LKDN Fraternal Education Initiative
Talking Points

When calling a fraternal club to make an appointment here are some talking points you could use:

• I’m a volunteer for the Living Kidney Donors Network. I’m a (donor, recipient etc.)
• Living Kidney Donors Network is an 8-year-old non-profit organization whose primary mission is to help those who need a kidney transplant become successful at finding a living kidney donor.
• Living Kidney Donors Network also educates the public about the need for living kidney donors.
• Most people are aware and have registered to be an organ and tissue donor with their DMV, they are not aware of the recent medical changes that have resulted in making it much easier to be able to be a living kidney donor.
• Our volunteers, kidney donors and recipients have made this presentation to many fraternal groups, religious organizations and other public forums.
• LKDN Fraternal Education Initiative is the only national program educating the public about the need for living kidney donors.

Here are some scripted dialogues when having an initial conversation or following up from an email:

You could introduce yourself: Hi, I’m ....a volunteer with the Living Kidney Donors Network. I’m following up, (or I’m reaching out to you,) about a national program that is educating members of fraternal groups about the need for living kidney donors.

For someone you are following up with you could pause a second to see if they reference your email, if not you could continue with the following:

LKDN is a non-profit organization that helps those who need a kidney transplant become successful at pursuing a living donor. We also educate the public about the need for living kidney donors. Most people are aware and have registered to be an organ and tissue donor, but they are unaware of the changes that have occurred in living kidney donation.

If they are not the one that makes appointments for speakers then ask for the contact info for that person. Always try to get a phone number and an email address.