



NATIONAL KIDNEY REGISTRY[®]
FACILITATING LIVING DONOR TRANSPLANTS



Champion Microsite Program

A free, personalized website to help you find a living kidney donor.

National **Kidney** Registry

Your Name Here

I NEED A KIDNEY DONOR

If you are interested in learning more about my story, kidney donation or in being tested to see if you are eligible to donate, please visit the URL below.

www.nkr.org/youruniqueurlhere

(sample business card)



Spread the Word!

You never know who might be touched by your story!

Share your microsite link on social media:



What is a Microsite?

A free, personalized website designed to help you find a living kidney donor.

You can post pictures and tell the story of why you need a kidney. You can then share it through email, social media and face-to-face with the 250 free business cards you will receive after the site is activated.



How it Works



Your transplant center will email you a link inviting you to set up a microsite.



You will create a “starter” microsite with a unique web address, generic text and no pictures. This will serve as a placeholder until you create a custom microsite with your personal information.



Once the starter site is set up, you will receive an email with a link to create your personalized site. Write your story, upload at least 1 picture and submit your custom microsite for review.



The transplant center will review your custom microsite and either approve it or ask you to make changes.



Once approved, your custom microsite will replace the starter site using the same web address. You will receive a confirmation email when the custom site is live.



Roughly 2 weeks after your starter site is active, you will receive 250 business cards with your name and microsite url to hand out to anyone you meet that is interested in learning more. The url does not change after you set up the custom site.



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 to 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 the site.



**Interested in creating a
microsite to help you find
a living kidney donor?**

*Ask your transplant
coordinator for an invite!*



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www.kidneyregistry.org