

HERO TO HERO.

A KIDNEY CAMPAIGN

INTERNAL COMMUNICATIONS CAMPAIGN FAQs

BOARD:

How can I best assist?

Familiarize yourself with the programs in the Hero to Hero Campaign. You may already be involved in building those efforts. When speaking with businesses or potential donors, feel free to use campaign language to inform those contacts about the Foundation. NKF will be providing you with talking points to assist in this effort.

Will this campaign go on indefinitely?

No. The public phase is the last phase of the Hero to Hero campaign. Currently, we have raised more than \$6M of the campaign's \$9.45M goal. Our aim is to have the public campaign last 18 months.

Will this campaign be a part of our community events?

Yes. Awareness and marketing are vital to the public phase of the campaign. We hope to have messaging and campaign presence at all of our events over the next 18 months. If you are on an event committee, then please consider the campaign when putting together your operating plan.

How important is it to have 100% participation of the board for the campaign?

It is vital. Why would someone want to support the campaign if members of our board have not considered it a priority?

How can the Foundation help me to be comfortable promoting the campaign?

You will likely be asked to take part in some type of media outreach or interview. You will be provided with helpful talking points and media training is available if needed.

What are the next steps for me?

Please start by familiarizing yourself with the campaign booklet. Take a look through the digital toolkit we have provided, and share in as many ways as you feel comfortable! If there's a method of sharing that we haven't thought of that you'd like (Postcards? Inserts for your holiday cards? Carrier pigeons?) throw those our way, we're happy to work with you to help share this

campaign in ways that work for you. If you have any ideas that you believe will help with this launch and the marketing push, please reach out to Pat and/or Leslie.

STAFF:

How can I best assist?

Familiarize yourself with the programs in the Hero to Hero Campaign. You may already be involved in building those efforts. When speaking with donors, feel free to use campaign language to possibly solicit gifts of longer terms in order to sustain the Foundation.

Is this just a program for the major gifts dept?

No, while the major gifts department manages the campaign – the campaign goals are office-wide and support all departments.

How does this campaign impact my department's goals and responsibilities?

The campaign's success impacts all department goals and responsibilities in many ways.

First, any successful fund raising will continue to help our patients and put the Foundation on more solid footing.

Secondly, as it pertains to responsibilities, the public phase of the campaign will involve a robust marketing push. You will likely be asked to help promote those efforts through collecting volunteer, patient profiles, and possible media appearances.

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Do I get credit for any gifts I secure for the campaign?

Yes, by either direct credit or soft credit.

How can we use our stable of volunteers for this effort?

There are aspects of the public phase that may involve a community day or breakfast event. Those plans are still being finalized. We will get you that information once that planning is solidified.

What are the next steps for me?

If you are actively planning an event and have not considered how the campaign can be included, please schedule a meeting with Pat and/or Leslie in order to make sure all priorities are covered.