

Outreach Resources

Websites, Social Media & Outreach Activities



OUTREACH ACTIVITIES

This is a sample list of outreach activities that other people did to get the word out about their need for a kidney. This is meant to be a starting point—let us know if you come up with new and creative ideas that we can add!

- **Word of mouth.** Think about all of your extended circles of support—close friends and family, colleagues, current or former schoolmates, acquaintances, hobby groups, and even people you come into contact with in an exchange-based relationship (supermarket workers, barbers, doctors, etc.)
- **Business cards.** Have business cards made stating you are seeking a living kidney donor and providing contact information. These can be great to hand out along with an “elevator pitch.” They can also be an easy way for friends and family to share your need.
- **Letter.** Write a letter that can be distributed in various ways: snail mail, email, Facebook, newsletter of affinity groups (churches, service clubs, hobby groups, parent-teacher associations, etc.), newspaper, Reddit, etc.
- **Postcards or flyers.** Create a postcard that can be distributed by hand and posted to visually-oriented social media sites like Instagram. Use them as an insert in your holiday cards, or hang them on community boards such as grocery stores, pet stores, coffee shops, libraries, churches, etc.
- **Billboards/lawn signs.** Short and sweet to catch people’s attention as they go by.
- **Car magnets.** Have car magnets made for your vehicle and those of your loved ones.
- **T-shirts, buttons, pins.** Make t-shirts or buttons that you and loved ones can wear in public places (Disneyland, ComiCon, concerts, farmer’s markets, community events, grocery store, Zoom meetings, etc.)
- **Stickers.** Print custom stickers that you and your support team can place on water bottles, travel mugs, laptops, or other items. Hand out water bottles at garage sales, sporting events, real estate open houses, school events, etc.

TIPS FOR BUILDING A PERSONAL WEBSITE

Years ago, building a website required technical training. Luckily, there are now many platforms that offer predesigned website templates, making it easy for anyone to build a professional looking site. Here are some tips and places to start with website building. Remember to check within your network to see if you have any family or friends who might be a good resource in this area.

Website Platforms

There are numerous website platforms available. Most have free versions with the ability to pay for upgraded services such as a domain name, special themes, and other advanced options. Below are some suggested platforms to start, as well as a link to a webpage that offers a rundown of a variety of free platforms and pros and cons to each. Most of the time, the free versions work well for participants' purposes—the primary reason to upgrade is for the custom URL.

Wix: www.wix.com

WordPress: www.wordpress.com/free

SquareSpace: www.squarespace.com

Webnode: <https://www.webnode.com/>

Platform Comparison Tool:

www.websitetooltester.com/en/blog/best-free-website-builders

Suggested Information to Include On Your Website

Brief bio: Talk briefly about yourself and what makes you relatable. Briefly describe your kidney disease and how it impacts your life. What are you not able to do while waiting and would love to do again if you received a kidney transplant? Don't forget to include a photo as well!

Facts about living kidney donation: What is the benefit to you? What should living donors know? What should they expect? What are their costs? With paired donation, listing your blood type isn't necessary to include anymore.

An "ask": This doesn't mean actually asking someone to be your donor, but instead provide information for next steps and how they can help. Either connect them directly to your transplant center (if possible) or set up an email address that people can contact for next steps.

FAQs: An FAQ section or even just links to where people can go for reliable information about living donation can be great. This way you're not taking up a ton of space on your webpage for this, but it keeps people from digging around online on their own.

Not as computer savvy? Check out these options:

CaringBridge (<https://www.caringbridge.org/>). CaringBridge allows you to set up your own page to provide updates, photos, and ways to help.

American Transplant Foundation

(<https://www.americantransplantfoundation.org/potential-living-donor-database/>). Fill out a form on their website, and they'll set you up with a custom page and URL you can share.

TIPS FOR USING SOCIAL MEDIA

Social media is a fast and easy way to tell people that someone needs a living donor. It also lets your friends share that need with other people outside your immediate social circle.

Reasons to Use Social Media

Source: www.lkdn.org

Reach: There are 3 billion people on social media worldwide, in all demographics. You do not want to miss out on this potential group of donors.

Push: Rather than sit back and wait for people to discover you, you can push your story to friends and beyond.

Intimacy and authenticity: You have a unique story that needs to be told. A major reason that social media has flourished is that it allows people around the globe to form intimate connections, from behind a computer screen or phone.

Interaction: People can ask you questions. You can connect with individuals, businesses, and other allies.

Virality: While it's logical to start by telling your story to people who you know in real life, a compelling cause will often become "viral," as friends share with their friends and beyond.

Ease: It's easy to use social networks. Once you move beyond a small learning curve, you'll find that you only need to put in as much time as you'd like.

Fun: While you may have a particular mission in using social media, ideally you will stick with it because you enjoy using it!

Social Media Options

Source: www.lkdn.org

TIP: Try tagging local news stations when you post to social media. They might share your post or decide to do a story on you!

Facebook: By far the most popular social network, with 2.5 billion users worldwide and over 200 million users in the U.S., alone. Facebook is an ideal place to start your social media efforts.

Instagram: Probably the hottest social network right now, with about half the number of users as Facebook. Instagram lets you post photos and short videos to followers, as well as Stories, or collections of photos and videos that disappear after 24 hours.

LinkedIn: Many people think that LinkedIn is simply a place to put your resume and search for a job. LinkedIn can be incredibly useful beyond that though, particularly if you are trying to reach out to executives at businesses. It also offers discussion groups.

X (Formerly Twitter): While many view X exclusively as a way to post short (280 character) messages, X is often used to share images, videos, and links to longer posts and other websites. X is a very useful way to reach out to people and organizations, although due to the volume of X posts it can sometimes be hard to have your posts noticed.

Snapchat and TikTok: These platforms are very popular with younger Millennials and Generation Z. If you are trying to reach younger people (ages 13-25) then these platforms are potentially worth trying. Both of them involve creating photos and short videos, to which you can attach “stickers,” fun text, graphics, and facial filters.

Sample Facebook Post

Source: www.uwhealth.org/living-kidney/asking-someone-to-be-a-living-donor-using-social-media/51781

Friends, I am reaching out to you all with the hope that you can help me share this news far and wide. I am ____ years old, and live in [city, state]. I just learned that I need a kidney transplant, and that a living donor is my best chance for survival. As you may know, I have [disease and details about how it has changed your life.] I want to be healthy again! I want to enjoy [details here] I look forward to the day that I’m not tired, unwell and can live my life to the fullest. A kidney from a living donor can save my life. If you would consider being my living donor, please complete the form at [website URL]. Donation costs are covered by my insurance, and the information you share will be kept confidential with the transplant team. Please Like and Share this post on your own page, then many more people can hear my story. Thank you my friends!

ADDITIONAL DIGITAL OUTREACH PLATFORMS

- Personal Blog
- YouTube
- Reddit
- Pinterest
- Message boards
- Online groups

REAL EXAMPLES OF WEBSITES AND SOCIAL MEDIA PAGES

Jules's website: <https://www.julesneedsakidney.com>

This site from outside of our local community provides an example of thorough information and great personal touches. It offers a good mix of general kidney disease and donation information alongside personal storytelling that is used to illustrate how kidney failure impacts Jules's life.

Michael's website: <https://www.helpmakeitsoo.com/>

Michael's website and video is a good example of a personal website. It includes a combination of personal testimonial, information about becoming a living donor, and how it would impact his life. Michael was able to enlist a friend to help him build it.

Scott's Facebook Page: www.facebook.com/akidneyforscottw

Scott received a kidney in 2016 from an altruistic donor who saw his Facebook page. He now uses his Facebook page to promote others' searches for living donors. Scott's page is a great source for links to Facebook page/campaign examples, website examples, and inspiring kidney transplant stories.

Steve's Website: <https://kidneyforsteve.com/>

Another from outside our area, but offers a solid option for a more simple website—it offers 2 pages, one about Steve and his need for a kidney, and a second page of FAQs.

Stories of Hope: www.donatelifenw.org/stories-of-hope

Donate Life Northwest's "Stories of Hope" provide additional examples of short-form story sharing from recipients, donors, and individuals awaiting transplant.

Trisha's Facebook Blog: <https://www.facebook.com/KidneyAngelForTrisha>

Trisha uses her personal blog on Facebook to ask for help finding a donor and share updates related to the challenges of navigating kidney disease. It provides an example of letting all guards down and embracing a "throwing it all out on the table" sharing tactic. Trisha has since received a kidney, but you can scroll to see examples of what she did share during her search.

If you are a Legacy Patient, here is a sample of a microsite:

https://nkr.org/CCD266?_gl=1*8fojbc*_gcl_au*MTU3MjA1MTc0MS4xNzgwNTk3MjAw

If you are interested in creating your own microsite, contact your coordinator at Legacy and they will help you get it set up.