



Having Your KIDNEY Donor Find YOU!

Inviting Advocates

As was referenced in Episode #1, using email might be the easiest way for you to let someone know that you would like them to help you with your campaign. If you think you would be more comfortable with a phone call or over a cup of coffee, then go with what feels best for you. Based upon which way you communicate, you can use some of the following:

- Tell your story or use your elevator speech if you think being brief is appropriate
- You can let them know if there are other advocates, especially if they know these individuals
- Express how important it is to have advocates for this campaign, that many advocates are the one that introduces the donor to their eventual recipient.
- If you don't think they are knowledgeable about living kidney donation you could start to educate them with some facts. i.e. A kidney from a living donor lasts on average twice as long as one from a deceased donor. You could provide the link to Having Your Donor Find YOU! program and suggest they register to learn more about living kidney transplants.
- If you've already started your campaign tell them that you will bring them up to date on your progress.
- If you start to feel that this may not be right for this person, let them know that you understand that being an advocate isn't for everyone. After thinking it over they may get back to you and indicate their interest in wanting to help.

Who to Ask?

Another way to inform others about your situation is to have a Home Get Together. You could read about Home Get Togethers in the Supporting Resources.

- People close, who care deeply. Can be family, friends (old and new), associates.
- Those with some understanding of your situation and your best interest.
- Individuals with the ability to share your story easily - and genuinely
- Those with deep and wide networks (active in community, at work, with religious group, social in general)

What You Are Asking Of Them:

- To be on my team of advocates, with others who will help spread the word about my need so My Donor Can Find Me.
- Ask them to become familiar with your story so they can share it comfortably with others

- Keep my need top of mind so you notice opportunities to share my story – As appropriate

Examples of what you could say or include in your email.

- Write it out and review it even if you are speaking to someone directly. For example:
 - Wanted to let you know about my need for kidney transplant
 - A living donor is far and away the best option, and may help me avoid dialysis and the kidney lasts twice as long as a deceased donor.
 - The waiting list for deceased donors is over 5 years. Such a wait could cause health issues or the need to start dialysis. (Or continue on dialysis.)
 - I've been urged to do things that will Help A Donor find ME. A key part of this is to share my story with others so a potential donor will know about my situation.
 - I'm asking a small team of people I know to be an Advocate. Their main function is to help me share my story with others whenever the opportunity arises.
 - I was surprised (and encouraged) to learn that 90% of donors heard about their recipient's need from someone they know or from an advocate.
 - If you feel comfortable, I would be very grateful if you would be one of my advocates:
 - I know you care very much about me and my situation – which means so much to me
 - You are a great communicator, and are in contact with a wide variety of people
 - I will provide you with a short description of how to share my story.
 - I'll give you some background on kidney transplants and share with you a program that I've found very helpful so this will be as easy as possible.
 - Would you please give this some thought and let me know if you are comfortable with helping in this way.