COMMUNITY LIVER ALLIANCE ™
GLOBAL AWARENESS. LOCAL IMPACT.

Living Donor Outreach Plan

Here are tips to get your search started on social media.

Finding a living donor online may sound overwhelming when you're feeling the physical and emotional stress of liver disease and stigma. But sharing your story on social media is quicker and easier than you may think.

Popular social media channels include Facebook, Twitter, or Instagram. Each channel has its benefits, but Facebook may be your best option for quickly getting your message out to more people.

Try these tips to get started in your living donor search:

1. Create a page separate from your personal account.
It's important to maintain a boundary between your private life and your public search for a liver, so consider creating a Facebook page that is separate from your personal profile.

If you're not tech-savvy or the social media world seems intimidating, ask a family member, friend, or even someone at your transplant center to help you.

You should not mention your blood type. If a potential donor does not have a compatible blood type to you, we can place you and your donor in a paired liver exchange program.

2. Create a memorable name and hashtag for your page.
A unique name can help your story stay fresh on the minds of those who visit your page. "That Guy Who Needs A LIVER" because it clearly expressed the need, and it was easy for people to remember.

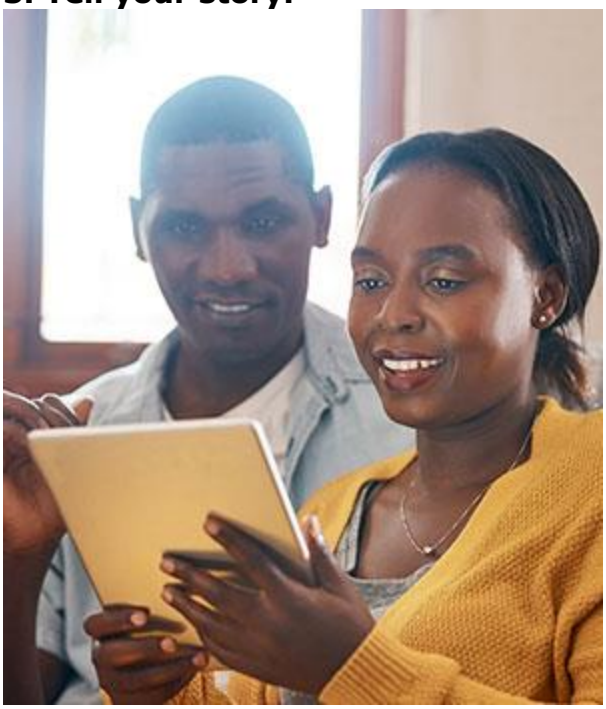
Using hashtags on your posts will allow other people searching for those hashtags to find your story, which can increase your visibility. For example, someone in New York who is interested in becoming a living donor may search #BeADonor on Facebook and find one of your posts.

You can come up with your own hashtags, but it's also a good idea to use popular terms associated with living donation, including:

- #LiverTransplant
- #BeADonor
- #LivingLiverDonor
- #DonateLife

Tagging organizations that you trust can also be a great way to get your message to those interested in being a living donor.

3. Tell your story.



Be honest about what you're going through and how people can help. You may want your story to include things like:

- Your personal journey to diagnosis
- How your disease has impacted your life

- Your family (and why they cannot donate)
- How long you've been on the waitlist
- Your transplant center's contact information

It can be hard to write about yourself, but it's important for people to relate to your story. Don't be afraid to reach out to others if you're struggling to find the right words!

4. Post photos and videos that educate others.
Use your page as a platform to educate followers on the reality of liver disease and liver failure. Share enough detail to help people understand your personal experience but be careful not to share photos or videos that may be too graphic. Also post encouragement for others who are going through the same things.

5. Encourage friends and family to share.
Post 'likes' are great for boosting confidence, but what's more impactful is when people share your posts because that's how your story spreads to a wider audience.

Tell everybody to please share your page and posts. And if you're not tech-savvy, find someone who is so they can show you how to click the share button."

6. Share carefully and legally.
You'll want to provide a way for interested living donors to get in touch with you, but you may not want strangers to reach you 24/7 on your cell phone.

Use a landline number that you check periodically. This way, you don't have to worry about receiving calls at midnight and it protects her privacy. Another option is to use technology like GoogleVoice to set up a number that can forward calls wherever you'd like them to go.

Your transplant center can advise you on ways to share health information cautiously. Remember that it is illegal to exchange money, services, or goods in exchange for a donated organ.

7. Create a free personalized donor search website.
Most transplant centers offer recipients a free personalized website which allows you to share your story and the reason you need a liver. This website has a direct

link to the donor questionnaire for anyone who would like to consider donating to you. If you are interested in creating a personalized website, contact your transplant coordinator.

Surround yourself with support while you wait.

You may find a living donor right away—or it may take a lot of time and effort. It's normal to feel discouraged but stay positive and keep trying. It only takes one donor to get a transplant!

Support groups can help you stay motivated during your search. Whether you join a support group online or in person, you'll find people who will understand what you're going through and can offer advice.

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How to Share your Story

Part One: Introduction – Tell people your name and a little bit about yourself

_____
_____
_____
_____
_____

Part Two: Define the Need – Briefly describe your need for a liver transplant and why you are searching for a living donor.

_____
_____
_____
_____
_____

Part Three: List the Ways People Can Help – Let people know how they can make a difference.

_____
_____
_____
_____
_____

Finding a Living Donor Champion

A Champion may be a friend, family member, co-worker, or anyone else who is willing to provide emotional support for someone while on the liver transplant waiting list. They can help by taking the lead in finding and securing a suitable living donor.

Who I will ask to be my Living Donor Champion(s)?

_____

What are some tasks I'd like my Living Donor Champion to help with?

_____
_____
_____
_____
_____
_____

Living-Donor Liver Transplant Champion Sharing Your Story Worksheet

My Plan to Take Action!

Who Can I Share My Story With?

Family:

_____

Friends:

_____

Acquaintances:

_____

Neighbors:

_____

Coworkers:

_____

Where Can I Share My Story?

Places of Worship/Clergy:

_____

Clubs/Civic Organizations:

_____

Volunteer Groups:

_____

Alumni Organizations:

_____

Fitness Centers/Sports Groups:

_____

Local Media:

_____

Local Legislators:

_____

Stores/Pharmacies:

_____

Libraries:

_____

Community Centers:

_____

Salons/Barber Shops:

_____

Other:

_____

_____

_____

Which Methods of Communication Should I Use?

- Word of Mouth
- Facebook Page
- Emails
- Letters
- Fliers
- Business Cards
- Bulletins
- Newsletters
- Social Events
- Family Reunions
- Club Meetings
- Yard Signs
- Vehicle Decals/Magnets
- T-shirts

Other:_____

_____

Other Resources

Potential Living Donor Database - American Transplant Foundation

Living Liver Donation - American Transplant Foundation

Living-Donor Liver Transplant Process and Information | UPMC

GoFundMe: #1 Fundraising Platform for Crowdfunding