

Be The Match Facebook Donor Community: Key Messages and Talking Points

The Donor Community is a closed Facebook group that connects registry members called as a potential match with donors who have gone on to donate either bone marrow or PBSC. This tool provides information about what the Donor Community is, why it is important, how potential and past donors may use it and how to join the group. The goal of the Donor Community is to provide a space for community and support as well as to further educate members in order to ease donation concerns and increase donor availability.

Why the donor community is important (messages for use with POTENTIAL & PAST DONORS):

- We want potential donors to have all of their questions answered so they can make an informed donation decision. By interacting with others who have been through the process, members may more fully understand what donating means and be comfortable moving forward.
- Potential donors who are hesitant often want to hear directly from someone who has been through the donation process to help them determine if donation is right for them.
- Past donors may be interested in connecting with others who have also donated or in sharing their experience with others to help promote Be The Match and donation.

Potential Donors:

When talking with potential donors, share information about the Donor Community being a resource to learn more and connect with past donors. This community is beneficial to anyone, but may be especially helpful for potential donors who are hesitant yet interested, those with unique barriers, or those who specifically ask to talk to a former donor.

Sample Language –

Donor with unique barriers or expressing hesitancy:

When some of our registry members are called as a match, they are hesitant because they may be nervous or have questions like "does it hurt" or "how can I take off work or miss classes". We want you to make an informed decision before moving forward. It may be helpful for you to connect with past donors who might have felt the same. Be The Match has a private Facebook Donor Community to connect potential donors like yourself, with members who have donated, or have been called as possible donors for a patient. I can send you information on how to join the Donor Community if you are interested.

Donor requesting to talk to a former donor:

Our past donors are great advocates for our mission, and how you can help save a life. I would like to connect you with a community of donors who received a call just like this one, and have gone through the donation process. Be The Match has a private Facebook Donor Community where you will be able to ask questions and hear about other experiences that might help you on your journey. Would you like me to send you information on how to join?

Past Donors:

When talking with past donors, invite them to join the Donor Community. The group offers donors an opportunity to share their story and enthusiasm, support other donors, and advocate for Be The Match. The Donor Community also provides past donors an opportunity to connect with other donors to gain

insight from one another about what to expect related to recovery, recipient updates or contact with their recipient.

Sample Language

It is great to have donors who are committed and ready to honor the commitment they made 10 years ago. Sometimes, when registry members are called as a match, they are hesitant or nervous and have questions like "Does it hurt?" or "How can I take off work or miss classes?" Be The Match can tell people what to expect, but potential donors want to hear from real donors to better understand what the donation experience is truly like. This can help them make a more informed decision.

As a donor yourself, you may feel that everyone should say YES, but it is important to remember that potential donors may have unique hesitations or circumstances. They may need donors like you to help them remember that commitment, but who will also respect their right to change their mind at any time and that donation is always voluntary. Be The Match has a private Facebook Donor Community that connects donors like you to registry members who were recently called as a potential match. Joining this community will give you the opportunity to share your own experiences and advocate for Be The Match. If you are interested, I can send you a link to join the group. Would you like me to send that?

To join the Donor Community (see email templates for potential and past donors):

Potential and past donors should be sent the appropriate email template which contains a link to the closed group on Facebook.

- Potential and past donors can click the "Join Group" button to request access.
- To ensure only past donors or potential donors join the community, they will need to answer three screening questions before the Community Manager grants access. Donors are asked to:
 - Verify their first and last name as well as date of birth
 - Confirm that they've donated previously or are currently a match for a searching patient.
 - Provide the group password: MarrowSavesLives.
- A Community Manager will grant the donor access to the group.
 - Once in the group, donors are encouraged to read the pinned post about the group guidelines. It includes appropriate group conduct, donor/patient confidentiality and that content should not be considered medical advice.
- If you, or your donors, have any questions about the Donor Community, contact the Community Manager at DonorCommunity@nmdp.org