

Green Shirt Day Ambassador Tool Kit



Welcome

Thank you for choosing to be an **Ambassador for Green Shirt Day** - April 7, 2022. This event centres around the organ donations of hockey player Logan Boulet, following his tragic passing the day after his team's, the Humboldt Broncos, bus crash. Logan's story began with his decision to register as an organ donor, his family's commitment to honour his wishes, and the massive wave of donor registrations across Canada that followed his example. This phenomenal wave of support, known as **The Logan Boulet Effect**, continues Logan's story. Our hope is that the positive increase in organ donation, experienced through the Logan Boulet Effect, plus your involvement as an Ambassador, will continue to bring awareness to transplantation, encourage donor registration and empower families to have important live saving conversation. Together we can save lives.

Ambassadors are the difference makers. As an ambassador, you can spread the message with public declarations, school activities, business events, and even lighting up your community green on April 7, 2022. Approach sport teams, clubs, churches, and businesses. Encourage your community to "dress green". Together we will make a difference.

Green Shirt Day is information that can save lives.

Green Shirt Day is a commitment to make a difference.

Green Shirt Day is a reminder that the act of donating is a gift of life.

Green Shirt Day is a celebration of the power of giving ... a day to be **TOGETHER STRONG**.

Gather family and friends to create a committee to help you spread the word in your community. Together, design an event or symbol that will encourage others to give the gift of life. Please find attached, a toolkit with ideas to help bring Green Shirt Day to the attention of your community. We hope you find the contents will help spread the message, REGISTER, TELL YOUR FAMILY, and BE INSPIRED.

Our national goal of 100,000 new registered donors in 2022 is within our grasp with your help. Thank you for choosing this important work.

LIGHT UP GREEN

Landmarks

Getting a local landmark lit green in honour of Green Shirt Day is a great way to get the conversation started on the importance of registering as an organ donor. Lighting up green:

1. Helps your city/town/village/county to show support for the cause
2. Creates a newsworthy, local story for your local news outlets
3. Can provide a place to meet others in your local community on the day of the lighting

Here's how to get started:

Step 1 - Identify Your Landmarks

Landmarks can be both private and public.

Public Landmarks - To identify public landmarks that can be lit check your local government website. Many City Halls can be lit up different colours to recognize specific causes. In the search bar of the site, try "Illuminate City Hall". If there is more than one public landmark available to be lit, it will normally be included as part of the search response. If your web search is unsuccessful, check the "Contact Us" section of the website for the number to call to get this information.

Private Landmarks – Many locations across Canada have a variety of privately owned landmarks that you can request be lit up. The best way to identify these in your area is to do a web search using the phrase "illuminate landmark (enter city name)."

Step 2 – Submit Your Request

Many landmarks, whether public or private, have an online submission process which generally requires the following information:

Event name: Green Shirt Day

Organization Name: Canadian Transplant Association

Contact Info: Use your own contact information

Time Frame: One day - April 7, 2022

Event Description: On April 6, 2018, Canadians were heartbroken to hear the news of the Humboldt Broncos bus crash. Of the 29 passengers, sixteen lost their lives and thirteen will bear physical and emotional scars for life.

On April 7, 2018, Humboldt Broncos defenceman Logan Boulet, succumbed to his injuries. His parents, Bernadine and Toby Boulet donated his organs so that six lives could live on. They did so because Logan told his parents he was registering as an organ donor and that he was inspired by his coach and mentor Ric Suggitt. Ric passed on June 27th, 2017 and was also an organ donor and saved six lives.

As news spread of the organ donation by this young hockey player, it is estimated that almost 150,000 people registered to become organ donors in the days and weeks that followed. To date, this is the largest number of Canadians registering to become organ donors in Canadian History due to one event – one person.

Green Shirt Day was created to honour, remember, and recognize all the victims and families of that fatal crash and to continue Logan’s legacy by inspiring Canadians to talk to their families and register as organ donors.

Written submission – If the request requires a written submission, suggested wording can be found in **Appendix 1**.

Step 3 – Allow Enough Time

To increase the likelihood that the requested date for the landmark to be lit has not been taken, get your request in as soon as possible.

Step 4 – Make An Event Out Of It

To increase the impact of the lighting of the landmark, consider arranging for a group of family and friends to meet in front of the landmark wearing their Green Shirt Day shirts or green shirts, and take pictures and post on social media using **#GreenShirtDay** and **#LoganBouletEffect**.

Consider sending in a story to your local media that the landmark will be lit green and include any additional information such as whether an outdoor gathering will be happening and what your connection you might **have** to the transplant community. See section on **Media Tips** located in this toolkit for more information

Step 5 – Update the List

We want to let everyone know how successful we are with getting landmarks lit across Canada. To do this, we need to know when a request has been approved. Once you’ve been notified that your request has been approved, please email lightupgreen@greenshirtday.ca and include a photo of the landmark, if possible.

Light Up Your Neighbourhood

Getting a local landmark is a wonderful way to bring attention to Green Shirt Day but making a difference in your own neighbourhood is just as powerful. We are encouraging Ambassadors to light up their homes, whether it is switching out your white porch light for a green one or putting up a string of **lights** on your apartment balcony (maybe some green ones left over from Christmas). Every single one lights up the message of the power of organ donation. No green lights hanging around - how about this simple craft to create a lantern that is fun for kids and adults alike – check out this YouTube video for - [How to Make an Easy Paper Lantern](#). Use with a flameless candle, and you have a fun and simple way to recognize Green Shirt Day!

Harness the power of social media and share your ideas with friends, family, and neighbours. Consider contacting your child's school and suggesting this craft as a way for the school to honour Green Shirt Day and raise awareness.

PROCLAMATION REQUEST

A proclamation is an official designation of an event by a government. Proclamations are a great way to educate the public about a specific issue and bring attention to a cause.

Step 1 - Making Contact

Proclamations can be issued at any level of Government. We are requesting our ambassadors reach out to their local government which may be a city, town, village, municipality, or a township/county. The proclamation process varies depending on the local government. Larger cities generally have an online application whereas smaller ones may require a written submission.

Your starting point will be to navigate to your local government website. Once there, enter 'Proclamation or Declaration process' into the search function. This will generally provide you with the link to the information you need. Alternatively, if you cannot find the information on the website, a call to the city, municipal or township hall will point you in the right direction.

The following are examples of some of the direct links for requesting a proclamation:

[Request a Proclamation Calgary](#), [Request a Proclamation Vancouver](#), [Request a Proclamation St.John's NB](#), [Request a Proclamation Regina](#),

Step 2 – Submit Your Request

If your request requires a written submission, use the wording found in **Appendix 1**. If the request can be made online, the following information is generally required:

Event name: Green Shirt Day

Organization Name: Canadian Transplant Association

Contact Info: Use your own contact information

Time Frame: One day - April 7, 2022

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Green Shirt Day was created to honour, remember, and recognize all the victims and families of that fatal crash and to continue Logan’s legacy by inspiring Canadians to talk to their families and register as organ donors.

Personalize the request as much as possible by providing your reasons for being passionate about organ and tissue donation. Are you a recipient, a family member of a recipient?

Proclamation/Declaration Wording: Whether your request is made in writing or online you will be requested to provide wording for declaring April 7 - Green Shirt Day. See Sample Proclamation/Declaration in **Appendix 2**.

Step 3: Allow Enough Time

The wheels of government turn slowly, so the sooner the request is submitted the better. Timing is key if you want to have the proclamation announced at a city/town/county council meeting or at a particular event. Do not hesitate to follow up to check the status of your proclamation request and upon doing so, offer to provide any additional information the official may need.

Step 4: Make an Event Out of It!

Enquire as to what options are available for having the proclamation announced. For example, at a city or townhall meeting and whether you can have attendees at the proclamation meeting or signing event. Share on social media tagging your city using **#GreenShirtDay** and **#LoganBouletEffect**. Notify your local paper or media outlets about the proclamation. Include in your article any connection you might have to the transplant community. See **Media Tips** located in this toolkit for additional information.

Step 5: Update the List

We want to let everyone know how well we are doing with our Proclamation requests, so please email us at proclamations@greenshirtday.ca if your request is approved. Include a photo of the Proclamation, if possible.

MEDIA TIPS

Reaching out:

Use the link to direct local media to the official Green Shirt Day 2022 Media Toolkit:
<https://greenshirtday.ca/wp-content/uploads/green-shirt-day-2021-press-kit.pdf>

Try to email your local media person directly. Their emails are usually listed on the media outlets website, or on the reporter's social media channels. Contacting the reporter by Direct Messaging through their social media page is also an option. Let them know about Green Shirt Day.

Have a hook: Green Shirt Day is important on its own, but letting them know about a local organ donation story that could be tied to it helps (someone who received a transplant, someone who chose to donate their loved one's organs, someone who is a living donor, etc.)

Speaking to the media:

Ask for questions ahead of time. Reporters are often okay with that, especially for this type of story.

Think about what the main one or two points you want to get across -- be able to convey that in 1-3 sentences. If you don't have their questions, think about how you'd explain what Green Shirt Day is, why should people care, and what do you want them to do.

Relax and have fun! For stories like this, the reporter will do what they can to make you sound good!

EVENT SUGGESTIONS

Use this link to direct local teams, clubs, organizations, and businesses to the official Green Shirt Day 2022 school, club, community, and business Toolkits: <https://greenshirtday.ca/be-inspired/>

Ideas for events to recognize Green Shirt Day and honouring the gift of life are limited only by your imagination. Here are some suggestions:

- Do you have a son, daughter, niece, nephew, grandchild...who is part of a hockey team? Think about approaching their coach and asking them to consider wrapping green tape around their hockey sticks for a game or practice on or before April 7.
- Approach your local Ice cream parlor to offer a green milkshake on April 7th or your local Donut shop to offer a cookie/donut with green icing for April 7th.

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- Encourage transplant recipients/donors/Angel donor families who have a connection to a school in their community to give a talk to a classroom, at a school assembly, or to the staff at a staff meeting to share their story and perhaps introduce them to the Canadian Blood Services' new Education Portal [Green Shirt Day - School events and activities | Organ Tissue Education \(organtissuedonation.ca\)](#) or to the Green Shirt Day Ambassador Toolkit.
 - Speak from your perspective of a transplant donor/recipient/Angel donor family to a local service group (Lions Club, Rotary Club, Kiwanis, etc.) to encourage them to light up their porch or a monument in your community for Green Shirt Day. Introduce them to the Green Shirt Day Ambassador Toolkit.
 - Please use the link to gather background information and K-12 classroom ideas to share with your local school. <https://greenshirtday.ca/wp-content/uploads/gsd-2021-teacher-toolkit-1.pdf>
 - An idea that works for all grade levels is a classroom Green Shirt Day Project, asking students to write supportive letters to new transplant recipients, that could be given to them either while in the hospital after their surgery, or at one of their first follow-up appointments with their Transplant Teams.

Whatever event you hold, we encourage you to take plenty of photos and post them on social media using #GreenShirtDay #LoganBouletEffect @greenshirtday