



# Microsite Program

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



**NATIONAL KIDNEY REGISTRY**<sup>®</sup>  
FACILITATING LIVING DONOR TRANSPLANTS



**NATIONAL LIVER REGISTRY**<sup>®</sup>  
FACILITATING LIVING DONOR TRANSPLANTS

# Free, Expert Help from Donor Search Coaches

When you set up a microsite, you will be assigned a donor search coach to help you every step of the way.

Coaches are donor search experts who have found themselves or a loved one a kidney through a donor search. They can:

- Answer your questions about the donor search and transplant processes
- Assist you with your microsite, including how to tell your story
- Help you navigate the many programs available to kidney patients and donors
- Work with you to come up with ideas for finding a living donor



## Spread the Word!

You never know who might be touched by your story!

Share your microsite link on social media:



Hello! My name is  
**Maria Diaz**  
and I am looking for a kidney donor

To learn more about my story, find out about kidney donation or be tested as a potential donor, please visit my website:

[nkr.org/BPE847](http://nkr.org/BPE847)



Please share & help me find a kidney donor.



(sample business cards)

## What is a Microsite?

A microsite is a free, personalized website where potential donors can learn about your living donor search and easily and confidentially register to be your donor. You can share your microsite through email or social media, as well as face-to-face using the 250 business cards you will receive once the site is active.

On your microsite, you can post pictures and tell the story of why you need a kidney or liver. You'll also have access to a donor search coach who has successfully run a donor search campaign for themselves or a family member, who can help you optimize your microsite and give you advice on how to reach more potential donors.



## 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 customize your microsite to include your story and photos.



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.



Your 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 who 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 in your custom site, 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 donors.
5. Check spelling and grammar before submitting the site.



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

Ask your transplant  
coordinator for an invite!

For the latest information,  
please visit our website



[www.FindAKidney.org/microsites](http://www.FindAKidney.org/microsites)