

For Donors

DKMS Communication Guide

Introduction

First of all – thank you. ❤️ Becoming a stem cell donor is an extraordinary act of kindness and courage. By taking this step, you are offering hope to a patient searching for a matching donor.

Your donation is part of a deeply personal process. We understand that you may want to share this special experience – and we think that's wonderful. Every post, story, video, or media coverage can help inspire others to register as potential donors and join the fight against blood cancer.

These guidelines will help you do that safely, respectfully, and in line with data protection rules – to protect both yourself and the patient.

Telling Your Story

You are welcome to share your personal journey as a donor. To protect both you and the patient, please keep the following in mind:

Privacy Notice

National and international regulations require anonymity between donors and patients for a specific period of time – sometimes permanently. This protects both sides and allows them to recover and make decisions free from emotional pressure.

Important: even small hints in texts and pictures – a hospital name, a date, a region – can unintentionally identify a person.

When sharing your experience, please follow these guidelines:

 Do share	 Don't share
How it felt to donate and what inspired you	Your exact donation date or check-in location
General information about the patient (e.g. "a child in Germany")	Specific patient data (name, age, gender, city)
That your donation took place in a hospital or collection center	The specific name or location of the hospital or collection center
Your name, country, and age	Your full address, birthday, or easily identifiable landmarks
Photos or videos that focus on you and your journey	Photos showing labels, GRID number (Global Registration Identifier for Donors), documents, or hospital logos

Photos & Videos – Bringing Your Story to Life

Images and videos are a powerful way to encourage others to register. Just make sure they do not reveal any personal or medical information.

Tips for powerful and safe visuals:

- 📸 Focus on you: Show yourself clearly, in good light and with an authentic surrounding.
- 🎥 Mix it up: Combine photos and short clips – before, during, and after the donation.
- 🛡️ Keep it safe: Avoid visible documents like your ID, GRID number, name tags, faces of others, or dates.
- ✨ No filters needed: Authenticity is always more inspiring than perfection.
- 🤖 Keep it authentic: Whenever possible, use real photos and videos rather than visuals created or significantly modified with AI to help maintain trust and the credibility of your story. If you do use such content, please clearly label it as AI-generated or AI-modified and let us know when submitting it to DKMS.
- 📁 High quality: If you'd like us to share your content, please send us the originals (full resolution).

Sharing on Social Media

You can tag us and use hashtags to reach more people and inspire others to join the fight against blood cancer.

Platform	Tips
Instagram	• Tag @dkms and use reels or stories to inspire others to join
Facebook	• Tag DKMS @DKMS to connect your post with the community
TikTok	• Tell your donor journey in a short video or with a voice-over • Tag @dkms and use hashtags like #DeleteBloodCancer #DKMS
LinkedIn / YouTube	• Tag @DKMS to connect your post with the wider community

Use hashtags: #DeleteBloodCancer #StemCellDonor #SecondChanceAtLife #DKMS

Your story can motivate thousands of people to take action. And we would love to celebrate that together with you. 🙌

Questions or Interview Requests?

You don't have to handle it alone. If you are unsure whether your post follows these guidelines, or if you receive an interview request, please contact us before responding. We are happy to help you prepare and ensure your story is told safely and meaningfully.

 globalcomms@dkms.org

 Or contact your case manager. They are your main point of contact before and during the donation process.

Final Thought

Your donation is an act of hope. By sharing your story thoughtfully, you help others understand the power of giving. And you might inspire the next life-saving match. ❤️