

Getting Started

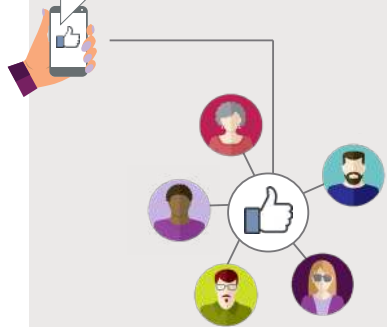
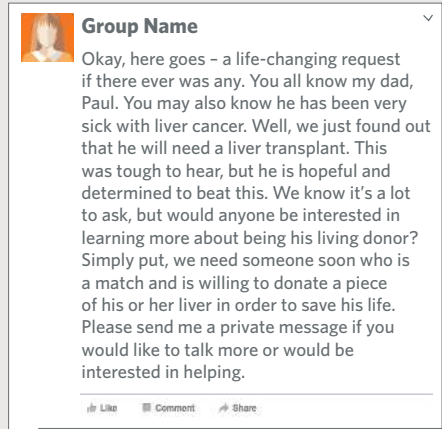
Now that you've set up your Facebook page and know some of the tools that are there to help you, it's time to make your first post. This is when you'll first tell your loved one's story and ask for help. Here are a few tips for crafting one, as well as some examples to help inspire you.

Whether you make this appeal through social media or in person, it should follow this outline, but in your own style.

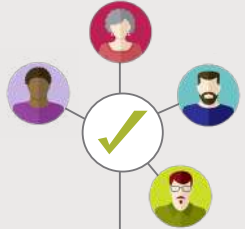
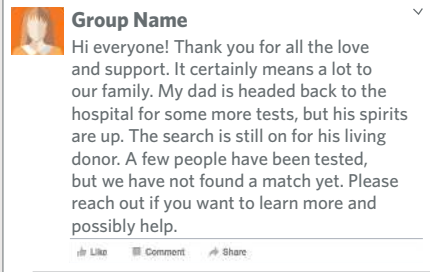
AN OPENING:	Convey your desire to start an important conversation, and include the reassurance to the potential donor that he or she will not have to make any decisions as a result of it.
THE WHO:	Explain for whom you're making this request.
THE WHAT:	Provide a brief summary of the medical condition that is requiring this transplant.
THE WHY:	Offer the reason why a transplant is necessary.
THE WHEN:	Include a sense of urgency as well as how much time a living donor might need to invest.
A CLOSE:	Ask the potential donor to take the time to think about it, and if he or she is interested in helping, offer ways to contact you for more information.

If you're new to Facebook, keep in mind that the more you use it, the more comfortable you'll be with it. In other words, be patient with your own learning curve.

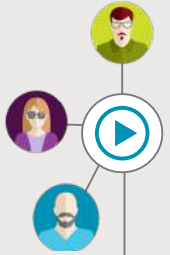
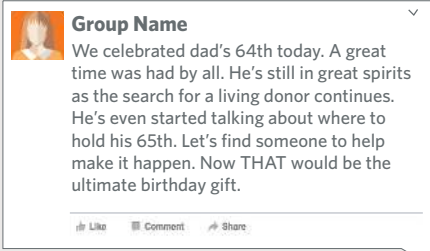
"Initial Appeal" Post



"Update" Post



"Life Event" Post



"Found a Donor" Post

