**NHF 75th Anniversary: Toolkit**

Hello! Thank you for your interest in taking part in NHF’s 75th Anniversary celebration.

This toolkit will help you join the conversation around this historic milestone and engage your community.   
  
Questions? Email [communications@hemophilia.org](mailto:communications@hemophilia.org)  
***Helpful Information***  
  
**75th Anniversary Campaign Name:** The Red Thread **75th Anniversary Tagline:** Honoring Hope, History, and Progress **Anniversary Dates:** Jan. 1, 2023 – Dec. 31 2023  
**Milestone Dates:** Visit hemophilia.org/75 to see a timeline of milestone dates across NHF’s history  
**Official Hashtag**: #NHF75  
**Campaign URL:** hemophilia.org/75  
**Campaign Logo:** Available for download at the end of this document (or email [communications@hemophilia.org](mailto:communications@hemophilia.org) to receive it)  
**Toolkit Summary:** Throughout 2023, NHF will share content, host online and in-person anniversary events, and release resources that celebrate and highlight the important changes and history-making made over the last seven and a half decades. You’re invited to join in this milestone anniversary and get involved!

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***Video Testimonials***

**Tips for Posting Images/Video to Social Media**  
  
If you have longtime community members who would like to share video testimonials of their experience in being involved with NHF over the decades, here are some tips and tricks to work a [smartphone or tablet camera,](https://echomalanda.org.au/wp-content/uploads/2021/01/CheatSheet-Prepare-Your-iPhone-or-iPad-to-Film-Like-A-Pro-1.pdf) as well as some suggested interview questions.

* ***Suggested Questions for Interviewee***
  + How long have you been involved in the community?
  + How did you first learn of NHF?
  + How has your involvement changed over the years?
  + Why is it important for you to continue to be active in the community?
  + What do you hope for the community over the next 75 years?
* ***Lighting***
  + Make sure you have light on your face, not behind your back. Do not sit or stand in front of a window.
  + Natural light from a window in front of you or to your side can work well.
* ***Sound (for Video)***
  + Microphones on phones pick up everything. Make sure you are in a quiet place with no distracting or background noises.
  + Please turn off any other cell phones, televisions, computers, or other electronics that may ding or make noises during your session.
* ***Camera (for Video)***
  + If recording on your cellphone, lay your phone on its side (horizontal, long).
  + Don't hold your phone while you record; put it on a flat, stable surface.
    - If you have something to hold your phone, like a phone stand or pop socket your phone can rest on and trust to stay stable, that would be ideal.
  + Your phone should be eye level -- or slightly above. If you are sitting down, put your phone on a chair with some books or a stool. An open laptop on a stool can make a good makeshift tripod in a pinch.  
      
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***Social Media***

**Hashtag**  
  
Use the hashtag #NHF75 to raise awareness about this important moment in NHF’s history! The hashtag will be active on platforms like LinkedIn, Facebook, Instagram, YouTube, and others.

**Social Media Tips**

1. Follow NHF on all social media platforms at @nhf\_hemophilia ([Twitter](https://twitter.com/NHF_Hemophilia)/[Instagram](https://www.instagram.com/nhf_hemophilia/)) or National Hemophilia Foundation ([LinkedIn](https://www.linkedin.com/company/national-hemophilia-foundation)/[Facebook](https://www.facebook.com/NationalHemophiliaFoundation/)) and NHFvideo on [YouTube.](https://www.youtube.com/@NHFvideo/featured)
2. [Follow NHF’s CEO on Twitter.](https://twitter.com/LenValentino1)
3. On Twitter, the text of your tweet must be under 280 characters.
4. Add historic videos or testimonials posts if you’re able to.
5. If you feel comfortable doing so, geotag your posts or Tweets so people can see the nationwide reach of this anniversary campaign!

**Sample Social Media Content**  
  
Choose from the content below to start sharing on your platforms!

1. [Org/Person Name] is celebrating the 75th Anniversary celebration of NHF! Check out a special microsite to learn more about this important milestone: hemophilia.org/75
2. What is your favorite memory of being involved in the inheritable blood and bleeding disorders community? #NHF75
3. Join [Org/Person NAME] as we celebrate #NHF75 – this milestone campaign honors our community’s hope, history, and progress. Learn more at hemophilia.org/75
4. [Org/Person Name] congratulates [INSERT NHF HANDLE BASED ON PLATFORM] on 75 years of advancing hope, history, and progress for the inheritable blood and bleeding disorders community.  #NHF75
5. What exactly is the Red Thread that ties the inheritable blood and bleeding disorders community together? Visit hemophilia.org/75 to find out! #NHF75
6. Community is more important than ever. With the inheritable blood and bleeding disorders community evolving, [Org/Person NAME] is proud to celebrate #NHF75 and usher in the next era of hope, history, and progress. Learn more at hemophilia.org/75.
7. Share your #NHF75 memories by printing and posting [this sign!](https://www.hemophilia.org/sites/default/files/document/files/75th%20Photo%20Prompt.pdf)
8. [Click here to pre-populate a pre-written Tweet on Twitter!](https://twitter.com/intent/tweet?url=https%3A%2F%2Fwww.hemophilia.org%2F75&via=nhf_hemophilia&text=Join%20me%20in%20honoring%20decades%20of%20history%2C%20hope%2C%20and%20progress%20within%20the%20inheritable%20blood%20and%20bleeding%20disorders%20community.&hashtags=NHF75) *(must be logged into Twitter for this to work, FYI)*

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***Email & Text***Social media not where your audience is? Share the anniversary celebration via text or email!   
In drafting email or text communications, keep them short, sweet, and impactful by answering these questions:

1. Why is this anniversary important to acknowledge?
2. What ways can you showcase history within the campaign?
3. How do you want to engage your constituents?

Here’s some sample messaging you can send via text or email: **Text:** 👋 Hey! Did you know that the National Hemophilia Foundation is turning 75 in 2023? I thought you might have some memories or photos you’d want to share as part of the #NHF75 campaign -- let’s chat!! 😄 **Email Newsletter Blurb:**

In 2023, NHF will be celebrating its 75th anniversary! [NAME] is joining in this celebration because … [LIST THE REASONS WHY IT’S IMPORTANT TO BE INVOLVED].  
  
Visit hemophilia.org/75 for a historical timeline and other resources – and be sure to check the NHF calendar each quarter for webinars that reflect on NHF’s history. If you have any photos or memories you’d like to see featured throughout the #NHF75 campaign, please email them to: [**communications@hemophilia.org**](mailto:communications@hemophilia.org).

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***Sample Press Release***Use this press release template if you want to officially acknowledge the 75th anniversary of NHF.  
  
**[Date of Press Release Distribution]**  
**[Name and Email of Media Contact]**

**[Name] Celebrates the 75th Anniversary of the National Hemophilia Foundation**  
  
  
**[Location City, State]**— In 2023, the National Hemophilia Foundation (NHF) will celebrate 75 years of hope, history, and progress. Since its founding in 1948, the organization has served countless families living with and/or caring for inheritable blood and bleeding disorders such as hemophilia, von Willebrand’s disease, and others.   
  
[NAME] has been affiliated with NHF since [year].   
  
[NAME], executive director of [NAME], shared this congratulatory message around this special and historic milestone: [INSERT QUOTE]  
  
Follow the 75TH anniversary campaign – formally dubbed “The Red Thread – on social media at [HANDLES]. You can also find more information at hemophilia.org/75 or by searching the hashtag #NHF75.

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Graphics**

Right click to save and download these graphics for sharing via social media or email. If your computer is not cooperating, email [communications@hemophilia.org](mailto:communications@hemophilia.org)

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Logo, company name

Description automatically generated

A picture containing map

Description automatically generatedA picture containing background pattern

Description automatically generatedText

Description automatically generatedA red background with white text

Description automatically generated with medium confidenceText

Description automatically generatedText

Description automatically generatedText

Description automatically generatedA close up of a sign

Description automatically generated with low confidence