

Microsites & Social Media Campaigns

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Transplant Outreach Coordinator



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Microsites

- The goal of the microsite is to create a free website that patients can share via social media, email, etc. in order to get the message that they need a donor to a larger audience and subsequently find a kidney donor
- This program is directly connected to the center and can aid in avoiding the uncomfortableness of verbally asking someone to donate
- Outreach coordinator will assist patients with creating their site



How it works

Invitation to Create a Website to Help Find a Kidney Donor



No Reply <noreply@donorscreen.org>
To [REDACTED]

Dear [REDACTED],

Your transplant center has invited you to create a free website to help you find a kidney donor. To accept this invitation, [click here](#).

If you have any questions, please contact your transplant coordinator.

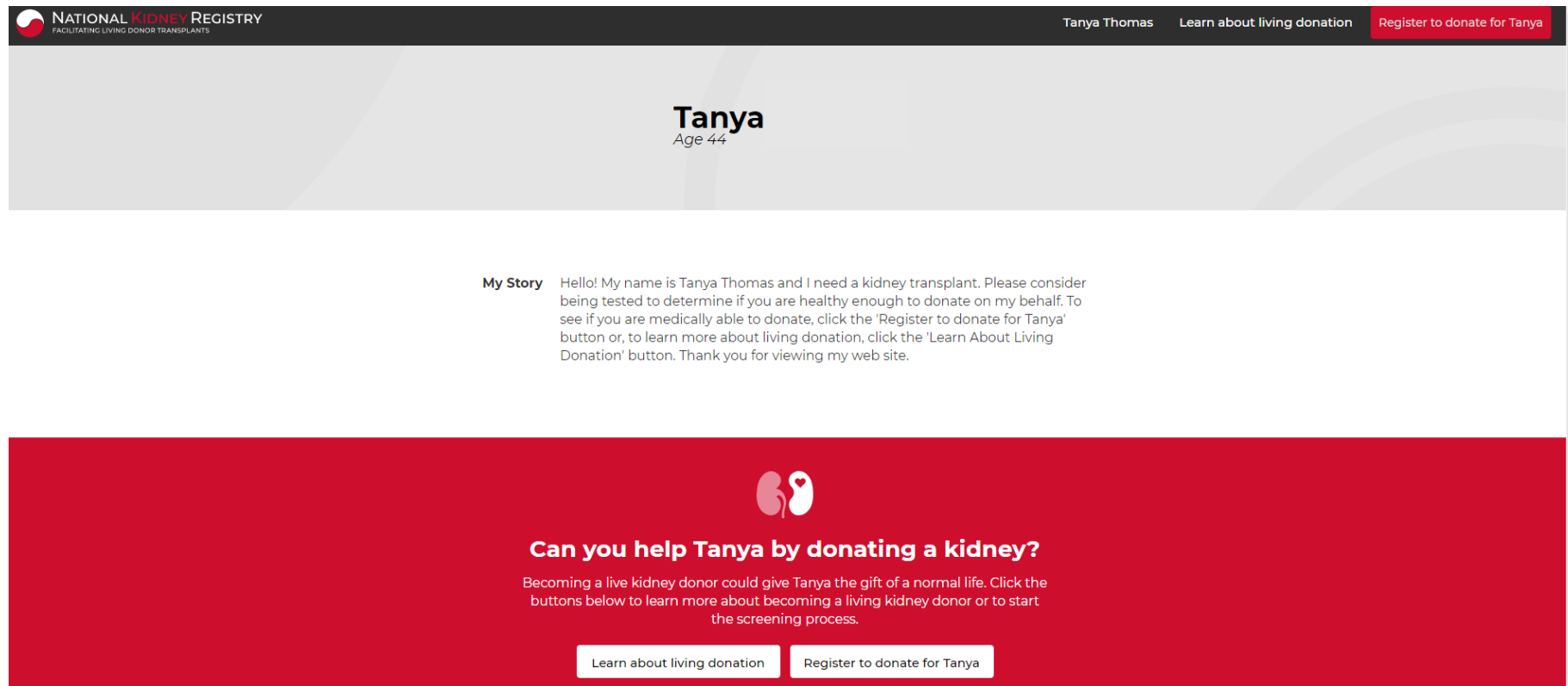
MSG ID: 595293

To begin, your transplant center will invite you to create a site through an email like this one.




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Starter Site




Custom Microsite

[You are currently previewing this microsite.]

Mark Eisen

Learn about living donation

Register to donate for Mark




Mark
Age 63

My Story

I have lived an amazing life. I was lucky enough to grow up in the Bronx and then I was honored to be able to serve my country for almost seven years in the U.S. Navy as a Cook, Gunner and on the Helicopter Crash Team. I have been a volunteer Fire Fighter for almost 29 years as well as being a member of the Park Ridge NJ Elks and Park Ridge NJ American legion. My mother has always taught us it is important to give back as that is what makes a community and family. I have a great family, a wife, two sons, daughter in-laws, grand kids, nieces, nephews, cousins. My amazing family in the fire department as well as the Elks and American legion. I work with for the best company with the best co-workers who are not only great at their jobs, but care so much about the dental industry and how our products better peoples lives. I have been lucky enough to live in the best community where I also serve on the board of governors for the Tri-boro Ambulance Corps. I truly like serving the community and hope to continue living as long as possible with my family and friends.

Why I Need a kidney

I was diagnosed with stage four kidney failure earlier this year. I have had diabetes for many years and it has taken a toll on my Kidneys. I have lost a serious amount of weight in the past few months as I feel if someone is giving me their kidney I will need to take care of it. I have changed my eating habits and life style around. I will have to start Dialysis sometime in 2021 and am hoping it is in the later part. I am hoping to get a kidney donated before I have to start the dreaded Dialysis. It is effected my family as they are worried for me and I don't want them to have to worry as they have enough on their plates. I feel life is short and I would like to live as long as possible as I have a lot to live for.



Can you help Mark by donating a kidney?

becoming a live kidney donor could give Mark the gift of a normal life. Click the buttons below to learn more about becoming a living kidney donor or to start the screening process.

Learn about living donation

Register to donate for Mark



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The Microsite is Live! Now What?

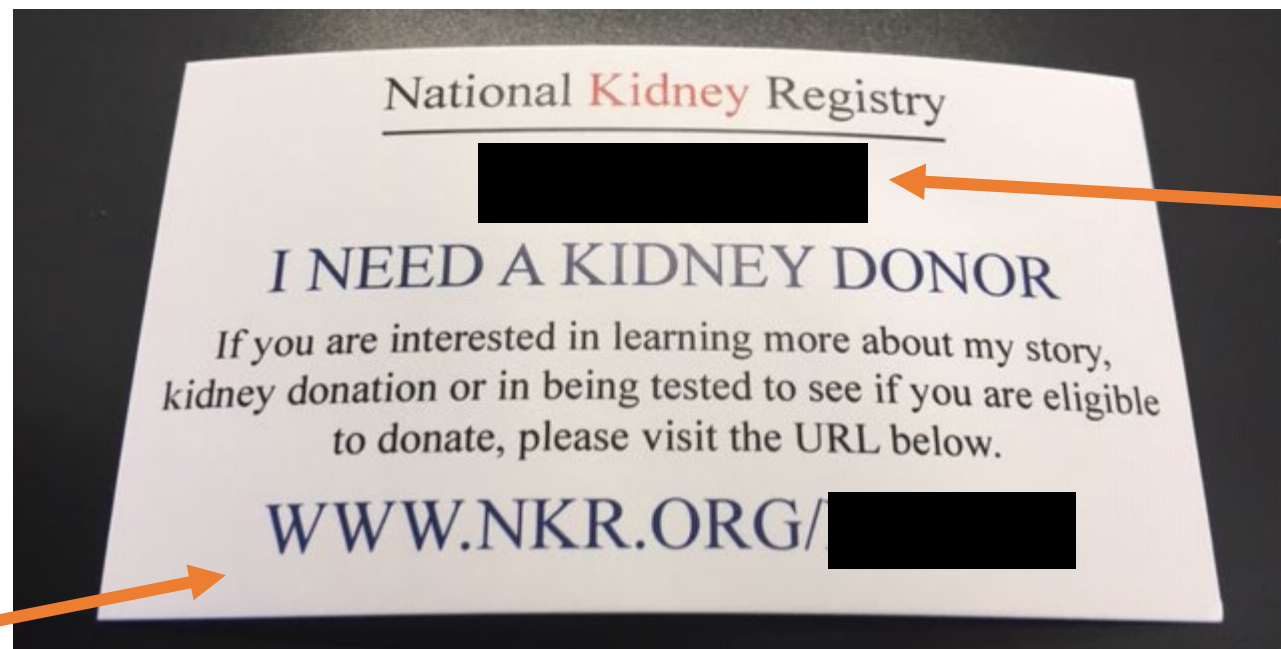
facebook



twitter



Business Cards



Your name
here

Your
Microsite's
unique web
address/url
here



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Microsite Success Story

- The 1st transplant recipient to receive a living donor kidney as a result of the microsite took place on April 5th!



Microsite Writing Tips

1. Tell your story, including what your life is like and what efforts you have made to find a donor
2. If you choose, mention your friends and family, try to also explain why they can't donate
3. Share your hopes and dreams, including what you will do after you receive a transplant
4. Do not offer any payment or compensation to potential kidney donors
5. Check spelling and grammar before submitting to the site

