



HELP TO END THE WAIT

THE CORE LIFELINE PROGRAM

For Kidney and Liver Waiting List Candidates and Their Families



Center for Organ Recovery & Education

A Message FOR THOSE WAITING

Waiting for a transplant can feel like an endless journey, one filled with uncertainty and emotional highs and lows. At CORE, we understand that patients on the transplant waiting list often feel helpless. That's why we've created the **CORE Lifeline Program**—to provide you with the tools and resources to take action and actively work toward finding a living donor.

This guide will show you how to set up a website, use social media, create printed materials, and partner with local businesses and organizations to spread your message.

I know that asking for help can feel difficult and vulnerable, but sometimes, pushing ourselves to do so is the only way to create the opportunity for others to step in and make a life-changing difference. But remember, every living donor tells us they would do it again if they could. Don't be afraid to ask for help from your family and friends.

As you explore the **CORE Lifeline Program** to help find a living donor, we also ask for your support in a simple yet life-saving action—registering as an organ donor yourself.

Right now, more than 100,000 people, just like you, are waiting for life-saving transplants. Many rely on organ donation after death, as there are no living donor options for some organs like hearts or lungs. By registering as an organ donor, you can help save lives, not just your own, but maybe, others in the future. And you don't need to wait until your next trip to the DMV—you can register easily today at registerme.org/core.

Also, I'm asking you to include this ask in every part of your outreach. Whether it's on your website, Facebook page, or in emails, make sure to encourage everyone to sign up as an organ donor. Knowing you may just be the inspiration someone you care about needs to make that *Pledge for Life*.

Thank you for your courage in sharing your story, and for helping spread the powerful message that organ donation saves lives. Please know, you are not alone, we are here to support you every step of the way. Please don't hesitate to reach out to us at ContactCORE@CORE.org.

A handwritten signature in cursive script that reads "Susan Stuart".

Susan Stuart
CORE President/CEO

About Us

The Center for Organ Recovery & Education (CORE) is one of more than 50 federally designated not-for-profit organ procurement organizations (OPOs) in the United States. CORE partners with more than 150 hospitals and health care facilities to deliver the gift of life by coordinating the surgical recovery of organs, tissues and corneas for transplantation. CORE also facilitates the computerized matching of donated organs, tissues and corneas. With integrity and compassion, our goal is to bridge the gap between donor families, health care providers and transplant recipients so that we may forever transform lives.

Mission

To **Save and Heal** lives through donation.

Vision

Every potential donor will make A Pledge for Life.

Values

Compassion, Education, Innovation, Integrity, Life, Quality, Respect, Responsiveness.

STEP 1: TELL YOUR STORY IN A BROCHURE

Creating a printed brochure is the first step in your journey to find a living donor. This brochure will serve as a powerful tool to help you share your story in person, whether at local events, community groups, or within your congregation or school. It acts as a lasting reminder for those who may not be familiar with the urgency of your situation, providing the key details they need to take action.

Your brochure is more than just a flyer—it's your story shared with the world, helping you connect with those who can help. By starting here, you're setting the foundation for spreading awareness, building a network of support, and ultimately finding a life-saving donor.

CORE will help you create this brochure and print 250 of them for you at no cost. To get started, we'll need the following:

Two High-Quality Photos

These will be the face of your story. Ensure the photos are clear and well-lit. If you're taking them with your phone, make sure the lighting is good, and the image in focus to capture your best self. One of the two photos could be of you and your loved ones. The photos used will determine the color scheme for the brochure.

A Short Paragraph About You

Share a few lines about your life, your journey, and why a transplant is so crucial. This your opportunity to tell people why your story matters. CORE may edit for space and clarity.

Contact Info

Include your phone number and email address as well as the contact details for your transplant coordinator, along with any specific needs (e.g., blood type, other medical details).

Social Media and Website Links

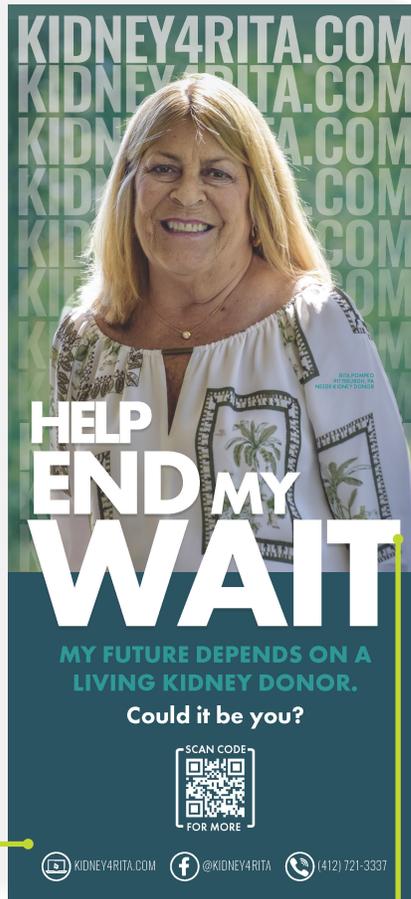
Provide links to your Facebook page, website address, and your best contact email and phone number to make it easy for people to reach out. On the next pages you'll learn how set these up.

Once you've gathered this information, send it to CORE at: **ContactCORE@CORE.org**.

Contact Info

Your website, Facebook page, phone number and email will be included so that people considering donation are able to easily contact you with questions!

FRONT



Call to Action

The standard headline and text were designed by communications professionals for maximum visibility and impact.

Key Information

CORE provides information about living kidney or liver donation, depending on you. This information cannot be customized.

LIVING KIDNEY DONATION FACTS

95% of living donors say they would donate again.

You only need one kidney to live a healthy, long life.

Kidney donation surgery is done laparoscopically, through tiny incisions.

The recuperation period after donating a kidney is quick, generally two weeks.

Donating a kidney doesn't cost anything. Recipient insurance covers the testing and surgery. And there are programs to help donors with travel, childcare, and missing work.

Living donors have a separate team of healthcare professionals from the recipient. The hospital's job is to look out for the best interests of the potential donors.

Living kidney donation is safe. However, in the extremely rare case that someone who donated a kidney, later needs a transplant, they're moved to the top the waiting list.

Potential kidney donors can undergo testing without the recipient knowing. And even if they're a match, the person waiting won't be told unless the donor says it's okay first.



BACK

WOULD YOU CONSIDER BEING MY LIVING DONOR?

My name is Rita. A Pittsburgher my entire life, my husband Marco and I are the parents to three amazing children -- Christina, Michael and Marc, who is profoundly disabled and lives with us because he requires constant care. In 2019, a lung infection sent me to the hospital. I was there for 8 weeks, and although I survived, my kidneys began to fail because of my sickness. For more than three years now, I've endured daily dialysis treatments because of that kidney failure.

My doctors have now told me that I need a kidney from a living donor to survive. A transplant would give me more time to spend time with those important to me and who depend on me, including my husband, our children, and my elderly parents. You can contact me anytime at rpompeo@comcast.net and (412) 721-3337. Thank you for taking the time to read my story.

www.kidney4rita.com

Personal Details

Tell readers a bit about yourself, your family, your hobbies, your illness and what getting a transplant would mean for you and those close to you. This paragraph accompanies a photo of you or one of you with your loved ones.

Creating a webpage is an essential tool for spreading your story and increasing your chances of finding a living donor. Follow these simple steps to set up a webpage using **GoDaddy.com**:

1. Sign Up for GoDaddy

Go to www.GoDaddy.com. Click "Get Started" and sign up for an account.

2. Choose Your Domain Name

Think of a memorable name that reflects your story and need for a living donor. This will be the name of your website (e.g., www.KidneyForRita.com). Try to make the name easy to spell and simple to remember. You'll have to make sure the name is available. To do that, in the search bar, type in the name you've chosen. GoDaddy will tell you if the domain is available or suggest alternatives.

4. Use the Website Builder to Add Key Pages

Choose the website builder that best suits your needs (GoDaddy offers easy-to-use website templates). Select a template and begin customizing. Scan this QR Code for how-to videos.



KEY PAGE: HOME

Your photo, story, contact information and a way for people to follow you on social media.



KEY PAGE: FACTS

Help potential donors understand important information about living donation and the process.



KEY PAGE: GET TESTED

Info for potential donors on how to contact your transplant program.



KEY PAGE: SIGN UP AS A DONOR

Encourage donor registration at registerme.org/core.

A Note About Cost

GoDaddy.com offers several pricing plans, with basic options starting as low as \$5.99 per month for a simple website. For more advanced features such as custom email addresses or additional tools, the cost can range from \$10 to \$30 per month. If these costs are prohibitive, there may be funding available to assist individuals who qualify. Please reach out to us at ContactCORE@CORE.org.

Setting up a Facebook page dedicated to your transplant journey is a powerful way to spread your message to a wide audience. Here's how to set it up:

1. Create Your Facebook Page

- Go to www.facebook.com/pages/create.
- Select "Community or Public Figure" and enter the same name as your webpage (example: Kidney4Rita).

2. Set Up a Vanity URL

Once your page is created, you can personalize your URL (e.g., www.facebook.com/Kidney4Rita). This helps people find you easily and makes it memorable. Detailed instructions are in the resources.

3. Customize Your Page

- Add a profile photo and a cover photo that reflects your story.
- Use the paragraph and photos from your CORE brochure in the "About" section.
- In the contact information, make sure to link back to your website.

4. Ask for Help

After setting up your page, ask 20 friends and family members to:

- Like/Follow the page.
- Share the page with their friends along with the following message:
"This is my [relationship, e.g., friend, sister, neighbor, etc.], [insert name], who is in need of a living kidney/liver donor. Please help me help them by sharing their story. And if you'd be willing to consider donating, please let me know or learn more at their website: [insert website]."

5. Engage with Your Audience

Post regularly to keep your supporters informed. Read more about how to do that in the sidebar to this page.

For more detailed step-by-step instructions and downloadable content (paragraphs and images you can use on your page), visit: bit.ly/CORELifeLineTools

UNDERSTANDING SOCIAL MEDIA: WHY SHARING CONTENT MATTERS

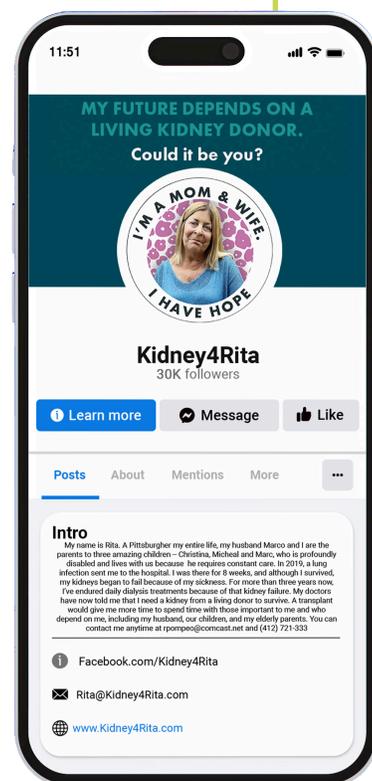
If you want your posts to be seen by more people, it's important to follow these simple steps:

Create Meaningful Content: The first thing you need to do is share something important or personal. This could be a photo, a story, or a message about why you need a donor. People like to read real, heartfelt stories.

Engage with People: "Engaging" means interacting with people who comment on your posts. If someone writes a comment on your post, it's a good idea to reply with a simple "thank you" or answer their question. This helps build a connection and tells Facebook that your post is interesting, so it will show it to more people.

Ask People to Share and Encourage Interaction: Ask people to do something in your post, like "Please share this with your friends" or "Let me know if you have any questions." This encourages people to comment or like your post. When people interact with your post, Facebook will show it to more people because it thinks others will find it interesting too.

Post Regularly: Posting often is important. The more frequently you post, the more people will see your updates. Try to share something at least a couple of times a week—this keeps your page active and visible to others. Visit bit.ly/CORELifeLineTools for ideas for posts!



STEP 4: REACHING OUT

To be successful, you will NEED your friends and family to help. They can be your greatest advocates and, importantly, they are the way your story will be amplified. Whether they are business owners, community leaders, or social media influencers, your loved ones can help you spread the word far and wide. By leveraging your relationships, you can significantly increase your chances of finding a living donor.

They can tap into their networks, share your story in their own communities, and give you access to audiences you might not have been able to reach on your own. The more people who know your story, the greater the chance of finding someone who is willing and able to help.

Here's a brainstorming list of people who could help and specific asks you can make of them:

BUSINESS OWNERS

Ask them to display your brochure in a visible spot, whether that's in their storefront, office waiting area, or at the counter where customers will see it.

Ask them to post about your need on their business's social media pages. A personal story shared by a trusted local business can have a powerful impact.

Ask them to host an event or fundraiser (example: car wash, silent auction), ask them to contribute an item or service to help raise awareness and funds for your cause.



Ask them to give you advertising space "in-kind". Do they own any billboards or regularly advertise on billboards themselves? Would they hang a poster about your need in their store windows?

COMMUNITY/FAITH LEADERS

Ask them to make an announcement at a monthly meeting, a religious service, or a public event.

Ask them to include a short message about your need for a living donor, along with contact information and links to your social media pages or website in their newsletters or emails.

Ask them to help organize an awareness event, such as a community walk, a potluck, or a panel discussion with healthcare professionals about living donation.

MOVERS/SHAKERS

Encourage your friends and family members who know a lot of people to send personalized messages to their own networks, including acquaintances, friends, or co-workers who may be able to help.

INFLUENCERS

If you know people with large followings on platforms like Instagram, TikTok, or Facebook, ask them to share your story. Their posts can have a significant reach and could help you connect with someone willing to become a living donor. They can also help amplify your message by tagging others.

Media coverage can significantly raise awareness about your need for a living donor and attract potential donors from outside your immediate network. By sharing your story through local media, you can reach a much larger audience and increase your chances of finding a match.

While CORE encourages all media outreach to involve our team, we are here to support and guide you through this process. Please reach out to us before you contact any reporters or news outlets, as we have established relationships with media contacts who support donation stories. By working together, we can ensure that your message reaches the right audience in the most impactful way.

WHY INVOLVE CORE?

Media Relationships

CORE has built strong connections with journalists and media outlets who are familiar with donation stories and are more likely to help share your story in a positive light.

Media Training

We offer brief media training sessions to help you prepare for interviews or other media opportunities. We'll help you feel confident in sharing your story in a way that resonates with potential donors.

Media Resources

We can provide you with a comprehensive media kit, including key messages, essential facts about living donation, and quotes from transplant experts to help make your story both compelling and informative. Additionally, we offer a wide range of resources specifically designed for reporters. These resources are thoughtfully curated to simplify their storytelling process and increase the likelihood of coverage. Explore more about these valuable tools below.



Tools FOR MEDIA OUTREACH

DOWNLOADABLE CONTENT

- Broadcast quality video
- High-resolution photos with captions

GRAPHICS/CLINICAL SPEAKERS

- Use in broadcast, print and social
- Media trained subject matter experts

DATA POINTS

- Localized donor/recipient numbers
- Number of registrations in city/county

CORE PUBLIC RELATIONS TEAM

- Katelynn Metz & Jared Bedekovich
- media@core.org/(412) 963-3550

Help Rita: REGISTER TODAY AS AN ORGAN DONOR

REPORTER Resources

DOWNLOADABLE CONTENT

- Broadcast quality B-roll
- High-resolution photos with captions

DATA POINTS

- Localized donor/recipient numbers
- Number of registrations in city/county

GRAPHICS/QUOTES/SMS

- Use in broadcast, print and social
- Media trained subject matter experts

Media Contacts

RITA POMPED
 Helping to transplant
 (412) 963-3550
 (412) 963-3550
 (412) 963-3550

KATELYNN METZ
 CORE Public Relations & PR
 (412) 963-3550
 (412) 963-3550
 (412) 963-3550

1. Child to Action

Don't qualify as a living donor?
 Show your support by becoming a registered organ donor.
 RegisterMe.org/CORE

Tips for Covering Rita's Story

- In language, tone and images used, be mindful and respectful. The Society of Professional Journalists (SPJ) Code of Ethics calls on reporters to "Do No Harm" by treating all story subjects on human beings deserving of respect and compassion. In accordance with this principle, we encourage against using imagery of operating rooms and surgical procedures. Also pay attention to the potential stigmatizing or offensive words used.
- Only rely on donation and transplant professionals to provide technical details about donation and transplantation. Don't rely on lay persons to act as experts on complicated conversations, processes, terminology and activities taking place in the hospital. Also, our professionals are trained to make this information digestible in the average reader/viewer world.
- Stories with incomplete or inaccurate information are damaging to public trust. In those like Lucia who are awaiting transplantation, and to the family of donors and donor families who have given the gift of life. If you're stuck, contact media@core.org for more information or talk to an expert.
- Stories with incomplete or inaccurate information are damaging to public trust. In those like Lucia who are awaiting transplantation, and to the family of donors and donor families who have given the gift of life. If you're stuck, contact media@core.org for more information or talk to an expert.
- In every story about Lucia, it's important to point out that he can accept a donation from both a living and a deceased donor. We suggest using language like the "Lucia" future depends on the generosity of either a living or a deceased organ donor, someone willing to give the gift of life after their own life has ended. You have the power to be a beacon of hope for organ or an organ donor and encouraging those around you to do the same.

Say This, Not That

RECEIVED organ. HARVEST organs
 DECEASED donor. CADAVER donor
 The GIFT OF LIFE. The ULTIMATE SACRIFICE.

Donation by the Numbers

100,000 more than the number of people awaiting an organ transplant nationally. About 10,000 of them are in need of a liver transplant. Of those, approximately 300 are children who are in need of a liver transplant.

7,000 The approximate number of people awaiting transplantation in Pennsylvania. Nearly 600 of them are in need of a liver transplant. Of those, about 100 are children who are in need of a liver transplant.

53% The percentage of people in Allegheny County who are registered organ donors. (71% of all of Pennsylvania are registered organ donors. Nationally, close to 50% of people are registered donors.)

every 9 minutes someone new is added to the national transplant waiting list. By registering as a donor, your name would be on that list. And as a registered organ donor, they can help 77 more people.

8 The number of lives one individual can save as an organ donor. And as a registered organ donor, they can help 77 more people.

17 The number of people who will die today without receiving a transplant. The reason lies in the people on registered.

CORE **LIFE**
 The Gift of Life. The Ultimate Sacrifice.

MEDIA KIT

* If you plan to work with the media, please first contact us at media@core.org.



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@COREDonateLife    
Facebook, LinkedIn, Instagram and YouTube