



## Donor4Sue Talking Points

1. Living kidney donation is the best treatment option because it is
  - a. (i) *Faster* (scheduled between donor and recipient pair)
  - b. (ii) *Lasts Longer* (life expectancy longer than deceased donor kidney)
  - c. (iii) *Healthier* (works right away and recovery time is quicker).
  
2. Being a living kidney donor is
  - a. (i) *Safe* (low risk and most performed transplant procedure in country)
  - b. (ii) *Flexible* (scheduled, back at work 2-3 weeks after surgery)
  - c. (iii) *Rewarding* – 98% of living donors say they would donate again if they could (source: DukeHealth)
  
3. Within the first two months of the campaign, we already had approximately 8,000 unique visitors to our website. This is roughly the same number of people on the wait list for a kidney in New York. If even 1% of this audience were to sign up as a living kidney donor, it could save 80 New Yorkers' lives.
  
4. Sue is registered at Columbia/NY-Presbyterian in Manhattan. She is currently on dialysis but this not a long-term treatment option. Sue needs a kidney to live. She will die without a kidney transplant.
  
5. There are 3 ways people can help:
  1. **Register as Sue's donor!** Visit [donor4sue.com](http://donor4sue.com) and click on the "register here" pink button top right corner of page to fill out the medical questionnaire. The hospital will follow up directly after this.
  2. **Share Sue's story** far and wide. Handles for FB and IG are @Donor4Sue. Hashtag is #Donor4Sue. Website is [donor4sue.com](http://donor4sue.com)
  3. **Get in touch.** To mention us in a newsletter or other community space email us at [donor4sue@gmail.com](mailto:donor4sue@gmail.com).