

Outreach Example:

Update Email and Letter to Family and Friends

Submitted by Margaret Shortreed

Email Content:

I wish to thank you for your support as I continue with my quest for a living kidney donor. Attached, you will find a letter containing an update on this search. Please continue share my story with at least one other person. You can do this by any of the following ways:

1. Forwarding this email.
2. Calling a friend or family member.
3. Sharing my website (www.nkr.org/JQT834) on your social media page such as Facebook, Twitter, Linked-In, Instagram, Snapchat, or YouTube.
4. Tell your hairstylist, barber, mechanic, church leader(s), neighbor, bank teller, store clerk, postal worker, librarian, book club member, co-worker, Sunday School or Bible study class, etc.

Thank You.

Hugs and love,
Margaret

(View letter content on the following page)

Letter Content:



Years ago, a dear friend gave me a blanket that has this picture on it. When I look at it, I am reminded of each of you, for each leaf represents a friend on this tree that has been sheltering me since I began to look for a living kidney donor. Thank you!

March 3rd is an exciting day for me. So, I would ask that you raise our cup and/or glass to help me celebrate 1 year on the kidney transplant list. I have been “touched” by the many cards, emails, and phone calls that have arrived at our home since I first reached out with the news that my kidneys were failing. Thank you for your prayers, encouraging words, and actions! Many of you reached out to spread the word of my story to family members, friends, neighbors, colleagues, and even strangers. Here are some of the many creative ways folks chose to share my story: social media (Facebook and Twitter), my website (www.nkr.org/JQT834), emails, prayer chains/lists, written articles sent to professional and social publications, business cards, billboards, and 1,100 bookmarks for book clubs, Bible study groups, stores, and small and big lending libraries.

Bookmark Sample  Help Our Grammy Find A living Donor Kidney www.nkr.org/JQT834	Billboards 	The Website www.nkr.org/JQT834 Has had over 535 initial visitors to date. Some people chose to learn about Living Donation . Others visited the Registration Page to start the process to see if they could be a match. (Other than number of visitors I am not privy to as whether they are or not due to the confidentiality protection for the potential donor.)
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There is still much more that can be done if I am to find a living Kidney donor. Please send your thoughts and ideas and thoughts. In the meantime, THANK YOU!

Love

Margaret