

# IN PURSUIT OF HUMAN KINDNESS

## *Turning Your Kidney Donor Search into a Common-Health Campaign.*

**I**t takes courage to ask others for help—and there’s no bigger *or* more imposing “ASK” when it comes to living kidney donation. The mere thought of putting someone at risk (for your own benefit) could push anyone outside their comfort zone.

Yet, what if it were possible to ask without asking? What if you could reframe your need into an opportunity to help more people? You could do this by building an all-inclusive *common-health* campaign. All you have to do is make your message bigger than yourself.

Begin by sharing your story as the heartbeat to a vast community in need. Let it be known that over 100,000 people wait alongside you for a deceased donor’s kidney. Cultivate the call to action by describing how kidneys from living donors offer better outcomes and a life-saving alternative to the long, uncertain wait.

If you think sharing your story is pointless because you believe if someone really wanted to help you, they would have already offered—you’re mistaken. The truth is, no one will offer to help you until they are aware of your need, the process, risks and benefits of living kidney donation, and how to begin testing.

*Until Living Kidney Donation is Viewed As a Life-Saving Alternative to The Nation’s Life-Threatening Wait, Very Few Will Be Drawn To This Calling.*

### **Enlighten Without Swaying**

Your job is to enlighten *as many people as possible* without swaying listeners to feel that they “have to” do something. The objective is pure and simple: To create interest and awareness in this altruistic path for human kindness.

### **Prepare For Responses**

Try your best to remain emotionally neutral to the myriad of responses you’ll receive. Do not be surprised if caring individuals act as if they’re going to help you, but never follow through. There may be overzealous offers from individuals who think they *can* help you, but can’t. You might also observe a lack of interest from individuals who assume they *cannot* help you, though they actually could. Your job is to know when it’s appropriate to offer additional information *or* move on.

### **Don’t Give Up**

Know that individual responses are not a reflection of how much someone cares about you. Recognize that living kidney donation isn’t for everyone. It takes a very special person to step up *and* an extremely healthy person to pass the qualification process. Don’t take responses personally. Your ideal donor is out there. They just need to be exposed to this extraordinary opportunity to help you.

## **5 Campaign Tactics for Inspiring Living Kidney Donation**

**#1: Be natural, yet informative.** Share your circumstances in a relaxed and informative way. Give your listener’s time to digest your message and contemplate a way to help.

**#2: Make it bigger than yourself.** Weave the numbers of the nation’s kidney shortage into your message. Include the long, unpredictable and life-threatening wait. Optimize the internet. Use email, websites, social media, blogs and bulletin boards to expand your circle of influence.

**#3: Keep it upbeat.** Though your circumstances may be grim, share the hopeful side of receiving a transplant. Be enthusiastically optimistic about receiving the gift that can optimize your remaining years.

**#4: Highlight benefits of having a transplant from a living kidney donor.** Explain how living donors allow those in need to plan and schedule their transplant when they need it most. Underscore how living donor kidney transplants offer extended years of function and better outcomes.

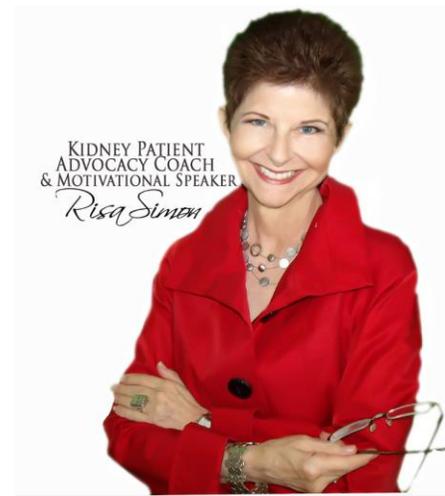
**#5: Encourage Action.** Refer curious parties to authority websites (NKF) and your transplant center for unbiased information and next steps. Encourage potential donors to educate their loved ones and seek their blessing *before* testing begins.

**Though the objective is to never *have to* ask anyone to consider giving you one of their kidneys, you’ll still *have to* make your needs known.**

If you’re asking for anything, you’re asking people to consider becoming your champion donor advocate by increasing awareness. The more people increasing awareness in living kidney donation, the greater the potential for saving lives.

**Be proactively driven, persistently committed and patiently optimistic.**

It may take a village of offers to find your ideal donor. Take the pledge to give it all you’ve got. Share your message with someone new at least once a day. Be a voice for the voiceless. Believe your best life is not only possible—it’s coming your way now.



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This is what she wants for you. For more information visit [www.theproactivepath.com](http://www.theproactivepath.com) or email: [Risa@theproactivepath.com](mailto:Risa@theproactivepath.com)