NMDP + HOSA

CHEEK WEEK

DRESS UP • LEARN • HELP SAVE LIVES

MONDAY



MUSTACHE MONDAY

We “mustache” you to support saving lives!

Wear or sell mustaches.

TUESDAY



TWINNING TUESDAY

Matching matters. Match a friend!

Dress alike for the day.

WEDNESDAY



“WHY” WEDNESDAY

Give patients more holidays together.

Dress for your favorite holiday.

THURSDAY



TOTALLY THURSDAY

NMDP began helping facilitate transplants in 1987.

Go totally tubular in ’80s style.

FRIDAY



NMDP ROCKS FRIDAY

Rock the Registry!

Dress like a rock star and host your event.

READY TO ROCK THE REGISTRY?

JOIN

DONATE FUNDS

CHEEK WEEK PLAYBOOK

Daily directions + ready-to-share messaging

Use one theme each day during HOSA Week. Promote the dress-up activity, share the educational message, and remind students how they can support your chapter's registry and fundraising goals.

MONDAY



MUSTACHE MONDAY

Directions: Invite students and staff to wear mustaches. Your chapter can also sell paper or stick-on mustaches as a fundraiser.

Messaging example: "We mustache you to support saving lives! NMDP connects patients with donor matches for life-saving blood stem cell transplants and supports families through the transplant journey."

TUESDAY



TWINNING TUESDAY

Directions: Ask everyone to "match" a friend by wearing the same colors, outfit or accessories.

Messaging example: "Matching stem cell donors is more complex than matching blood types. Doctors compare HLA markers, and a close HLA match is the most important matching factor."

WEDNESDAY



"WHY" WEDNESDAY

Directions: Dress for a favorite holiday. Share a patient story to show why your chapter supports NMDP.

Messaging example: "We support NMDP so more patients can celebrate more holidays with the people they love. Today, we are sharing a patient story and the reason our chapter takes action."

THURSDAY



TOTALLY THURSDAY

Directions: Host a totally tubular '80s dress-up day and connect the theme to NMDP's history.

Messaging example: "A successful unrelated-donor transplant inspired the creation of a national registry. NMDP conducted its first transplant in 1987, and the mission continues today."

FRIDAY



NMDP ROCKS FRIDAY

Directions: Dress like a rock star. Host your chapter's swabbing and fundraising event, then share your chapter-specific links.

Messaging example: "Help us Rock the Registry! Join using [chapter join link] or support our fundraiser at [chapter donation link]. Every action brings hope to patients searching for a match."

CHAPTER SETUP CHECKLIST

Add event details • Add join keyword/link • Add donation page • Promote daily themes