

VIDEOS CAN BE VIEWED IN BOTH  
**ENGLISH & SPANISH**

## Donor Seeker Program Overview:

The Donor-Seeker® Program was developed to help waitlisted kidney patients communicate their need (and hope) for a living kidney donor. This powerful program includes four inspiring video lessons that cover several story-sharing examples for in-person conversations, social media posts, and written communications. By the end of this program, students will be able to share their story with more confidence and ease—and feel more comfortable asking others to team-up with them so they can work together to spread the word and expand their search for potential donors.

### Lesson One Program Overview

This video highlights the importance of sharing your story and hope for finding a living donor. Emphasis is placed on how patients can gain more confidence and feel less alone by asking others to help expand their search.

Key Takeaway.

"Get excited! This is your how guide on how to share your story to attract potential donors!"

### Lesson Two Key Talking Points

This video addresses how to talk to family & friends about the need for a living kidney donor— and ask for help with less intimidation. Emphasis is placed on boosting "story-share" with conversation-openers & talking points.

Key Takeaway.

"Let's get the conversation started—and keep listeners interested & engaged!"



### Lesson Three Sharing Your Story

This video is packed full of story-sharing tips and scripts for face-to-face conversations, written letters, social media posts, community message boards, car signage, story cards—and more!

Key Takeaway.

"Script and practice your story. Share it as often as you can—and with as many people as possible."



### Lesson Four

#### Organize, Track & More

This video helps patients build a contact list to keep track of story-sharing conversations. It also addresses emotions that could be holding patients back from accepting loving offers.

Key Takeaway.

"Organize your contact list, send periodic updates, and keep yourself open to loving offers."

## Resource Section:

Link to Blood-Type Compatibility Charts, Paired-Exchange PDF, Contact List Templates, Story-Videos, Self-Help Books, & Your Own Course Completion Certificate!



## WHY TAKE THIS COURSE?

DO YOU?

Hope to find a living kidney donor but feel uneasy talking about your situation— or asking for help?

LISTEN UP!

This powerful 4-part video program will empower your story sharing skills—and boost your confidence by helping you build a team of "Donor Navigator" advocates to help you spread the word.

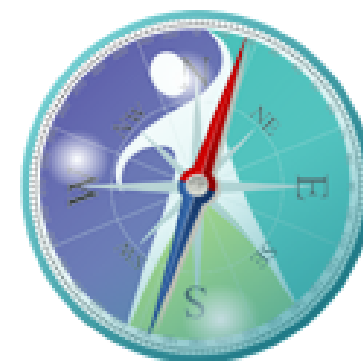
**WORRY NOT ABOUT ASKING ANYONE TO "GIVE-UP" A KIDNEY BECAUSE ALL YOU'LL BE ASKING ANYONE TO DO IS SHARE YOUR STORY. THE REST IS UP TO THEM!**

**ACCESS DONOR-SEEKER® PROGRAM VIDEOS AT LINK BELOW:**

**[https://TransplantStrong.com/Donor\\_Seeker\\_Program](https://TransplantStrong.com/Donor_Seeker_Program)**

# DONOR NAVIGATORS<sup>®</sup>

## HELPING KIDNEY PATIENTS FIND LIVING DONORS



### Your Support Team of "Donor Navigators<sup>®</sup>" Can Help You Find Potential Donors

There's a network of people in your life who would be willing to help you find potential donors—you just have to ask for their help. We understand how asking for help can be frightening when you're doing it all by yourself. Yet, when you ask your family and friends for help it could actually help them too. You see, those who care about you the most want you to get better. They may wish they could donate a kidney to you, but can't, so they're down and somewhat useless. Asking them to join your communications team as "Donor Navigators<sup>®</sup>" — you'll give them an opportunity to do the next best thing. That being, helping you find potential donors!

Donor Navigators<sup>®</sup> can extend well beyond your family and friends. Anyone who knows your story and is willing to get the word out about your need for a living kidney donor can serve on your Donor Navigator<sup>®</sup> team. They just need to learn how to become inspirational spokespersons from support materials we offer in the Donor-Seeker<sup>®</sup> Program. They can even become communications "go-betweens" —so no one ever feels your directly asking them to "give up" a kidney.



Donor Navigators Can:

#### Expand Your Story's Reach

You don't have to go it alone. Invite friends, family (and anyone who would be willing to help you find potential donors) to share your story in their social media networks.

Invite them to watch the videos in the Donor-Seeker Program<sup>®</sup> so they can learn best practices for increasing need awareness and inspiring donors interest.

Donor Navigators Can:

#### Periodically Update Potential Donors

Due to strict confidentiality guidelines, your transplant center can only tell you if a donor is being evaluated— or has been ruled out. However, potential donors are not restricted from sharing their process with you.

To encourage two-way communications, Donor Navigators<sup>®</sup> can send periodic health updates in a group email—and invite your contacts to send updates back your way.



Donor Navigators Can:

#### Act As Spokespersons

By communicating on your behalf, Donor Navigators<sup>®</sup> can be your communication's "go-between"—which will save you (and those they connect with) from ever thinking that they're being asked them to "give up" a kidney.



Donor Navigators Can:

#### Humanize Your Future Goals

Donor Navigators<sup>®</sup> can attach listener-heartstrings to your story by sharing more about your future hopes and dreams (like being there when their first grandbaby arrives).

Inspirational connections, mixed with facts on the long wait, your struggles and/or fears on dialysis—and the value of living donation can move people to lean in your direction.

**DONOR-SEEKER<sup>®</sup> PROGRAM**  
EMPOWERING THE SEARCH FOR  
LIVING KIDNEY DONORS



Invite Donor-Navigators<sup>®</sup> To Watch The Donor-Seeker<sup>®</sup> Program Videos & Visit the Resource Section To Get Information on Blood-Type Compatibility, Paired-Exchange Options, Contact List Management, Story-Videos & Guidebooks

### Donor Navigators Rock!

**The Problem:** Kidney patients are reluctant to get the word out about their need for a living kidney donor because they are intimidated by their lack of experience and know-how.

**The Solution:** Encourage kidney patients to build a team of Donor Navigators<sup>®</sup> to help them boost story-share & attract potential kidney donors.

**Donor Navigators<sup>®</sup> Act As Donor Magnets<sup>®</sup>  
To Help Those In Need Get To Transplant Faster**

**Donor-Navigators<sup>®</sup> Also Increase Preemptive Opportunities  
& Advance Patient Engagement For Better Outcomes**

**Start Building Your Team of Donor Navigators<sup>®</sup>**

**DONOR NAVIGATORS<sup>®</sup>**  
HELPING KIDNEY PATIENTS  
FIND LIVING DONORS



**LEARN MORE HERE:**

<https://health.ucdavis.edu/transplant/livingkidneydonation/living-donor-champion.html>