



**Kidneys for Communities**

Put your kidney where your heart is.

# A COMPLETE TOOLKIT FOR COMMUNITIES

**Members helping members save lives.**

Kidneys for Communities was founded on the idea that communities inherently take care of each other. When we tap into the compassion and connection of communities, we can radically increase the number of living kidney donors around the world. By enlisting one community after another to join our mission, more donors will choose to give, more lives will be saved, and more communities will be strengthened.



## KEY MESSAGES

### *How to talk about Kidneys for Communities*

- Kidneys for Communities is shaping the future of living-kidney donations through a new approach, community-directed donations, that is designed to harness the power of membership-based organizations.
- Simply by enrolling, membership-based organizations can impact the more than 100,000 people waiting on the organ donor list by enrolling with Kidneys for Communities.
- Tackling the living-kidney donor shortage, Kidneys for Communities is a nonprofit started by leaders in the field of renal transplantation. It's the experience, passion, and perseverance to increase living-kidney donations that led to the creation of Kidneys for Communities.
- By joining our effort to spread awareness about community-directed donation, we can supply you, at no cost, with the tools to communicate this mission among your community. These materials will help convey the importance of living donors supporting the members of their community who are in need of a transplant.
- When you join the Kidneys for Communities mission, members can receive incredible donor benefits that help support their altruistic gift. From lost wages, childcare, pet care, to insurance - there are reimbursements to ensure you are supported every step of the way.
- Kidneys for Communities has created a network of support to help donors and communities navigate the kidney donation process. By removing as many obstacles as possible, they are working to improve living donations and save lives across the world.

## FREQUENTLY ASKED QUESTIONS (FAQ)

### **What is a Community-Directed Donation?**

The new approach to living kidney donation, a “Community-Directed Donation” model that empowers potential donors to personalize their life-saving gift by selecting a specific community to help. While the donation is still anonymous, the donor gets to help “their people,” even if they don’t personally know the recipient.

### **What can Kidneys for Communities do for organizations?**

Kidneys for Communities helps organizations provide value to their membership base, without the time and staff commitment of developing a new program from the ground up.



### How can a community help reach those in need of a kidney?

Almost all Americans who received kidneys from living donors know or were associated with them through what we call “communities.” This starts with family and friends, but the next group is members of their extended family. This can include, but not be limited to, fraternal, union, and faith-based organizations that respond because they heard about a member in need.

### How do organizations support members who are in need of a kidney donation or want to help?

All organizations need to do is connect the Kidneys for Communities team with its members. Through our partnership with the Alliance for Paired Kidney Donation, a person can donate their kidney on someone’s behalf, even if they are not a direct match. This action allows their person in need to be entered into a pool which can then find them a match.

## LOGOS AND VIDEO

*Download art files and logos to spread the word about Kidneys in Communities.*



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# Kidneys for Communities

## SOCIAL MEDIA ACTIVATION IDEAS

### *Rally Your Communities Online*

- Organize a livestream to announce your partnership with Kidneys for Communities and discuss our mutual mission to save lives through community-directed donations.
- Run a social media challenge that encourages your community to post their pledge to spreading awareness and using the hashtag #KidneysforCommunities.
- Ask your community to share stories of organ donation and how that single life-saving gift impacted so many lives.
- Encourage your community to share why they are excited to partner with Kidneys for Communities and repost their replies.

## SAMPLE SOCIAL MESSAGES

### *Spread the word. Save communities. Save the world.*

- Nearly everyone is affected by kidney disease in one way or another, which is why [Insert Organization Name] has partnered with Kidneys for Communities to create a new pathway for donation and save countless lives year after year.
- At [Insert Organization Name], we believe in the power of community to save lives. That's why we've pledged our support to the community-directed donations made possible by Kidneys for Communities.
- When a member of our community is in need, we put our kidney where our heart is. We've partnered with Kidneys for Communities to help improve living donations across the nation by tapping into the power of community. Will you join us? [URL]
- Our mission, in partnership with Kidneys for Communities, is to radically increase the number of living U.S. donors through community-directed donations. We're leveraging compassion to make a real difference - Help us spread the word to save a life. [URL]



## SAMPLE EMAIL

*Subject Line: Our community is changing lives*

Dear [Name],

Right now, more than 100,000 people in the U.S. are waiting for a life-saving kidney transplant. Some may even wait for up to 10 years.

We plan to change that through the power of *our community*.

We'd like to formally announce our partnership with Kidneys For Communities, a non-profit that is spearheading a new solution to finding living kidney donors called Community Directed Donation.

Here's how it works: A fellow healthy member can voluntarily donate their "spare" kidney and ensure that the recipient is a member of [Insert Organization Name].

It's members helping members. Plus, our partnership with Kidneys For Communities includes assistance with a generous *list of complimentary benefits* to the donor, such as reimbursement for lost wages and childcare during the process.

If you are or know of someone that could be a recipient or donate their life-saving gift, [let us know].

To all of our community members, we would love your help in spreading the word to save lives across the nation. Stay tuned on our social channels and newsletters for more ways to join the community-directed donor movement.

Name

Title

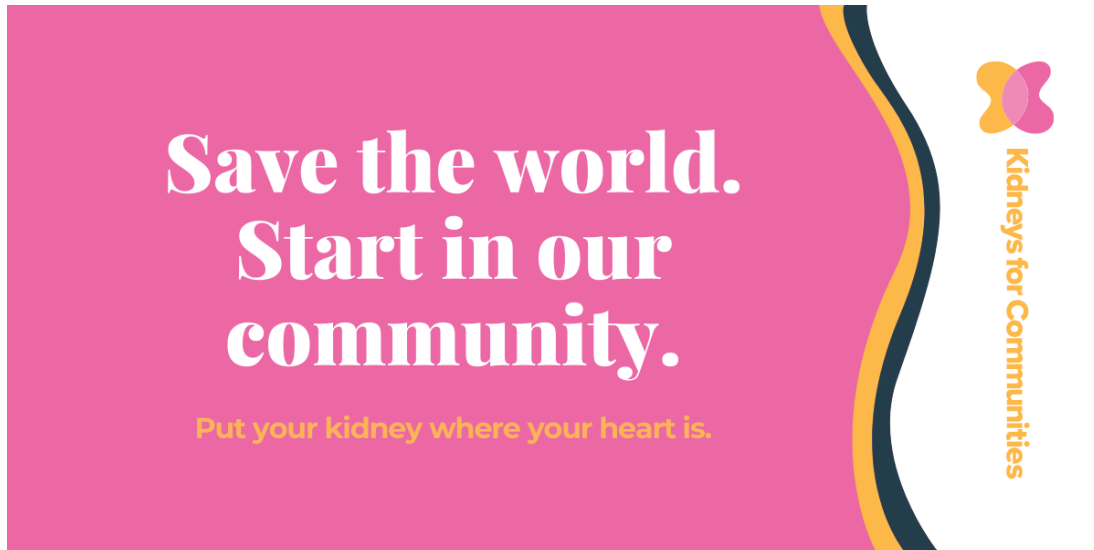
Community



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## EMAIL BANNER

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## SOCIAL MEDIA GRAPHICS

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