

2025 MEDIA KIT



Neph^{ure}

KIDNEY

2025

MONTH

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Kidney Month 2025



About This Media Kit

Every rare kidney disease (RKD) journey is distinct, but support is essential. During March, National Kidney Month, NephCure brings together patients, families, researchers, and physicians to raise RKD awareness and provide education and support to those affected.

This social media toolkit is available for patients, caregivers, and supporters to help promote awareness during this month. For more information, visit the [Kidney Month Landing Page](#).

NephCure's social channels main actions for this campaign are to:

- Encourage people to donate to NephCure in support of Kidney Month
- Direct people to the [Kidney Month Landing Page](#)
- Promote [#KidneyMonth2025](#)
- Encourage patients and caregivers to share their stories
- Encourage people to share disease-related information on social media platforms to help raise awareness

Hashtags

By following and using the [#KidneyMonth2025](#) hashtag, you become part of the conversation, can follow the campaign process and can spread your own content to a wider audience.

Please remember to also tag [@NephCure!](#)



Did You Know...

- Kidney disease is considered rare when it affects less than 200,000 Americans
- Rare kidney diseases affect approximately 30 million people worldwide, yet remain largely undiagnosed
- The financial burden of managing a rare kidney disease can be immense, estimated to be 2-3 times higher than for more common kidney diseases

40K

Patients and families reached yearly through our programs



How You Can Help During Kidney Month



Mark Your Calendar

Set a reminder for National Kidney Month on March 1st through March 31st, 2025.

To help us spread the word, raise awareness by resharing emails and encouraging donors to participate!



Spread Awareness

Help us spread awareness by sharing posts on social media. Use our toolkit or post your story for the world to see!

You'll have the opportunity to fundraise for Kidney Month yourself using [this link](#) here, or encouraging friends and family to donate to our cause!

Don't forget to tag us in your posts, and use [#KidneyMonth2025](#)!



Donate Directly

If you're interested in making a direct impact, consider donating [here](#).

Any amount will make a difference, and even \$25 can change a life of a patient or family who is living through the unknown of rare kidney disease.



Use These Pre-Written Posts!

- Did you know March is National Kidney Month? I'm helping @NephCure raise awareness and reach their goal of \$25,000 to push for better treatments and care for every rare, protein-spilling kidney disease. #KidneyMonth2025
- Every donation to @NephCure this March helps fund groundbreaking research for rare kidney diseases. Join me in supporting their \$25K goal for #KidneyMonth2025 - even small gifts make a big difference!
- Rare doesn't mean alone. Share your RKD story with @NephCure and help others feel seen this #KidneyMonth2025!
- This Kidney Month, I'm inviting you to share your journey and connect with others in the @NephCure community. Your story matters. #KidneyMonth2025
- Join the fight against rare kidney diseases. Every story, reshare, donation, and fundraiser helps spread @NephCure's message this #KidneyMonth2025
- Today I'm supporting #KidneyMonth2025 with @NephCure!



Shareable Media For Kidney Month

Use these shareable graphics and information to help spread the word and increase awareness on social media! Motivate your fellow warriors battling rare kidney diseases to get involved by sharing their stories, sending them this toolkit, starting a fundraiser, or simply by sharing these graphics!

You can also share some helpful tools and programs from NephCure yourself, here are a few of our top picks:

[NephCure Kidney Health Risk Quiz](#)

Take charge of your health by being proactive and understanding your risk for kidney disease. Use this risk quiz to stay informed!

[Patient Navigation Services](#)

Our Patient Navigation tool can help patients, caregivers, and care partners navigate the complexities of healthcare services and systems.

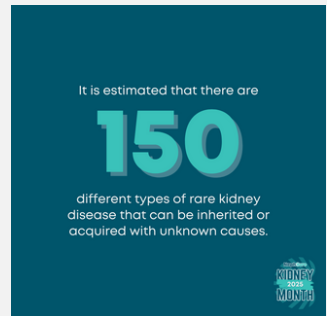
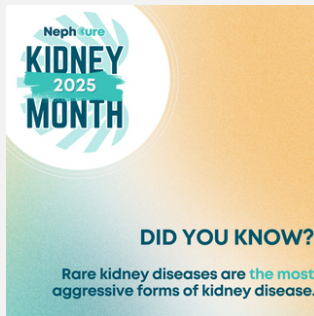
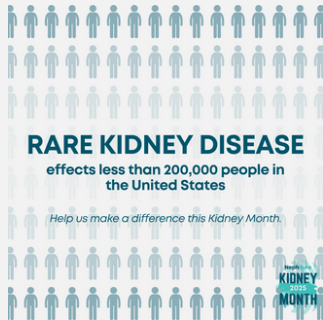
[Find A Specialist Tool](#)

Our curated list of clinicians who specialize in treating rare, protein-spilling kidney diseases like FSGS, IgA Nephropathy, and Nephrotic Syndrome.

Share or Create a Fundraiser

Wanting to create a fundraiser to raise money for Kidney Month and share it?

Follow Meta's [easy-to-use guide](#) for creating and sharing your social media fundraiser! You can also use Instagram's guide [here!](#)



Ways You Can Share Your Story



Write Your Rare Journey

Using your voice to share your story is the biggest way to raise awareness about your rare kidney disease journey!

Social Media

Use social media to write out your rare kidney disease journey! Talk about your initial feelings, your diagnosis, your support and challenges, and share to social media with photos! Don't forget to tag [@NephCure!](#)

Share Your Story Form

Use the form on our website to share your story easier! Click the link [here](#) to access the form.



Record Your Rare Journey

If you don't feel inclined to write out your journey, you can easily record your personal story from the comfort of your home.

Whether you're a patient, caregiver, or family member, your voice matters in our wish to create a future with better treatments and support for rare kidney disease.

What to Share:

Your diagnosis journey, challenges you've faced, moments of triumph, and hopes for the future. Share what you wish others had known and who supported you along the way.

Click [here](#) to record your story!





Ways to Make an Impact Through Donations

Giving Through A Donation

NephCure has dedicated 25 years to connecting those affected by RKD with improved treatments and potential cures.

Donations during Kidney Month, whether one-time or recurring, directly support programs and resources that assist patients daily.

Consider giving by donating [here](#).



Fundraising Directly for Kidney Month

Even if you can't contribute financially, there is still a way to directly make an impact, and that's by involving your community.

Start a fundraiser on behalf of NephCure and Kidney Month, and encourage your network to give to a cause that means most to you..

Click [here](#) to learn how to start your fundraiser!



Wearing Your Kidney Month Support

A percentage of proceeds from any NephCure merchandise will go directly towards Kidney Month.

Your purchase equals your donation, and you get something in return! Plus, you can wear it to raise awareness!

Click [here](#) to get your Kidney Month T-Shirt!





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Contact Us

If you need assistance using this toolkit, or have questions or feedback pertaining to National Kidney Month, NephCure, or this associated toolkit, please reach out to marketing@nephcure.org.

**Thanks to the
generous support of**

