

## Facebook Donor Community: Past Donor Email

Subject line: Potential donors are looking for answers – can you help?

Dear <Donor Name>,

I'm reaching out <or "following up" if already discuss on a phone call> to invite you to a Donor Community on Facebook.

We are finding that when some NMDP registry members are called as a match, they are hesitant because they may be nervous or have questions like "Does donation hurt?" or "How can I take off work or miss classes?"

By interacting with others like you who have been through the donation process, these potential donors may more fully understand what donating means and what the process is truly like. They can then make a more informed decision. We at NMDP can tell people what to expect, but members want to hear from real donors.

**We invite you to join our Donor Community on Facebook.** The Donor Community is a closed group that connects donors like you to registry members who were recently called as a potential match for a patient.

In this Donor Community, you can:

- **Share your donation story** – Most likely, members won't know anyone who has actually donated. Tell them what it was like.
- **Ask questions** – Find out what people are curious about and then help answer.
- **Answer questions** – This is an outlet for people who were recently called as a potential match to ask questions and get honest insight from your firsthand experience.

This is an opportunity to share what you know and help more patients get the transplant they need.

### To join the Donor Community:

- Click the following link to get to the closed group on Facebook:  
<https://www.facebook.com/groups/1927212984215500/>
- Click the "Join Group" button
- To ensure only past donors or potential donors join the community, you'll need to answer three screening questions before our Community Manager grants you access. When asked for the group password, enter "MarrowSavesLives".
- A Community Manager will grant you access to the group.

If you decide to join, be sure to read the pinned post about the group guidelines for appropriate group conduct and donor/patient confidentiality rules. If you have any questions about the group, feel free to connect with the Community Managers via [DonorCommunity@nmdp.org](mailto:DonorCommunity@nmdp.org).

Thank you for your continued commitment to patients in need. We hope to see you in the Donor Community!

Sincerely,

<Name>