



# WHERE DO YOU STAND?

## NKI Chronic Kidney Disease Global Awareness Campaign

October 1, 2014 - March 12, 2015

### Contents

- Campaign Overview.....1
- How-To.....2
- Your First Competition & Prizes.....4
- Your Second Competition & Prizes.....5
- The Final Celebration.....6
- CEO Letter.....7

### Resources

- Ideas for awareness activities
- Plan an awareness event at your work
- Plan an awareness event at a local clinic or hospital
- Plan an awareness event at your school
- Host an awareness event online



#### What is **WHERE DO YOU STAND?**

This program is designed for anyone, anywhere in the world, who wants to make a difference in the lives of those affected by chronic kidney diseases. It is an opportunity to join NKI's online awareness and fundraising campaign.

These diseases impact every continent and every country. **WHERE DO YOU STAND?** is a campaign to Stand Up & Be Counted (#SUBC) for awareness. #SUBC US went viral in its first month and this Global arm of the campaign will provide an even broader impact.

#### How does **WHERE DO YOU STAND** work?

The campaign kicks off online on October 1, 2014 and ends on March 12, 2015 (World Kidney Day). The campaign will be divided into three parts. To thank you for your participation, NKI will provide different competitions and incentives for each phase. On the final day: March 12, 2015, events will be held in each participating country, celebrating our participants' achievements.

### PROGRAM OVERVIEW

By joining this internet campaign, you will bring to light the importance of international attention to chronic kidney disease. Over 30 million people in the US alone are impacted by chronic kidney disease and its debilitating side effects. This issue does not just exist in the US, it is worldwide...

**WHERE DO YOU STAND?**



# WHERE DO YOU STAND?

## Did you know that NKI has funded over \$13 million in research since its inception?

The fundraising efforts of people like you made that possible. Every dollar or Franc or Euro etc., makes it happen. This is a global movement.

If just 500 people each contribute \$10 and 500 people each contribute 20 Euros and 500 people each contribute 15 Swiss Francs, then NephCure will be able to allocate \$35,000 to accelerate research!

**Every amount  
makes an impact.**

## The **BASICS.**

NKI has committed funds to basic science research over the past 6 years to unlock the underlying biological mysteries that cause these diseases. New genes and potential molecular targets have been discovered with support from NKI. The biopharmaceutical industry is showing an increased interest in developing new therapies for these diseases. We must accelerate the translation of knowledge 'from the bench to the bedside' and increase the pace of drug development. Our constituents; patients, both adults and children, need to understand the value of **WHERE DO YOU STAND?**

### START OR JOIN A TEAM

Each team will recruit members from diverse areas within their country. The intent is to show individuals standing in locations all over the world answering the question **WHERE DO YOU STAND?** against Kidney disease. Recruit other countries and areas to form teams.

### TEAM GOALS

Achieve the highest number of photos in different locations all over the world. Each photo will include a person holding the WHERE DO YOU STAND? sign with the NKI logo in front of a recognizable landmark. These photos will be posted throughout the campaign.

### AWARENESS GOALS

Let's Get Our Teams Recruited All Over The World! The campaign will be promoted through social media, press, radio and television.

Contact us at [events@nephcure.org](mailto:events@nephcure.org) - we love fundraising (It's true! Just wait until you see our 105, yes, we said 105 fundraising ideas!)



# WHERE DO YOU STAND?

## The “HOW TO” in 7 Easy Steps

*Let's get ready to have fun!*

- Watch your email for friendly competitions to keep the campaign interesting!
- NKI can help publicize your activities on nephcure.org
- Utilize Facebook and Twitter to boost awareness



- 1.** Join online (either as an individual or join a team) by going to **support.nephcure.org/WhereDoYouStand**
- 2.** NKI will send you your official electronic campaign sign, just print it out and you can start right away!
- 3.** Take photos in front of landmarks or interesting places holding the campaign sign.
- 4.** Ask everyone to make a donation and then take a photo of your supporters holding the sign in front of a landmark.
- 5.** Email your photos to NephCure to be posted on Facebook.
- 6.** Create a fun event to raise funds for your team. NKI events team is ready to help you every step of the way.
- 7.** Celebrate with the world on March 12, 2015!

**Ask friends to join you on your team to represent your area!**

**If they live far away, email them the sign and remember to tell them why it's important!**



# WHERE DO YOU STAND?

## THE FIRST STAND!

October 1, 2014 - November 30, 2014

### QUESTION:

What is the single most important thing to say to your donors and teammates?

### ANSWER:

THANK YOU!

We at NKI are so grateful and want you to spread that message along with awareness.

## Let's Get Our Teams Recruited All Over The World!

- A.** Sign up online - go to [support.nephcure.org/WhereDoYouStand](http://support.nephcure.org/WhereDoYouStand). NKI will set you up with your own, personal participant/team page online. You will be able to send emails and appeals from this page. It makes the entire campaign so simple for you!
- B.** Build your team. Recruit friends, family and colleagues from anywhere in the world to join your online team - send emails from your participant page or do a shout out on Facebook .
- C.** Start accepting donations and taking photos of everyone you know in front of local landmarks (Don't live near a landmark? How about in front of a street sign or a town limits sign, what about in front of a dairy farm? You could use this as a great reason to travel!).
- D.** Remember - each photo tells the world **WHERE YOU STAND - YOU** stand against chronic kidney diseases. If the world doesn't know about these diseases, how can we stand against them?

## Competition For An Important Cause!

Each team that fulfills the items listed below will be entered to win the very first prize. Keep checking NephCure Facebook to for the announcement of the prizes. Every time you and your team achieve a milestone (listed below), you will be given another entry to win:

- 1) The Awareness Factor:** The most interesting and impactful awareness efforts will be entered to win an amazing NKI prize! *(Prize will be announced via email and Facebook)*
  - To enter, just tell the NKI Events team how you were able to SPREAD AWARENESS. Email us at [events@nephcure.org](mailto:events@nephcure.org) and let us know the wonderful things that you are doing. Need ideas? We have a million and we love to help *(Just wait until you see some of our ideas!)*.
  - Submit the most photos. Each photo must be emailed to NKI and include a person holding the WHERE DO YOU STAND? sign in front of a recognizable landmark. *(These photos will be posted on social media throughout the campaign).*
  - Expand awareness by recruiting the most teams or countries by the end of phase 1, November 30, 2014.
- 2) The Fundraising Factor:** The Teams that have the most fun and the most effective fundraising will be entered to win YET ANOTHER amazing NKI prize! *(Prize will be announced via email and Facebook).*
  - Everyone who raises a minimum equivalent to \$500 USD within the first two weeks of the campaign will be entered to win!
  - Everyone who raises an additional \$1,000 USD by the end of October will be entered to win!
  - The team that raises the most in the month of November will be entered to win!

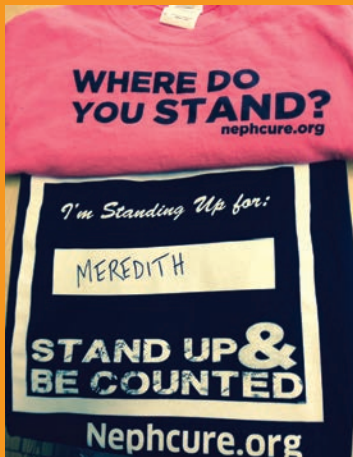


# WHERE DO YOU STAND?

## THE SECOND STAND

December 1, 2014 - March 1, 2015

Do you want to earn your very own **WHERE DO YOU STAND**-shirt? Each person that raises \$150 will automatically receive this shirt!



**1) The Awareness Factor:** In Phase 2 - impactful awareness efforts will automatically enter you to win another amazing NKI prize! (Prizes will be announced via email and Facebook)

- Get creative, contact your local government officials and ask them to declare March 12, 2015 NephCure Kidney International Day in your town. Don't know how - we have the templates!
- You can increase your team impact and even add team members if you visit local hospitals, Nephrologists Offices, Dialysis Offices and Universities. Ask them all to join us in this campaign.
- Planning a ski or beach trip? Now is your chance to get more photos and Donations
- Have you used social media to spread awareness and let people know what you are doing? Take this time to start a blog about your campaign - send NKI the link, we will visit it! Start a forum discussion with other teams and learn about their ideas and experiences.
- Thank your donors and your team. They have supported you since September 1st - you are all game changers.

**2) The Fundraising Factor:** The Teams that have the most fun and the most effective fundraising will be entered to win YET ANOTHER amazing NKI prize! (Prize will be announced via email and Facebook).

- The Team that gets the highest number of donations (note: NOT the largest amount, the highest number of donations) by using the facebook app will be entered to win.
- Teams that have raised at least \$50 USD for each participant will be entered to win.
- The Teams that have the top three largest single donations will be entered to win.

## ABOUT NEPHCURE KIDNEY INTERNATIONAL

**NephCure Kidney International is the only organization committed exclusively to support research seeking the cause of the potentially debilitating kidney disease Focal Segmental Glomerulosclerosis (FSGS) and the diseases that cause Nephrotic Syndrome, improve treatment, and find a cure.**

*Nervous about fundraising?*

**NO WORRIES!**

Fundraising is critical to support research but it doesn't have to be critically painful!

Email us today!  
[events@nephcure.org](mailto:events@nephcure.org)



# WHERE DO YOU STAND?

## The Fundraising Factor

The Teams that have the most fun and the most effective fundraising will be entered to win YET ANOTHER amazing NKI prize! (Prize will be announced via email and Facebook).

The Team that gets the highest number of donations (note: NOT the largest amount, the highest number of donations) by using the Facebook app will be entered to win.

Teams that have raised at least \$50 USD for each participant will be entered to win.

The Teams that have the top three largest single donations will be entered to win.

There are so many ways to win!

## THE FINAL STAND!

March 1, 2015 - March 12, 2015 (International Kidney Day)

**WE DID IT!** You and your team worked to spread awareness and raise funds for this critical mission! We are honored to have been through this journey with you. **SO LET'S CELEBRATE!**

Now is the time to plan how you would like to celebrate all of your hard work. The NKI Events Team will help you with a celebration in your area. We will provide you with ideas, banners, logistics help - whatever you need. We are so grateful to you and your teams for **STANDING UP TO BE COUNTED**.

Participants will be filmed all over the world and shown on youtube, facebook, websites, blogs and twitter holding the NKI SUBC signs and stating WHERE they stand for awareness.

# THANK YOU!



## What is #SUBC?

At NephCure Kidney International, we believe everyone can make a difference in the search for better treatments and a cure for Focal Segmental Glomerulosclerosis (FSGS) and Nephrotic Syndrome. We believe everyone can **STAND UP & BE COUNTED** for their child, spouse, loved one, friend, even for ourselves. Who will you stand up for today in the fight to find a cure to end debilitating rare kidney diseases like FSGS? **STAND UP & BE COUNTED** enables you to be part of the solution in the ultimate battle to find a cure for these diseases.



**NEPHCURE**  
Kidney International

Saving Kidneys • Saving Lives

# WHERE DO YOU STAND?

NephCure Kidney International (NKI) is the only organization committed exclusively to supporting research seeking the cause of FSGS and primary Nephrotic Syndrome, improving treatments and finding a cure.

NKI is a coalition of respected research scientists in academia and the biopharmaceutical industry, patients, families, friends and health care providers who join forces to create awareness and support research to improve the health of children and adults with these diseases.

Dear Friends,

Thank you for joining the NKI Global Awareness program to spread awareness of rare kidney diseases around the world! It is a disheartening fact that orphan diseases are often last to be researched, last to be understood and last to be conquered. The wall between the people we love and a cure stands brick by brick with lack of awareness and lack of funding for research.

NephCure Kidney International (NKI) is the only organization committed exclusively to supporting research seeking the cause of FSGS and primary Nephrotic Syndrome, improving treatments and finding a cure. NKI is a coalition of respected research scientists in academia and the biopharmaceutical industry, patients, families, friends and health care providers who join forces to create awareness and support research to improve the health of children and adults with these diseases.

NKI was founded by parents who recognized the need for life changing research and therapies. Over the past six years, NKI has committed \$13M to basic science research to unlock the underlying biological mysteries that cause these diseases. New genes and potential molecular targets have been discovered with support from NKI. The biopharmaceutical industry is showing an increased interest in developing new therapies for these diseases.

We must accelerate the translation of knowledge ‘from the bench to the bedside’ and increase the pace of drug development. Our constituents; patients, both adults and children, need to understand the value of engagement in the Patient Registry. This is critical to learning more about the prevalence and incidence of these diseases; increasing visibility of this population of patients to motivate scientific investigators to focus on them and develop new therapies; and to track treatments and health of patients over time to inform better clinical care and health outcomes. There is much clinical research that needs to be conducted. None of it can be accomplished without participation. We have come so far and achieved so much but there is still much to be done.

You are a member of the NephCure movement, by joining our volunteer led, global awareness campaign, you **Stand Up** for our children, our parents, our siblings, our grandchildren and loved ones all over the world. Imagine a flood of photos and donations from every corner of the world, imagine the attention and aid that this movement can bring!

On behalf of NKI, We would like to thank you for working to increase awareness and action in your community and for working with us to raise critical funds to accelerate research! Together, we are a Global Movement; together we can take control of chronic disease and bring it into the mainstream. We will celebrate with you on the day that NKI is no longer needed because on that day – we will be celebrating a cure.

Sincerely,

Mark Stone  
CEO, NephCure Kidney International