



## Promote your Living Donor Information Session Through Email

Email is a great way to spread awareness and let family members, friends, and members of the community know about your Living Donor Information Session. Addressing people through email guarantees that they will be aware of your loved one's need and your event.

An additional benefit to using email is that you can create a specific address that directly relates to this journey (example: SavePaul@\_\_\_\_\_.com). This can be beneficial in a few ways:

- It helps to keep your personal email account more private.
- It makes the process more manageable for you by not clogging up your personal or business email inbox.
- It can act as an avenue to and from Facebook.
- It's eye catching and easier for people to remember.
- It creates an "official" appearance.

### Getting Started

Now that you have set up your email account, it's time to craft your first email to let your community know about your Living Donor Information Session.

Here are some suggestions to get you started:

Sample Subject Line: *Help Save (Patient Name) with a Living Donor Transplant*

Sample Copy: *As you may know, our dear [insert relationship and patient name (friend, mother, brother)] has been on the liver transplant waiting list for (insert the number of months or years on the waiting list). A living-donor liver transplant could save (his/her) life.*

*With more than 14,000 people on the liver transplant waiting list, many people die before an organ becomes available. That is why (insert patient name) needs your help.*

*Please join us for a Living Donor Information Session to learn more about (insert patient name) situation, the living donor transplant process, and how you can help save (insert patient name) life.*

Be sure to include the date, time, location for your event, and a way for people to contact you with questions.