



WELCOME



# Erase the Wait Training Will Begin Soon





# Tools to Help You Find a Living Kidney Donor

## Sharing Your Story





# Today's Session

## Create Your Story

- Feedback and sharing on your story worksheet

## Build Your Support System

- Review Circles of Support
- Finding a Champion(s)

## Spread the Word

- Learn and share ideas for outreach

## Learn from Others

- Sample letters
- Panel discussion





# Homework Review: Vulnerability

What did you learn from the Brené Brown video?

How have you been most vulnerable?  
How can you improve?

**“Vulnerability is not weakness.  
It is our most accurate measure of courage.”  
- Brené Brown**



# Homework Review: Vulnerability

## The Myths of Vulnerability

1. Vulnerability is weakness
2. I don't do vulnerability
3. I can go it alone
4. I can engineer the uncertainty and discomfort out of vulnerability
5. Trust comes before vulnerability
6. Vulnerability means sharing all the private details of my life with everyone

**MYTH  
VS  
REALITY**





# Homework Review: Goals

What goal have you worked on?

What has been successful? Any challenges?

**S**

Specific

**M**

Measurable

**A**

Achievable

**R**

Relevant

**T**

Time-bound



# Shifts of Perception

- “The Big Ask”
- Accepting an offer
- Uncomfortable situations
- Being vulnerable
- Positive thinking
- Treat yourself like a friend
- It’s not just about you





# The Myth of “The Big Ask”



**“It’s the most important question I was NEVER asked.”** - Nicole Andergard | Living Kidney Donor

Many living donors share that they weren’t actually *asked* to donate

Shifting perceptually from a mindset of *asking* to a mindset of *sharing your story* is incredibly helpful





# Starting Out

- Where would you feel most comfortable sharing your story?
- Are you a stronger communicator through writing or speaking?
- Can you think of someone who is close to you who might have either or both of these skills?





# Find a Champion(s)!

Enlist the help of people who:

- Like to speak in public
- Enjoy networking
- Want to share your story

How they can share your story:

- Letters, postcards, and emails
- Social media
- Presentations
- Community bulletins
- Creative and surprising ways





# Creating Your Story

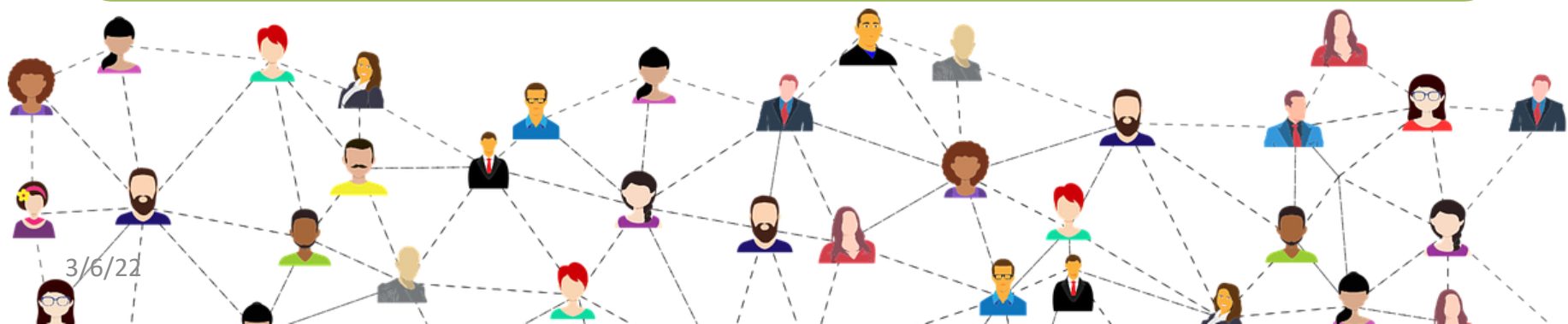
- How did you first hear about living donation?
- What steps have you taken?
- Where are you currently within the process?





# Things to Consider

- What is the most relatable aspect of your story?
- How can you reach the largest amount of people?
- Where are your different social connections? (work, church, family, friends, clubs, neighbors, etc.)







# Sharing the Details

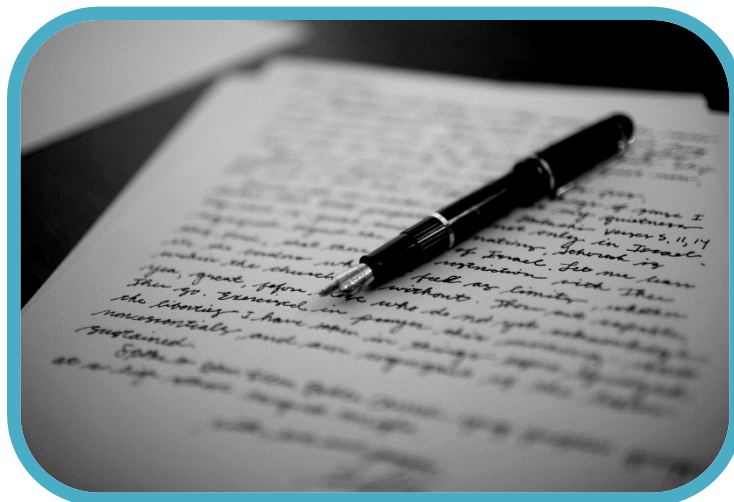
- What was your life like before you got sick?
- What caused your need for transplant?
- What is your life like now? How does that compare to the first question?





# Sample Letter

Worksheet → Letter







# How Should I Share My Story?

- By telephone
- A letter, postcard, or an email that can be easily distributed
- Faith center bulletins
- Workplace newsletters
- Internet and social media





# The Power of the Internet

**'Stranger Things' actor helping Holyoke woman find kidney donor**



NEWSFEED SOCIETY

## How a Woman Found Her Kidney Donor on Reddit

Olivia B. Waxman @OBWax April 30, 2015



58° 11:11  
22 NEWS  
WWWLP.COM



Roco Sand  
about 7 months ago



On Tuesday Juan and I celebrated his birthday at Magic Kingdom. On our way out we saw this man pushing a teenage boy in a wheelchair. Juan asked if we could snap a picture to share online, this man turned around with the biggest smile, so grateful and said "Yes, please!" He gave us both a hug and said "Thank you, please share this with the world".  
I can only assume that his child was in the chair. As a parent I'd do ANYTHING for my children, ANYTHING! I can't imagine what t... See More

11K 17 90K

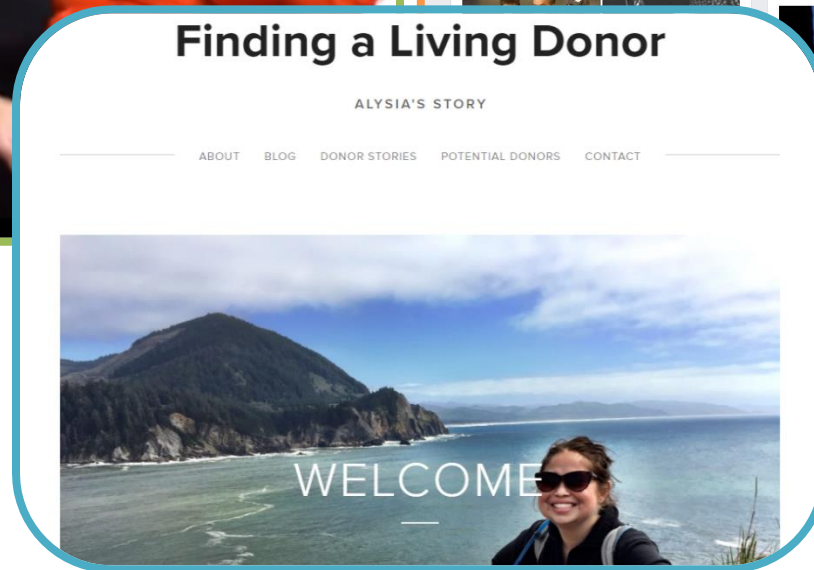
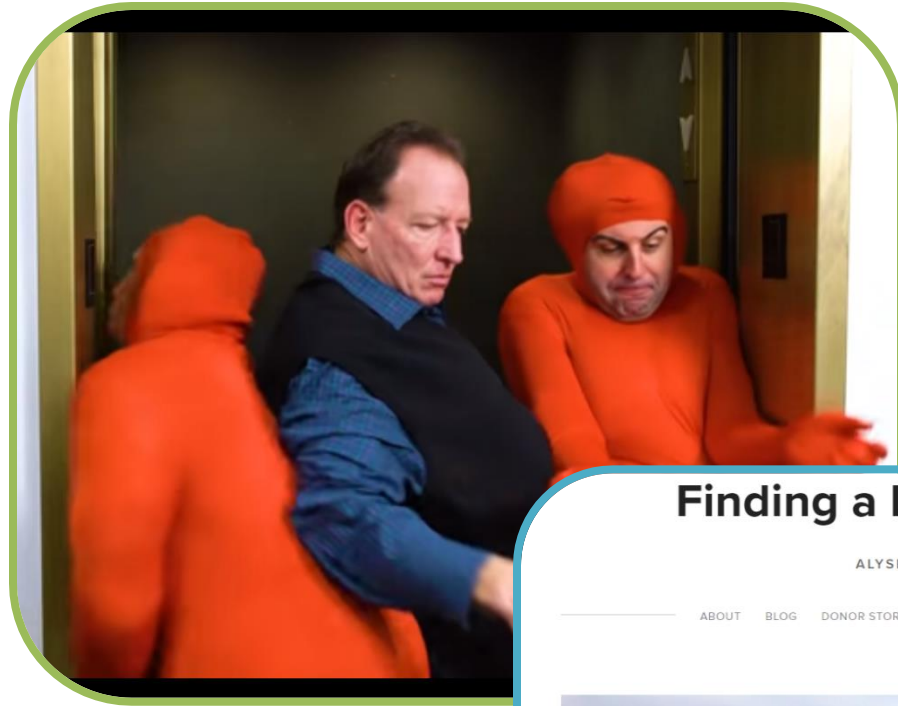


Chris Telford

and her kidney donor Jennifer Moss post-surgery at Georgia Regents Medical on March 28, 2015.



# Social Media and Personal Websites







# Other Outreach Techniques

Do Good By Shopping!

**FUNDRAISER**  
AT KIDS AT HEART TOYS

JOIN US!

HELP US SUPPORT  
**DONATE LIFE NORTHWEST**  
15% OF OUR SALES DONATED

**SUNDAY, JULY 30**

**DONATE LIFE NORTHWEST**

DONATE LIFE NORTHWEST EDUCATES AND ADVOCATES FOR BOTH ORGAN DONORS AND RECIPIENTS.

YOU CAN SUPPORT THEM BY SHOPPING WITH US ON THE 30<sup>th</sup>, DONATING AN ADDITIONAL AMOUNT, AND/OR REGISTERING AS AN ORGAN DONOR.

[WWW.KIDSATHEARTTOYS.COM](http://WWW.KIDSATHEARTTOYS.COM)



 **HI! MY NAME IS COOPER DOODLE.**

**My Buddy Jeff Needs a Kidney.**  
**Can you help?**





# Homework

- Complete online survey/evaluation
- Create a draft of your letter
- Continue working on your goal
- Think about who would be a good champion
- Use [www.exporelivingdonation.org](http://www.exporelivingdonation.org)







# What's Next?

SESSION

3

## WHEN & WHERE

**Sunday, Nov 6**  
**\*10:00am-2:30pm**

**Zoom**

## TOPICS OF FOCUS

- **Learn from Others: Your Mentor**
- **Spread the Word: Practice Outreach**
  - **Share a draft of your letter**
- **Make a Plan**





# Panel Discussion

- Obstacles / fears to outreach
- Outreach techniques and processes
- How donors made the decision to donate
- Advice for how to move forward with confidence





# Questions?

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