't know the person's wishes, consent drops to around half.

⚡ **Hundreds of Australians Are Waiting Right Now**

Every year, thousands of Australians rely on organ and tissue donors.

⚡ **Young People Influence Their Family's Decisions**

Research shows that teenagers play a major role in shaping family conversations and choices.

2. Emotive Hooks (Used in Campaigns, Reels & Storyboards)

♥ **"The Gift of Time"**

Donation gives someone more years – more birthdays, more hugs, more life.

♥ **"The Future Map"**

Every transplant restores someone's plans, dreams, and future goals.

♥ **"The Helping Team"**

Behind every transplant is a team of doctors, nurses, coordinators, and families working together.

♥ **"The Ripple Effect"**

One donor helps a recipient → their family → their friends → their community.

♥ **"The Wish That Lives On"**

Honouring someone's registered wish gives families comfort and pride.



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3. Messaging Frameworks (For Reels, Posters & Scripts)

A. Sticky Message Formula

Simple + Emotional + Unexpected = Memorable

Examples:

- “One yes can change seven lives.”
- “The greatest gift isn’t wrapped – it’s time.”
- “Your family can only honour your wish if they know it.”

B. CTA (Call to Action) Ideas

Encourage action without pressure:

- “Have the conversation tonight.”
- “Ask your family what their wish is.”
- “Share this to spread kindness.”
- “Talk. Ask. Decide. Together.”

C. Emotion-First Sentence Starters

To help students script intros:

- “Imagine if you were waiting for your life to begin again...”
- “What would you do with five extra years?”
- “Every hero starts with one simple choice...”
- “This is the story of how one yes changed everything...”

4. Positive Angle Checklist (To Keep Messaging Safe & Respectful)

Students should ensure their campaigns follow your kindness-based safety principles:

- ✓ No medical details
- ✓ No fear-based language
- ✓ No guilt wording
- ✓ No graphic content
- ✓ Respectful tone at all times
- ✓ Focus on kindness, hope, impact & community



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5. Quick Access Emotion-Boosters (For Viral Content Style)

These are “emotional shortcuts” commonly used in shareable content:

- Hope: “A second chance.”
- Gratitude: “Thank you for more time.”
- Pride: “Your choice can leave a legacy.”
- Empowerment: “Your words can change someone’s future.”
- Belonging: “We’re all part of the helping team.”

6. Suggested Hashtags (Students may use or adapt them)

#GiftOfLife #KindnessCampaign
#FutureMap #ShareYourWish
#SpreadKindness #BeTheRipple
#OneYes #HopeInAction
#KindnessCreators #YouthForChange

This Toolkit Helps Students:

- Craft campaign messages
- Develop script lines
- Create digital assets (reels, posters, storyboards)
- Stay accurate, positive, and ethically aligned
- Understand the emotional power behind social influence

