WELCOME TO KIDNEY NATION.

And thank you!

By fundraising on behalf of the American Kidney Fund (AKF), you are helping to provide financial support to patients fighting kidney disease. AKF is dedicated to ensuring that every kidney patient has access to health care, and that every person at risk for kidney disease is empowered to prevent it. One in five of all U.S. dialysis patients receives assistance from AKF — enabling them to access life saving health care and pay for other treatment-related expenses.

Charity Navigator has not only given AKF a 4-star rating, but they have also named us as one of the top 10 charities in the United States. We are proud to report that we spend 97 cents of every donated dollar on patients and programs — you can be confident that your efforts and donors’ dollars are being put to good use.

We want to make this an easy and successful experience for you. Most of you have never fundraised before and maybe you are intimidated to ask for donations. Don’t worry. The people who care about you will respond to a cause you care about. You just have to give them the opportunity.

Let’s get started!
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MAKE IT PERSONAL
Personalize your fundraising page by uploading a profile photo and sharing your personal photos and videos. Tell your potential donors why you are getting involved and about your personal connection to kidney disease. Remember, your friends and family are interested in the cause, but they are primarily interested in you and your story.

LEAD BY EXAMPLE
Start by making a donation to your own personal page. Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also shows to potential supporters that you are serious about funding the fight against kidney disease.

SPREAD THE WORD
Get the word out right away by emailing your closest contacts and asking them for donations. Getting your friends and family to donate to your page will help you build up some momentum. And before you know it, you’ll be well on your way to reaching your fundraising goals. Use Facebook and Twitter to reach an even broader audience. Social media is a great tool to update people on your progress and reminds them that they can still contribute to help fund the fight.

SET A GOAL AND DEADLINES
Goals lead to results - when your supporters see what you are striving for, they’ll be motivated to help you get there. Always make sure to give your donors a deadline too. They’ll be motivated to act quickly if they must. For your friends that are slower to respond, follow up. Many people may want to donate but just forget because they are busy.

THANK YOUR DONORS
When the donations start pouring in, make sure you take time to thank each donor. Write a handwritten letter, send an email or make a personal phone call. It also helps to thank your donors publicly by tagging them on social media – it further encourages others to donate. Thank you’s go a long way!
WHAT YOUR DONORS SEE

You will create your own KIDNEY NATION fundraising website to engage your friends and family and run a successful campaign. It’s easy! Here is an example of a fundraising webpage.

There are four main sections. Your “story” is on the homepage and will be seen first by your donors.

“My Story” gives you the opportunity to tell your friends and family why you’re funding the fight. Explain why you joined KIDNEY NATION and tell others why they should donate to the cause. We’ll show you how to edit this on page 3.
UPDATE YOUR SUPPORTERS

In the “Updates” section, you can share information with everyone who views your fundraising page. You can update them on your fundraising progress, invite them to become a team member or share any other information you want to relay.

This section is similar to a personal blog about your fundraising efforts. Keep your donors informed of your progress. You can even choose to have each update emailed automatically to your supporters.

QUICK TIP: Consider including any inspiring stories or personal anecdotes you have about kidney disease.
EDIT YOUR PAGE

Use the “Edit your Page” feature if you want to change your profile picture, page title, fundraising goal or the date your fundraising campaign will end. Tell your potential donors why you are getting involved and about your personal connection to kidney disease.

By setting a goal you accomplish two things. First, you create more urgency when you ask friends and family for support. And second, you give yourself a built-in reason to follow up.

Creating a custom page URL makes it easier to share on social media and email. You can easily remember your custom URL and share it with others.

Add your personal message. Make sure you explain why you are getting involved (it doesn’t have to be long).

QUICK TIP: Your fundraising goal is set to $310 by default. Each KIDNEYNATION fundraiser that raises $310 or higher will receive a Kidney Action Hero hat and pin as a special thank you!
REVIEW DONATIONS

Use the “Donations” section to review all of the donations you have received for your fundraising campaign. You will see the date of the donation, the donor name, email address and donation amount.

You can even export your list of donors if you want to send them another personalized acknowledgement message outside of the KIDNEYNATION website.
SHARE YOUR PAGE VIA EMAIL

Share your fundraising webpage by sending an email to your network. Email communications is one of the most effective ways to obtain donations. Click “Email” in the main header to get started.

When you select to send an email, you will see that a standard message has been created to inform donors about your fundraising campaign. Edit the message by sharing your connection to the kidney community.

QUICK TIPS FOR WRITING EMAILS

- Explain your connection to the cause and why it’s important to you.
- Explain where your donors’ money will be going and what it will be used to accomplish. See page 8 for more detailed information.
- Be clear to potential supporters about what you are looking for; make a direct ask for financial support.
- Thank your contacts for their time and support.
SHARE ON FACEBOOK

When you select the option to “share” the fundraising page, the box below will appear. Use this opportunity to tell your friends about your fundraising campaign and invite them to support you in your efforts.

When you select “share,” the following box will appear. You can share your link on your own page or you can even share directly to a friend’s wall. Be sure to include a comment to nudge your contacts to donate.

QUICK TIPS FOR USING FACEBOOK

• Tag people who have already donated to you and thank them for their donations.

• Use your social media accounts to give updates of your progress towards each goal and ask for people to help you get over the next hurdle.

• Don’t make every post an “ask.” Share inspiring news stories or other positive anecdotes about the cause, too!
SHARE ON TWITTER

You are able to send a message to your Twitter followers by selecting the “Tweet” option on the top right side of the page.

When you select “Tweet,” this box will appear. Include a brief explanation of why you’re fundraising, your custom URL and #KIDNEYNATION. Be sure to “favorite” and “retweet” other American Kidney Fund posts.

QUICK TIPS FOR USING TWITTER

• Use hashtags, specifically #KIDNEYNATION. A hashtag makes a certain word easily searchable.

• Add links to your fundraising page. With only 140 characters, it’s important to use a short URL. Many sites can do this for you for free such as http://tinyurl.com.

• Ask your followers to retweet your posts. Your followers retweeting your posts will mean your message is seen by their followers, introducing you to a new audience.
THE IMPACT OF YOUR SUPPORT

Here’s an infographic that explains what the American Kidney Fund does and why it’s important.

“Because of American Kidney Fund support, I was able to get back on my feet and make more conscious decisions about giving back to the less fortunate.”

-Eric, 2012 AKF Hero of Hope and dialysis patient

"31 million reasons to support AKF"

31,000,000
Americans have chronic kidney disease (CKD)

9/10
9 out of 10 people with CKD don’t know they have it

430,000
Americans with kidney failure depend on dialysis for survival

1 out of every 3 Americans is at risk for CKD

Our vision:
A world without kidney disease

The American Kidney Fund provides financial support to patients in need, and delivers programs that educate, build awareness, and drive advocacy, resulting in greater public understanding and ultimately the prevention of kidney disease. In 2014 our work included:

$280,000
lifesaving grants to dialysis patients

Free screenings in 24 cities nationwide

Patient advocacy network spanning 50 states

Kidney health education to 4 million website visitors

Our grants helped dialysis patients in all 50 states in 2014

Every two minutes
the American Kidney Fund provides a grant to a low-income dialysis patient who needs our help to afford lifesaving medical care.

20%
20% of U.S. dialysis patients received a grant from AKF in 2014, a scope of assistance unmatched by any other nonprofit helping people with kidney disease.

97 cents of every dollar
we spend goes to programs and services.

- Highest, 4-Star Rating, Charity Navigator
- Consumers Digest Top Charity
- A+ Charity, CharityWatch
- Sealholder, BBB Wise Giving Alliance
- National Health Council Standards of Excellence

Please give to support America’s most effective nonprofit helping people fight kidney disease and live healthier lives.

American Kidney Fund®
QUESTIONS? CONTACT US!

We want you to be as comfortable and empowered as possible with your role as a KIDNEYNATION fundraiser. If we can be of any assistance, just reach out and we will be happy to help. Thank you again for joining KIDNEYNATION in the fight against kidney disease. Happy Fundraising!

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