

SKIP THE WAIT FOR A KIDNEY

THE DONOR SEEKER'S

Story Planner & Search Guide For Finding Living Kidney Donors

- ✓ Write Your Story
- ✓ Spread The Word
- ✓ Track & Follow Up
- ✓ Stay Active & Engaged

**Your Donor Could Be Hiding in Plain Sight.
Let Your Story Be the Light**



The Donor Seeker's Story Planner and Search Guide *for* **Finding Living Kidney Donors**

Created by:

Simon Says Seminars, inc. | TransplantFirst Academy

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Purpose of This Workbook

This workbook was created to empower kidney transplant candidates to proactively advance their path to transplant by pursuing a kidney from a living donor, so they can:

- End their transplant wait
- Avoid — or discontinue the need for dialysis
- Improve their health and quality of life

Disclaimer:

This publication is for informational purposes only and does not substitute for professional medical advice, diagnosis, or treatment. Always consult your physician or another qualified healthcare provider regarding any medical condition or treatment.



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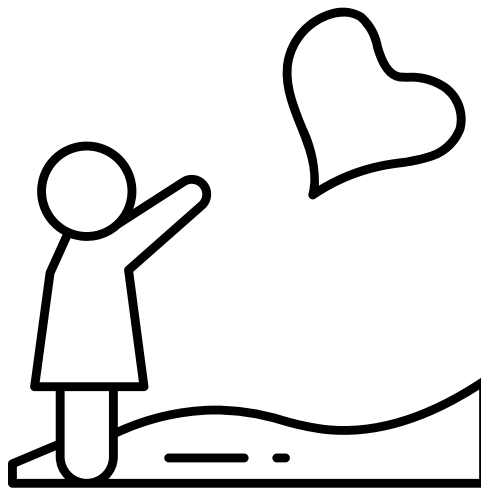
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MY JOURNEY BEGINS HERE

This book belongs to:



Let the process begin!

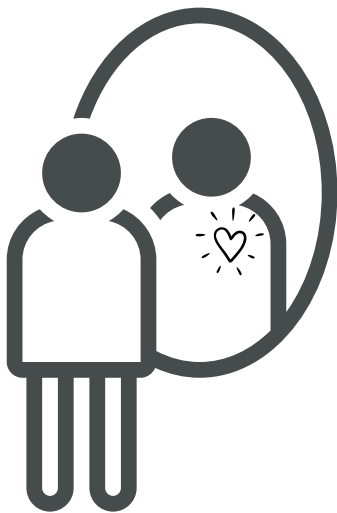
WHY USE THIS WORKBOOK?

You need a kidney transplant, yet the wait for a kidney from a deceased organ donor can take 7-10 years. Your best chance of ending your wait—and improving your quality of life—comes from finding a living kidney donor.

Where do you start?

Right here. This interactive guide is designed to walk you through each step of the donor-seeker journey, including how to:

- Highlight story details that matter most
- Use the right words at the right time
- Invite others to join your team & spread the word
- Reach more people through social posts, likes & shares
- Use story cards, story videos & signs to attract attention
- Track individuals who expressed interest & follow up



BEFORE TURNING TO THE NEXT PAGE
TAKE A DEEP BREATH—AND
PICTURE YOURSELF THRIVING
—NOT JUST SURVIVING
AS A RESULT OF THE STEPS YOU'RE
ABOUT TO TAKE



**"In the middle of every difficulty
lies opportunity."**

— Albert Einstein

WHAT DO I NEED TO WORK ON?



	YES	NO	MAYBE
1. I'd like to feel more comfortable sharing my story.	☐	☐	☐
2. I'd like to feel more comfortable asking people to join my team and spread the word.	☐	☐	☐
3. I'd like to feel more at ease bringing up the health screening application when I sense curiosity or interest.	☐	☐	☐
4. I'd like to learn more about paired donation, advanced donation, and vouchers so more people can be considered.	☐	☐	☐
5. I'd like to discover an easy tracking system to follow up with those who expressed interest.	☐	☐	☐
6. I'd like to worry less about how others might react to my search for a kidney donor.	☐	☐	☐
7. I'd like to become more informed so I can answer common questions that may come up.	☐	☐	☐
8. I'd like to post better content on my social media pages to get more likes and shares.	☐	☐	☐
9. I'd like to create an online story page, with contact links, and facts about donation.	☐	☐	☐
10. I'd like to be more hopeful by envisioning donor offers and a better quality of life after transplant.	☐	☐	☐



**"You gain strength, courage, and
confidence by doing the thing which
you think you cannot do."**

— Eleanor Roosevelt

AFRAID TO SHARE YOUR STORY?

TAKE A MOMENT TO DESCRIBE WHAT'S HOLDING YOU BACK.
Ready to break free? Share your fears with family & friends.

CONCERNED ABOUT LIVING DONOR REQUIREMENTS & LONG-TERM EFFECTS?
CHECK OUT THE FACTS BELOW TO SEE WHAT'S TRUE.

THE TRUTH ABOUT KIDNEY DONATION

Fact #1: Living kidney donors do NOT need to be in perfect health.

Donors need to be in good health. They don't have to be in perfect health. What matters most is that they can pass all the required medical tests.

Fact #2: Kidney donors do NOT have to be related or a perfect match.

Donors can give to family, friends, or strangers. If a direct match isn't possible, programs like paired or advanced donation w/vouchers can help.

Fact #3: Kidney donors CAN live an active life after donation.

Most donors return to normal activities in 4–6 weeks. Surgery is typically laparoscopic, with smaller incisions which helps recovery go faster.

Fact #4: Donors do NOT risk shorter lives after donation.

Donors are carefully screened. Most are as healthy—or healthier—than others their age and can live just as long or longer.



**"Shoot for the moon.
Even if you miss, you'll land
among the stars."**

— Norman Vincent Peale

TIPS BEFORE YOU WRITE

PREPARE YOUR MIND

Think of your story not as a plea for help, but as a love letter to someone you hope to meet someday. It might even be someone from your past—or someone you already know, hiding in plain sight.

Speak from your heart—it's the most powerful way to connect with people.



INTRODUCE YOURSELF

While your inner circle already knows you, reintroduce yourself with a health update so they understand your situation and feel moved to help.

DESCRIBE YOUR SITUATION

Share what kidney disease looks like in your life:

- What it means to need a transplant
- Why your kidneys are failing and how long you've been waiting
- If on dialysis, how long/how difficult—and your hope to end your need
- If not already on dialysis, your goal to avoid it
- Explain how interested donors can apply for an initial health screening

INCLUDE YOUR HOPES AND DREAMS

Tell people what getting a transplant would mean to you—and what you hope to achieve post-transplant. Inspire people to be moved by your story.

ADD IMPORTANT FACTS

- **Number of people waiting:** ≥90,000 waitlisted in the United States
- **Average wait time in your area:** ≥ 5-7 years for a deceased donor's kidney
- **Risks of waiting:** advanced illness, disqualification, higher mortality rates
- **Approved living donors:** shorten wait times to months, not years
- **Transplant before dialysis:** A transplant before the need for dialysis is best
- **Living donor kidneys:** tend to function immediately, work better, last longer



**"Faith is taking the first step even
when you don't see the
whole staircase."**

-Dr. Martin Luther King Jr.

SAMPLE STORY



Dear family, friends, and kind strangers,

My name is Isabella Sanchez, I'm 56, and I live in Sacramento, California. I love spending time with my granddaughters, reading them sweet stories that help them see their own value and potential.

About six years ago, I was diagnosed with chronic kidney disease caused by high blood pressure. My kidneys no longer function properly, and I've been on dialysis for over a year. My dialysis treatments take 3–4 hours each, 3–4 days a week. Each session leaves me feeling drained, making it difficult to care for my family or maintain a job.

A kidney transplant is my best chance to feel better and live longer. Yet the wait for a deceased donor's kidney can take several years.

My hope is to find a kind-hearted person who's willing to get tested—to see if they might be able to donate a kidney to me. If approved, they'd be giving me a second chance to live a healthier and longer life, so I can be there for my family, friends and co-workers.

I'm currently receiving care at: UC Davis Health Transplant Center in Sacramento, California. If you'd like to learn more—or explore whether you might qualify for testing—please visit my center's screening link: <https://health.ucdavis.edu/transplant/livingkidneydonation>. If you have questions or would like to talk to someone first, please call: (916) 734-2307.

Even if we've never met, sharing my story would mean the world to me. One share—your share—might be all it takes to end my wait.

With heartfelt gratitude,

Isabella

**For those contacting my transplant center,
please use my full legal name, along with my date of birth:
to help my transplant center identify me.*

Isabella Maria Sanchez DOB: 2-28-1969



"Courage doesn't always roar.
Sometimes courage is the quiet voice
at the end of the day saying,
I will try again tomorrow."

— Mary Anne Radmacher

NOW IT'S YOUR TURN

FILL IN THE BLANKS



Dear family, friends, and kind strangers,

My name is _____, I'm _____, and I live
in _____. I love spending time _____.

WITH FAMILY, FRIENDS, PETS, VOLUNTEERING, FAITH COMMUNITIES, ADVOCACY, HOBBIES, SPORTS, OUTDOOR ACTIVITIES

About _____ ago, I was diagnosed with _____ caused by
_____. My kidneys no longer function properly,
and I've been _____.
HOW LONG HAVE YOU BEEN ON DIALYSIS, YOUR HOPE TO NO LONGER NEED IT (or) HOPE TO AVOID IT

WHETHER YOU'RE ON DIALYSIS OR NOT, DESCRIBE DIALYSIS HARDSHIPS SO PEOPLE UNDERSTAND THE VALUE OF TRANSPLANT

A kidney transplant is my best chance to
_____.
Yet, the wait for a deceased donor's kidney can take
_____.

My hope is to find a kind-hearted person who's willing to get tested—to see
if they might be able to donate a kidney to me. If approved, they'd be
giving me a second chance to live a healthier and longer life, so I can be
there for _____.

DESCRIBE HOW MUCH BETTER YOUR LIFE WOULD BE — AND THE POSITIVE IMPACT YOU'D HAVE ON OTHERS

I'm currently receiving care at _____.
If you'd like to learn more—or explore whether you might qualify for testing,
please use the special health screening link below:
https://_____

YOUR TRANSPLANT CENTER'S HEALTH SCREENING APPLICATION LINK

If you have questions about this process, please call: _____.

THE LIVING DONOR DEPARTMENT

**Even if we've never met, sharing my story would mean the world to me.
One share—your share—might be all it takes to end my wait.**

With heartfelt gratitude 
Your signature

*Below your signature, include your
full legal name and date of birth so interested donors can help
the transplant center identify you.



"Hardships often prepare ordinary
people for an extraordinary
destiny."

— C.S. Lewis

SPREAD THE WORD

WHO'S IN YOUR CIRCLE? ASK YOUR CONTACTS TO TEAM UP & TALK UP

IMMEDIATE & EXTENDED FAMILY

FRIENDS, FRIENDS OF FRIENDS + SOCIAL MEDIA RELATIONSHIPS

COLLEAGUES & ACQUAINTANCES

PEERS, CO-WORKERS & MGR'S

Add people from your current and past employment history

NEIGHBORS / LOCALS / CLUBS

VOLUNTEER/FAITH BASED GROUPS

CLASSMATES, TEACHERS, CLIENTS

Old School Pals, Teachers, Mentors, Active & Former Clients

SERVICE PEOPLE

Hair Stylist, Barber, Nail Technician, Dentist, Attorney, CPA



**"Your life is your message to the
world. Make it inspiring."**

— Lorrin L. Lee

BE READY TO SHARE YOUR STORY

Anytime someone asks, 'What's new?' or 'How are you doing?'—you're being offered the perfect opportunity to share your story.

Example Response:

"Thanks for asking. I'm hanging in there. I'm not sure if I've ever told you I have kidney disease? Well, my condition has progressed to the point where my kidneys can no longer function adequately on their own.

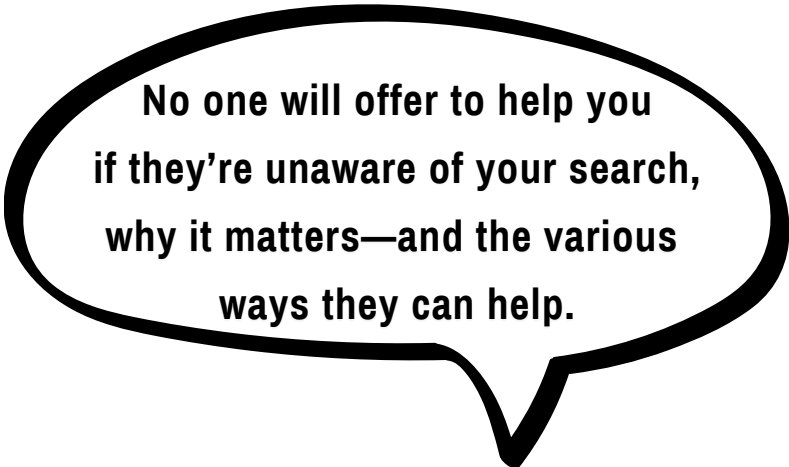
I now need a kidney transplant.

And, I'm not alone. Nearly 90,000 people are waiting for a life-saving kidney from a deceased organ donor—and the wait can take several years.

My best hope is to find a living kidney donor.

My transplant team encouraged me to share my story with others. I've been doing my best, but I could really use some help spreading the word. If I made it super easy for you, would you consider teaming up with me by posting my story on your Facebook page—or other social media pages—to expand my search?

***Note:** Send a short story blurb (and a photo or story video) about your search so your team can easily copy and paste your content onto their social pages. Offer to send it in advance so they have a chance to review it and ask questions. Be sure to include important links and options to learn more about your transplant center's health screening process for interested donors.*



**No one will offer to help you
if they're unaware of your search,
why it matters—and the various
ways they can help.**



"It does not matter how slowly you go
as long as you do not stop."

— Confucius

WAYS TO SHARE YOUR STORY

Make Every "Story Share" Count!

SOCIAL MEDIA

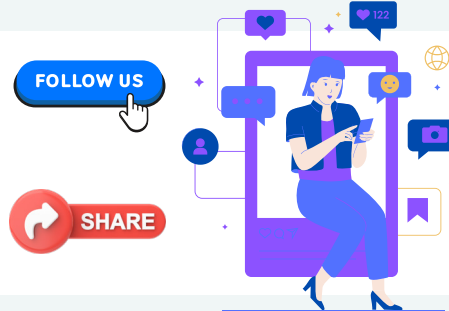
Set up a "Public" Facebook Page
As a central broadcasting hub
for your pinned story post
+ important content

MEDIA

Share Your Story In the News
Look for TV & Radio Interviews
Request a Human Interest Story
on Kidney Donation



ALSO CONSIDER OTHER SOCIAL PAGES LIKE INSTAGRAM, YOUTUBE, X, TIKTOK



Refer to pages
39 & 40

EMAILS

Add a note about your hope to
find a kidney donor at the bottom
of your email signature line

EMAIL SIGNATURE MESSAGE

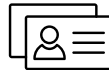
I'm currently searching for a living kidney donor so I
can stay at the top of my game and continue this
meaningful work. If you'd like to help me spread the
word—or are interested in getting tested as a
potential donor—I'd love to hear from you.

BE SOCIAL & VISABLE

Host or attend social events.
Meet friends for coffee. Volunteer to
speak at book clubs & faith based groups

PASS ALONG STORY CARDS,
STATEMENT APPAREL
MAKE CAR SIGNS

"LEAVE-BEHIND" STORY CARDS



Coffee

STATEMENT APPAREL



MAKE CAR SIGNS



speak at book clubs &
faith based groups

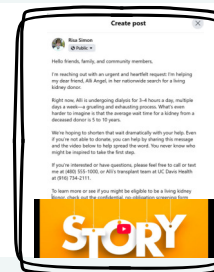
Refer to page 43

POST STORY VIDEOS

Add attention-grabbing
videos to written posts.

SOCIAL MEDIA POSTS WITH STORY VIDEOS

[https://risasimon.com/
digital-products/](https://risasimon.com/digital-products/)

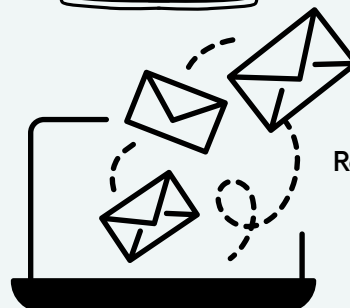


Refer to page 42

ONE-PAGE WEBSITE

Share your story, important facts,
and contact information
on your one-page website
—or microsite

SHARE YOUR STORY,
YOUR TRANSPLANT
CENTER'S HEALTH
SCREENING LINK,
SOCIAL LINKS
+ Q & A



Refer to page 44



**"You may not control all the
events that happen to you, but
you can decide not to be
reduced by them."**

— Maya Angelou

WATCH REACTIONS. BE SENSITIVE.



Use Your Gut to Determine How Much to Share.

Watch for signs of interest or awkward silence. If the listener seems interested, continue with more details. When the vibe feels off, allow the conversation to come to an end or change topics.



Never Underestimate Your Audience.

Sometimes the people you least expect will support you the most. Share clear facts so others can see the different ways they can help—including how to apply to be tested as a possible donor.



Practice, Don't Memorize.

Go over your story until it feels natural and easy to tell. Focus on your main points. You don't need to memorize every word—just know the key points you want to share.



Share From Your Heart. Don't Pressure.

Asking directly for a kidney can make people feel uncomfortable. Simply educate listeners and ask them to share your story to help you find a living kidney donor. Allow them an opportunity to consider all the ways they can help.

If someone wants to know more—or do more—they'll ask more questions. Be ready to answer the basics, and direct them to your transplant center to learn more about living kidney donation and/or begin the online health screening process.



In Case It Comes Up...

"Can anyone donate
a kidney?"

SHORT ANSWER TO THE QUESTION: "CAN ANYONE DONATE?"

Kidney donation isn't possible for everyone. Donors must be at least 18 years of age, in good physical and mental health, and be free of active disease and infections.

DETAILED RESPONSE:

That's a great question, as not everyone is able to donate a kidney. In general, donors must be:

- At least 18 years of age
- In good physical & mental health, and cannot be pregnant
- Free of active disease and infections (i.e. hepatitis C, HIV, cancer)
- Free of heart disease, liver disease, lung disease and obesity
- Free of blood pressure issues

The best way to determine if you might be eligible is to complete my transplant center's confidential, no-obligation health screening application.

LINK TO YOUR TRANSPLANT CENTER'S HEALTH SCREENING APPLICATION

Note: About 30–50% of interested donors are disqualified to donate for various health reasons. If, however, someone is disqualified for reasons of being overweight, or they need to quit smoking—or could benefit from emotional support, a free program called Project Donor might be able to help. Learn more here: <https://projectdonor.org>.

CHECK YOUR UNDERSTANDING

	TRUE	FALSE
1.You must be 18 or older to donate a kidney.....	☐	☐
2.You need to be in good mental health.....	☐	☐
3.You need to be in good physical health.....	☐	☐
4.You can donate a kidney even if you're pregnant.....	☐	☐
5.Good blood pressure is important.....	☐	☐
6.People with heart disease can donate a kidney.....	☐	☐
7.People who are obese can donate a kidney.....	☐	☐
8.You need to be free from serious illness like cancer.....	☐	☐

KEY: 1.True, 2.True, 3.True, 4.False, 5.True, 6.False, 7.False, 8.True



In Case It Comes Up...

"Do kidney donors have to be the same blood type or related?"

NOTE TO PATIENT:

Avoid emphasizing your blood type when sharing it with others so no one rules themselves out if they're not a match. Be sure your audience knows that they don't have to be related or an exact match, thanks to programs like paired and advanced donation. Refer to page 26 for more information on these programs.

YOUR RESPONSE ON BLOOD TYPE MATCHING:

"Great question! Anyone can consider becoming a living kidney donor after completing an initial health screening application, and are invited to move forward with additional tests. They don't need to be related by blood or family to the person in need, nor do they have to share the same blood type. If our types aren't compatible, we can still be matched through special programs like Kidney Paired Donation and Advanced Donation with vouchers."

My blood type is O, and I'd be curious to know yours if you happen to know it? But even if our types aren't compatible, we can still be matched through special programs like Kidney Paired Donation and Advanced Donation with vouchers. I'll email you a link where you can learn more information about these programs."

When sharing your blood type, try not to place too much emphasis on it. You don't want anyone to rule themselves out if they're not a direct match.

Remember to refer those who express interest to your transplant center's health screening application and provide links so people who'd like to learn more about paired and advanced donation with vouchers can do so.

NOW, IT'S YOUR TURN TO FILL IN THE BLANKS

"Great question! Anyone can consider becoming a living kidney donor after _____
They don't need to be _____, nor do they have to share the same _____

My blood type is _____, and I'd be curious to know yours if you happen to know it? But even if our types aren't compatible, we can still be matched through special programs like:

I'll email you a link that explains more about how these programs work."

Example link: <https://www.kidneyregistry.com/for-donors/voucher-program/>



**"What lies behind us and what lies before
us are tiny matters compared
to what lies within us."**

— Ralph Waldo Emerson

MATCHING, PAIRED & VOUCHERS

About one-third of interested living kidney donors cannot give directly because of blood type or antibodies. But if a donor is healthy enough to qualify, they can still donate through special programs, such as Kidney Paired Donation and Advanced Donation with vouchers.

BLOOD TYPE MATCHING CHART

RECIPIENTS W/BLOOD TYPE A

**= MATCH WITH BLOOD TYPE
A OR O DONORS**

RECIPIENTS W/BLOOD TYPE B

**= MATCH WITH BLOOD TYPE
B OR O DONORS**

RECIPIENTS W/BLOOD TYPE AB

**= MATCH WITH BLOOD TYPE
A, B, AB, OR O DONORS**

RECIPIENTS W/BLOOD TYPE O

**= CAN ONLY RECEIVE FROM
BLOOD TYPE O DONORS**

Finding a match can take months for some patients—especially for blood types B or O. Programs like the National Kidney Registry (NKR) and the Alliance for Paired Donation (APD) can help by offering additional matching options.

Here's how it works:

In Kidney Paired Donation, incompatible donors and recipients are swapped with other incompatible donors and recipients to create more compatible matches.

In Advanced Donation, a donor is scheduled to give a kidney to someone they don't know—and in return, they receive a voucher for a matching kidney for their intended recipient—as soon as a suitable match is found.

Through the voucher program, donors may designate up to five potential recipients, including their intended recipient, allowing flexibility if circumstances change. Only one listed person may use their voucher, based on first in need.

Learn more about kidney paired donation and advanced donation with vouchers:

<https://www.kidneyregistry.com/for-donors/i-know-someone-who-needs-a-kidney/paired-donation/>

The link below can be used by individuals who would like to see if they'd be medically eligible to donate using NKR's website:
<https://www.kidneyregistry.com/for-donors/am-i-qualified-to-donate-a-kidney/>



In Case It Comes Up...

"If I donate will it cost me anything, or will I miss a lot of work?"

YOUR RESPONSE:

"I'm glad you asked, that's a common worry. The good news is my insurance **pays** for all donor-related procedures performed at my transplant center.

My insurance **doesn't** cover lost pay from taking time off work or travel to the transplant center, or related expenses, like travel, child or elder care, or caregivers for post-surgical recovery.

However, there are programs that might be able to help with reimbursement. They include the National Kidney Registry (NKR), and the National Living Donor Assistance Center (NLDAC). I'll send you links to those websites so you can learn more."

Send these links:

NKR: <https://www.kidneyregistry.com/news/national-kidney-registry-expands-donor-shield-reimbursement-for-living-kidney-donors/>

NLDAC: <https://www.livingdonorassistance.org/How-to-Apply/Paper-Application-Process>

NOW, IT'S YOUR TURN TO FILL IN THE BLANKS

"I'm glad you asked, that's a common worry. The good news is my medical insurance pays for all _____
WHAT'S COVERED?
performed at my transplant center. My insurance doesn't cover

TYPE OF EXPENSES NOT COVERED
_____. However, there are
programs that can help with reimbursement, including:

NAME OF REIMBURSEMENT PROGRAMS & LINKS

NOTE: THE APPLICATION PROCESS REQUIRES APPROVAL FOR ACCEPTANCE



In Case It Comes Up...

"I could never put a loved one
at risk for my benefit."

NOTE TO PATIENT:

Many individuals in need of a kidney transplant feel reluctant—even strongly opposed—to accepting a donation from a loved one. Yet declining an offer can deprive the would-be donor from a deep sense of purpose, connection and comfort.

For example, when a parent refuses a child's wish to donate, it may unintentionally lead to lingering resentment and emotional pain as the child watches their parent's health decline—or life come to an end—knowing they could have made a difference.

It's completely natural for family and friends to worry about a loved one undergoing surgery. The encouraging news is that donors go through extensive testing to ensure they are not put at undue risk.

While every surgery carries some risk, transplant centers place donor safety above all else and take every precaution to protect them.

Let the transplant center decide who's best to move forward.

GENERAL OVERVIEW ABOUT KIDNEY DONATION:



- Donors can live a full and vibrant life with one kidney
- Donors often report emotional benefit from their loved one's improved health
- Donors are prioritized on the waitlist if they should ever need a kidney
- Surgery is performed with small incisions, and takes about 2-3 hours
- Hospital stay is 1-2 days; back to work in 3-6 weeks
- Gentle walking is encouraged within 24 hours. Daily walking thereafter
- No "heavy lifting" (~10 lbs.) for 4-6 weeks
- Advised to avoid contact sports



"Success isn't just about what you accomplish in your life, it's about what you inspire others to do."

— Unknown

TRACK ● FOLLOW UP ● PREPARE

- **Make a List:** List the names of people you shared your story with. Add their contact information to the worksheet on page 34.
- **Track Interest:** Check the boxes to indicate whether they were willing to share your story—or stated that they planned to contact your transplant center to initiate the health screening application.
- **Follow Up:** Ask a friend or family member to help you track responses and gently follow up with interested individuals to see if those willing to share your story, are sharing it—and, if those who expressed interest in getting tested have submitted a health screening application.
- **Stay in Touch:** Your transplant center cannot share information about other patients who may be testing for you—nor can they share their status. This is why it is so important to reach out to those who expressed interest and ask them to stay in touch with you.
- **Say Thanks:** When someone offers to help share your story—or considers the testing process—take a moment to let them know how much their willingness to help means to you.
- **Recognize Ineligible Donors:** Acknowledge those who stepped forward but couldn't donate, honor their willingness, and invite them to champion your story-sharing efforts.

Stay on it — your next potential donor could be closer than you think.





**"Start where you are. Use what you
have. Do what you can."**

— Arthur Ashe

Diagram illustrating the flow from 'WILL SHARE STORY?' to 'CONSIDERING TESTING'.

- If the answer to 'WILL SHARE STORY?' is **YES**, the flow proceeds to 'CONSIDERING TESTING'.
- If the answer to 'WILL SHARE STORY?' is **NO**, the flow proceeds to 'CONSIDERING TESTING'.

Diagram illustrating the flow from 'WILL SHARE STORY?' to 'CONSIDERING TESTING'.

- If the answer to 'WILL SHARE STORY?' is **YES**, the flow proceeds to 'CONSIDERING TESTING'.
- If the answer to 'WILL SHARE STORY?' is **NO**, the flow proceeds to 'CONSIDERING TESTING'.



**"To care for those who once
cared for us is one of the
highest honors."**

— Tia Walker

PREPARING FOR TRANSPLANT

LINE UP YOUR CAREGIVERS

Transplant centers **require** their patients have a care support plan in place 24 hours a day, 7 days a week—for approximately 4 to 6 weeks after they're discharged from the hospital.

Caregivers can include family, friends, and home care personnel.

Be proactive. Be prepared. Have a caregiver support plan in place.



CAREGIVER'S NAME

PROPOSED HOURS/DAYS/WEEK

_____	_____
_____	_____
_____	_____
_____	_____

Be kind to your caregivers. They do a lot to ease your stress and lighten the load.



CAREGIVER TASKS CAN INCLUDE:

Appointment transportation, pharmacy runs, medication management, encouragement and emotional support, grocery shopping, meal prep, light housekeeping, monitoring signs/symptoms, surgical incision care and personal care.

Planning for help isn't optional—it's required, and it's absolutely essential to achieve the best results.



**"The only way to achieve the
impossible is to believe it is possible."**

— Charles Kingsleigh
(Alice in Wonderland)

STAY ACTIVE & ENGAGED

This section offers tips on how to set up and share a public Facebook story page, story website, story cards, story signs, and story videos.

You'll also discover links to conversational videos, motivational books, a 7-step workbook review, post-program survey—and journal pages to keep you inspired and engaged.



HERE'S HOW TO SET UP A PUBLIC FACEBOOK PAGE

YOUR PUBLIC FACEBOOK PAGE

STEP 1

SET UP A "PUBLIC" FACEBOOK PAGE

(This is not the same as your personal profile page).

<https://www.facebook.com/pages/creation>

STEP 2

ADD IMPORTANT CONTACT INFORMATION

Feel free to include your own contact info, plus a friend or family member on your team who's offered to speak on your behalf.

STEP 3

CREATE YOUR FIRST POST

Write this post as a "greeting" for those who visit your new public Facebook page.

EXAMPLE



Use this example (and the work you did on page 12) to create your first public Facebook post.

NAME YOUR PAGE:

Include Your First & Last Name:

Name _____ DOB ____/____/____

You'll only need to add your date of birth if your transplant center requires potential donors to know this information.

My Transplant Center

Name: UC Davis Health Transplant Center

Location: Sacramento, California

Interested Donors Apply Here:

<https://health.ucdavis.edu/transplant/livingkidneydonation>

Interested Donors Call-in Number: (916) 734-2307

WRITE YOUR FIRST POST—STORY EXAMPLE BELOW

Dear family, friends, and kind strangers,

Thank you for visiting my page about my search for a living kidney donor. As some of you may know, I'm in urgent need of a transplant because my kidneys are no longer functioning adequately. Sadly, the wait for a kidney from a deceased organ donor in my area can take years.

My greatest fear is spending the years ahead tethered to a dialysis machine. My hope is to find a living kidney donor who can end my wait for a transplant so I can live a healthier, fuller life.

More than anything, I long to see my son graduate college and walk my daughter down the aisle. I dream of being there for all the love and joy their children will bring into our world—a world I hope to make better after transplant. This isn't just about my future; it's about the shared moments yet to come.

I'd be deeply grateful if you'd consider following and sharing this page—and maybe, just maybe, your shares will reach someone who feels moved to explore living kidney donation on my behalf.

YOUR PUBLIC FACEBOOK PAGE

STEP 4

PIN YOUR FIRST POST

ADD A PHOTO
+ STORY VIDEO
TO PAGE

How to Pin Your Post On Your Public Page:

- First, go to your page.
- Next, find the post with your story.
- Then, click the three dots (⋮) on the post.
- Lastly, choose "Pin to top of Page."

Why pin your post?

- It keeps your story visible.
- It's a marker for story awareness

[Also consider adding a photo and a story video to page]

STEP 5

INVITE FRIENDS TO FOLLOW YOUR PAGE

ADD A PERSONAL MESSAGE

ASK FAMILY & FRIENDS TO
"FOLLOW & SHARE"

FOLLOW US

SHARE

Invite Friends to Follow Your Page

From Facebook on your Desktop

1. Go to your Facebook Page.
2. On the left menu (or in the admin view, or professional dashboard), find and click "Invite Friends".
3. A pop-up will appear with a list of your friends. You can:
 - Select individuals manually
 - Use the "Select All" option
 - Be sure to add a personal message:

"I'm inviting you to follow my page to help expand my search for a living kidney donor. Your support—by following and sharing this page—just might lead me to the kindhearted person who feels a calling to step forward."

4. Click "Send Invites."

STEP 6

SHARE YOUR FIRST PINNED POST ON YOUR PERSONAL FB PAGE + OTHER SOCIAL PAGES

OTHER SOCIAL PAGES MIGHT INCLUDE:
INSTAGRAM, YOUTUBE, TIKTOK

SHARE THIS POST ON OTHER PAGES

Include your story video, and links to your story webpage, your transplant center's website + FAQ

Ask everyone to:
LIKE, SHARE & FOLLOW

SCHEDULE WEEKLY POSTS

CONSIDER POSTING ON SEVERAL PLATFORMS LIKE FACEBOOK, INSTAGRAM, TIKTOK

Don't be intimidated by social media. Ask friends and family, children, grandchildren, nieces, nephews—and anyone active on social media to post for you!

WEEK 1: POST YOUR STORY - ADD YOUR PHOTO WITH LOVED ONE/PET

(ASK OTHERS TO SHARE YOUR POST, VISIT YOUR PUBLIC FB PAGE & WEBSITE)

BE SURE TO INCLUDE YOUR TRANSPLANT CENTER'S HEALTH SCREENING LINK

WEEK 2: ADD # OF PEOPLE WAITING, WAIT TIME, DIALYSIS HARDSHIPS

(ASK OTHERS TO SHARE YOUR POST, VISIT YOUR PUBLIC FB PAGE & WEBSITE)

BE SURE TO INCLUDE YOUR TRANSPLANT CENTER'S HEALTH SCREENING LINK

WEEK 3: ADD HEALTH UPDATES & BENEFITS OF LIVING DONORS

(ASK OTHERS TO SHARE YOUR POST, VISIT YOUR PUBLIC FB PAGE & WEBSITE)

BE SURE TO INCLUDE YOUR TRANSPLANT CENTER'S HEALTH SCREENING LINK

WEEK 4: ADD DONOR UPDATES. MENTION YOU'RE STILL SEARCHING

(ASK OTHERS TO SHARE YOUR POST, VISIT YOUR PUBLIC FB PAGE & WEBSITE)

BE SURE TO INCLUDE YOUR TRANSPLANT CENTER'S HEALTH SCREENING LINK

WEEK 5: ADD INSPIRATIONAL DONOR STORIES AND ARTICLES

(ASK OTHERS TO SHARE YOUR POST, VISIT YOUR PUBLIC FB PAGE & WEBSITE)

BE SURE TO INCLUDE YOUR TRANSPLANT CENTER'S HEALTH SCREENING LINK

TIPS FOR POST WEEKLY POSTS

Add New Pictures, Story Videos, Updated Links To Story Pages, Medical Updates, Donor Updates, and Kidney Donation Articles*

***LOOKING FOR GOOD ARTICLES TO POST?**

Sign up for google alerts about kidney transplants and living kidney donation
<https://google.com/alerts>

HOW TO POST A STORY VIDEO

USE STORY VIDEOS TO CAPTURE MORE INTEREST

Story videos are short attention grabbing clips (~90-seconds long) that add visual interest to written posts. They can generate 1200% more shares than text and images combined. It is believed that viewers retain ~95% more from watching video compared to 10% from reading text alone.

Check out the layout and wording example below:

POST FROM A FRIEND

The image shows a screenshot of a Facebook post from Risa Simon, annotated with handwritten black lines and arrows. The post is titled "WATCH THIS VIDEO" and includes a video player at the bottom labeled "STORY".

Annotations:

- An arrow points from the text "WRITTEN POST WITH A CALL TO ACTION HERE" to the main body of the post.
- An arrow points from the text "UPLOAD VIDEO HERE" to the video player.

Post Content:

Create post ×

WATCH THIS VIDEO

Risa Simon
Public

Hello friends, family, and community members,

I'm reaching out with an urgent and heartfelt request: I'm helping my dear friend, Alli Angel, in her nationwide search for a living kidney donor.

Right now, Alli is undergoing dialysis for 3–4 hours a day, multiple days a week—a grueling and exhausting process. What's even harder to imagine is that the average wait time for a kidney from a deceased donor is currently 5 to 7 years in my area.

We're hoping to shorten that wait dramatically with your help. Even if you're not able to donate, you can help by sharing this message and the video below to help spread the word. You never know who might be inspired to take the first step.

If you're interested or have questions, please feel free to call or text me at (480) 555-1000, or Alli's transplant team at UC Davis Health
Living Donor Transplant Office: (916) 734-2307

Curious to see if you'd qualify to donate a kidney?
Use this quick health screening link:
<https://health.ucdavis.edu/transplant/livingkidneydonation>

STORY

DISCOVER "STORY VIDEO" EXAMPLES AT THE LINK BELOW:

<https://risasimon.com/digital-products/>

STORY CARDS

Use Story Cards After Striking Up New Conversations with Friends, Old Pals, and Kind Strangers

KARLA DEE
Transplant Hopeful



CELL PHONE + EMAIL ADDRESS

FACEBOOK "STORY PAGE" LINK

WEBSITE "STORY PAGE" LINK

TRANSPLANT CENTER'S NAME & LOCATION
UC DAVIS HEALTH TRANSPLANT CENTER
SACRAMENTO, CALIFORNIA

DONOR APPLICATION LINK
health.ucdavis.edu/transplant/livingkidneydonation

TRANSPLANT CENTER CALL-IN LINE
916-734-2307

FRONT

Thank you for giving me an opportunity to tell you about my situation.

I'm in need of a kidney transplant, yet I have to wait years for a deceased donor's kidney.

My hope is to find a living kidney donor who can end my life-threatening wait. 

If you're interested in this remarkable act of human kindness, or want to learn more, please contact me or my transplant center listed on this card.

BACK

STORY SIGNS

STATEMENT APPAREL



FRONT



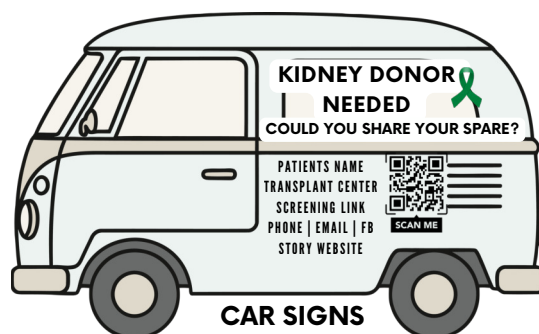
BACK



GET 5 FREE T-SHIRTS TO SPREAD THE WORD

<https://www.designashirt.com/>

Apply here: <https://tinyurl.com/3es76fk7>



CAR SIGNS

<https://www.vistaprint.com/signs-posters/car-signage>

*Some families prefer to use specialized car window markers or water-based window paint for temporary, easy-to-remove messages on glass.

CREATE A WEBSITE STORY PAGE

**Follow these steps to create a free website page—
no coding or tech background needed!**

Step 1: Choose a Free Website Builder

- Pick beginner-friendly, free platforms
- Choose from Google Sites, Wix.com, Weebly.com or Carrd.co

Tip: Wix & Weebly are more customizable. Carrd is great for one-pagers. Google sites are the easiest.

Step 2: Create a Free Account

- Go to the website builder you chose
- Click "Sign Up" or "Get Started"
- Use your email or Google account to create a login

Step 3: Pick a Template

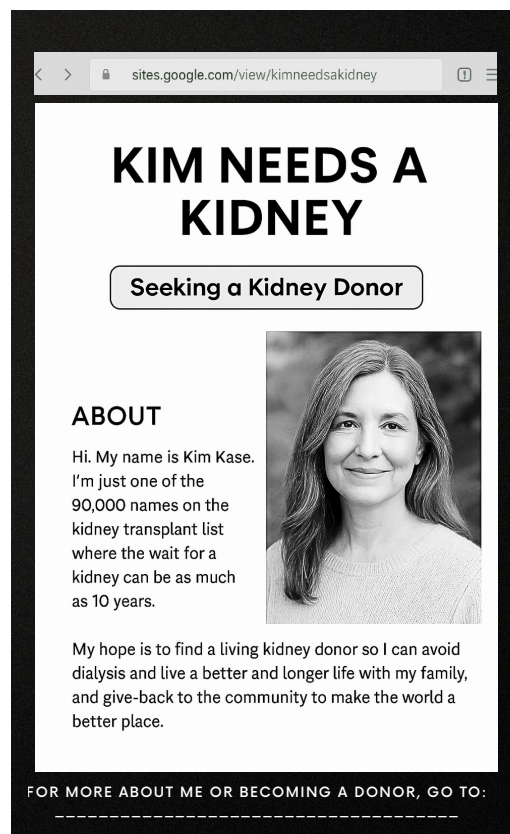
- Choose a design template you like
- Click "Edit" or "Start with this template"

Step 4: Customize Your One Page Story

- Use simple drag-and-drop tools
- Edit text (click to type)
- Change colors, fonts and layout (optional)
- Add your story (grab copy from pg 12, 16 or 39)
- Add images of yourself and/or family
- Add a link to all your social media platforms
- Add your transplant center's name & website
- Add the donor screening application link
- Add FAQ: [Who can donate, the screening, time off work, the surgery, donor recovery, life after donation]

Step 5: Publish Your Story Page

- When you're ready, click "Publish"
- You'll receive a free web address like:
sites.google.com/view/KimNeedsaKidney
- Share the link often



DONOR SEEKER MOBILE APP

**DOWNLOAD THIS FREE MOBILE APP TO
DISCOVER HOW TO TALK UP, TEAM-UP,
AND ATTRACT KIDNEY DONORS**

NARRATED IN ENGLISH & SPANISH!

**MASTER YOUR STORY SHARING SKILLS
IN LESS THAN 15 MINUTES!**

"TALK-UP"

Your Story

APPLE IOS
QR CODE



Android users and those who prefer to watch this program online,
visit: <https://transplantstrong.com/UCD-donor-seeker-program>

COMMUNITY BULLETIN BOARD POSTS

*Sample Community
Bulletin Board
Message*

Would You Like to Play a Part in One of Life's Greatest "Pay It Forward" Opportunities by Becoming a Living Kidney Donor?

A person from our community is in urgent need of a kidney transplant. They're hoping to find a living kidney donor who could end their wait for a better quality of life. Please help us expand our search for interested living kidney donors.

If you happen to be interested in learning more about who can donate and how it all works, please call Grace's Transplant Center: [CENTER INFORMATION HERE]— or Email Grace: grace@thisexample.com for more information.

MOTIVATIONAL BOOKS

SYDNEY'S KIDNEY ADVENTURE



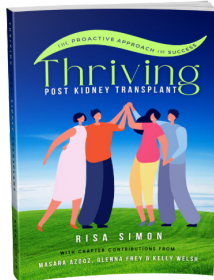
An uplifting tale of a child's endearing "treasure hunt" for a living kidney donor to end her mother's wait for a transplant. This book is a life lesson in the incredible power of family love and human kindness that inspires living kidney donation—and those waiting for a transplant to talk-up, team-up, and search for living kidney donors.

MORE ABOUT THIS BOOK:

<https://a.co/d/dGiTkKj>



THRIVING POST KIDNEY TRANSPLANT

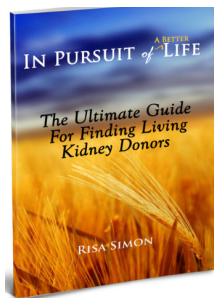


Comprehensive guidebook that includes: immunosuppressive medications, side effects, foods and supplements that negatively impact transplant success, viruses, vaccines, protective measures, diet and nutrition, early rejection detection, future transplant strategies, transplant initiatives, caregiver "self-care" — plus insights on gratitude, intention and positive mindset

MORE ABOUT THIS BOOK:

<https://a.co/d/b7EWMQ2>

IN PURSUIT OF A BETTER LIFE

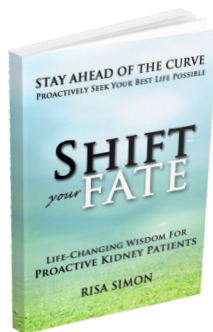


Inside this life-changing book, you'll find a treasure trove of communication and outreach strategies to help you attract interested living kidney donors—without having to ask anyone to "give up a kidney!" This book isn't just about exercising your option to find a kidney donor; It's about saving and improve your life!

MORE ABOUT THIS BOOK:

<https://a.co/d/9llqi5o>

SHIFT YOUR FATE: LIFE-CHANGING WISDOM

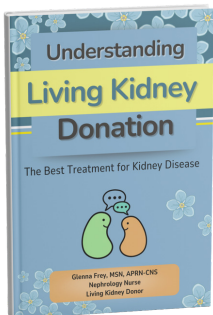


This proactive book offers "behind-the-curtain" gems to encourage informed-decisions about the best treatment options. Even for those already on dialysis, or years away from ever needing to consider end stage renal options, this powerful book will point their compass in the right direction.

MORE ABOUT THIS BOOK:

<https://a.co/d/7RFeuIV>

UNDERSTANDING LIVING KIDNEY DONATION



Living kidney donation is a life-changing gift that offers kidney patients a better quality of life and longer survival compared to dialysis.

But despite its benefits, many people don't fully understand the process, the risks, or the incredible impact it can have. This book answers the most common questions, dispels myths, and provides a roadmap for anyone considering donation or seeking a transplant.

MORE ABOUT THIS BOOK:

<https://a.co/d/dteneiX>

7-STEP WORKBOOK REVIEW

REVISIT THIS PAGE OFTEN TO KEEP YOURSELF ON TRACK

1	WRITE YOUR STORY Script your story like a love letter to someone you long to meet. (REFER TO PAGE 12)	WRITE IT OUT. PRACTICE READING Use conversation starters and sample story scripts from this workbook—and practice, practice, practice.
2	CREATE YOUR LIST Identify all the people you know who might help you share your story—or consider testing.	IDENTIFY YOUR CONTACTS Fill in the names of the people you know and their contact information. Mark their level of interest on the Contact List Worksheet shown on page 34.
3	SHARE YOUR STORY Share your story and updates live & on social media, in emails and on your story webpage. Pass out story cards. Wear messaging T-shirts, and use story car signs.	SPREAD THE WORD Share your story far and wide and ask others to do the same. Hand out story cards with links to your FB page, webpage and transplant center. Consider wearing message T-shirts & hats and use car sign messages to increase awareness. Always include contact information for you & your center.
4	BUILD A TEAM Ask interested individuals—and disqualified donors—to share their passion to help you find a living kidney donor.	BUILD A TEAM TO HELP YOU SEARCH Ask your team to post, repost, and share medical updates. The more they understand the process, the more likely someone may be to step forward and get tested.
5	TRACK & FOLLOW UP Use your contact list worksheet on page 34 to follow up with individuals who expressed interest in helping you.	STAY CONNECTED. KEEP IN TOUCH! You never know who may be hiding in plain sight or who just needs a bit more information or an update. Keep your contacts informed—share updates often.
6	USE STORY VIDEOS CAPTURE MORE EYEBALLS! Use Visual “Infotainment” To Inform & Inspire (REFER TO PAGE 42)	ADD VIDEOS FOR STORYTELLING Social Media Examiner states that video posts on social media get 1200% more shares than text and image posts combined! Explore the value of attention-grabbing video stories : https://risasimon.com/digital-products/
7	STAY POSITIVE When your spirit's low, imagine the possibility of good things happening behind the scenes.	STAY POSITIVE, ACTIVE & ENGAGED! Do something positive for yourself—and something kind for someone else to keep that “feel-good” energy flowing. Stay focused on your intention to find a living donor—and all the bonus days that await.

*CHECK OUT THE LINKS TO CONVERSATIONAL VIDEOS AND MOTIVATIONAL BOOKS ON PAGES 45 & 46

CHECK YOUR PROGRESS

POST PROGRAM SURVEY



1. I'm actively sharing my story online and in person, and exploring how to add story videos, story cards, printed clothing or car signs.

☐

YES

☐

NO

☐

WORKING ON IT

2. I'm following up with people who showed interest in helping me.

☐

YES

☐

NO

☐

WORKING ON IT

3. My team and I are actively sharing information about my search, my transplant center, and various paired and advanced donation options.

☐

YES

☐

NO

☐

WORKING ON IT

4. I set up a public Facebook Story Page, and I'm asking people to follow and share.

☐

YES

☐

NO

☐

WORKING ON IT

5. I have a website "story page" that includes my transplant center's screening link.

☐

YES

☐

NO

☐

WORKING ON IT

6. To inspire back-up donors, I will continue to share my story even after a donor has been approved. I'm also planning to ask disqualified donors to share their experience to inspire others to consider testing.

☐

YES

☐

NO

☐

WORKING ON IT

7. My team and I encourage interested donors who are in good health to apply for the confidential, no obligation online health screening.

☐

YES

☐

NO

☐

WORKING ON IT

INSIGHTS & DISCOVERIES

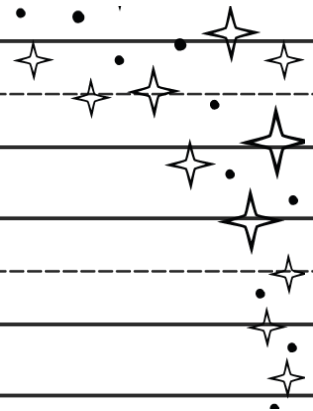


Handwriting practice lines consisting of solid top and bottom lines with a dashed middle line. There are 10 sets of these lines for writing practice.

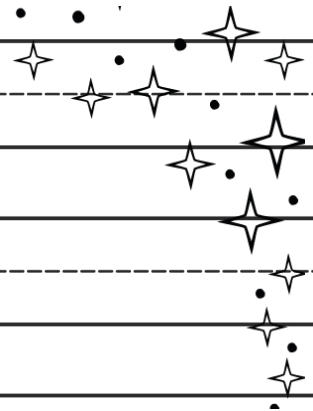
INSIGHTS & DISCOVERIES

[illegible]

REFLECT & DREAM



REFLECT & DREAM



Handwriting practice lines consisting of solid top and bottom lines with a dashed middle line. There are 10 sets of these lines, providing space for writing practice.



**"Luck Is What Happens
When Preparation Meets Opportunity."**

— Elmer Letterman



**Your story has the power to
change everything.
Lead the way.**

Your Donor Could Be Hiding in Plain Sight — Let Your Story Be the Light



THE DONOR SEEKER'S

Story Planner & Search Guide *for* **Finding Living Kidney Donors**

This may be the last page, but it marks the beginning of an exciting new chapter in your life.

Use what you've learned in this workbook to amplify your story—and build a team of kind-hearted people who can help you end your wait for a transplant.

Your ideal donor could be closer than you think!

Have questions about the donor evaluation process?
Contact your nurse coordinator at your transplant center:

My Nurse Coordinator's Name and Contact Information

Still making your way through the workbook?
Have questions—or success stories to share?
We'd love to hear from you!

Email: Risa@transplantfirst.org

