

Ask the World for a Kidney

KDE 101 · The course workbook · Dean Mark Hope

This workbook goes with the ten recorded lessons at hopemetaversity.com/courses/ask-the-world-for-a-kidney-101.html. Watch a lesson, then fill in its page. There are no marks and nobody sees it but you.

Before you start

This is a course about telling your story. It is not medical advice and it is not a transplant programme. Nothing in it can put you on a list, take you off one, or tell you whether you are a candidate — that belongs to you, your nephrologist and your transplant centre. Never change, delay or stop any treatment because of something in here. And nobody, including Dean Hope, can promise you a kidney. What good marketing does is raise the chance that the right person hears you.

Fill this in first — you will need it on nearly every page

Your name, as people should search it

Your transplant coordinator's name

Your coordinator's phone number

Your website address (once Lesson 2 is done)

Why This Class Exists

Mark had just received his kidney when he recorded this. He walks through the two-year wait, being taken off the list in the middle of it, the people who came forward, and the son-in-law who turned out to be the match. Then he explains the paired exchange programme — why a willing donor who isn't your match still matters enormously, because they can give to someone else while that person's donor gives to you. And then he makes the promise the rest of the class keeps: he is going to teach every piece of social media marketing he knows, ten minutes at a time, for nothing.

Do this today

Write down the name of every person who has already offered you a kidney, including the ones who were ruled out. That list is where this starts.

What I actually did, and what happened

Get Physically Ready

Chapter one isn't about marketing at all. Mark's point is blunt: don't do all the work of finding a willing donor and then discover something has taken you off the list. That is exactly what happened to him. So this lesson is about being ready when the call comes — knowing what your transplant centre actually needs from you, keeping under control the things you can control, moving every day, and going to your nephrologist and asking out loud what stands between you and transplant. He also says the thing he wishes somebody had told him: he tried to skip dialysis and go straight to transplant, his numbers fell off a cliff, and once he finally started dialysis he got strength back. He wishes he had started sooner.

| “They want to give you a kidney. They’re not looking for ways they can not give you a kidney.”

Do this today

Ask your nephrologist, in plain words, “What would it take for me to be transplant-ready tomorrow?” Write down every answer.

What I actually did, and what happened

Your Website — the Hub

Everything you post on social media drifts down the feed and disappears. A website doesn't. This is the one place that holds your story, links to every channel you own, your contact details and your transplant coordinator's name and number — so that when somebody watches a video six months from now and wants to help, there is somewhere for them to land and somebody for them to ring. It does not need to be expensive and it does not need to be pretty. There are free builders and there are cheap ones. It needs to exist, and it needs to be linked from every bio you have.

“Every time you're making content on social media it goes into the ether if we don't secure it to the website.”

Do this today

Claim a free site or a domain and put three things on it — your name, your story in one paragraph, and your coordinator's phone number.

What I actually did, and what happened

Content Creation

This is where you decide what you are actually going to say. Mark's framing: you are not selling a product, you are helping a stranger get to know you well enough to make a decision. So talk to the camera the way you would talk to a person. Check in on the way to dialysis. Let your grandchildren talk. Use AI to help you draft, and to transcribe what you record, so that writing stops being the reason you never post. And if you are not comfortable explaining the medical side yourself, link to somebody who already explains it well — that is what the rest of the internet is for.

| *“There's no wrong answer. Nothing's off the table.”*

Do this today

Record one two-minute video on your phone. Don't edit it. The second one will be better than the first, and the tenth will be better than the second.

What I actually did, and what happened

Facebook

Facebook gives you very little free reach in the main feed — its value is groups. The neighbourhood buy-sell-trade group, kidney and dialysis groups, church groups, the Chamber, the Boys and Girls Club. Join them and be an actual person in them. But before any of that, Mark wants you to go backwards through your own profile and delete the political fights, the cruelty, and anything a stranger would read and think twice about. You have a different job now.

“Any toxicity that you’ve displayed is going to stay out there forever. It’s not worth giving up a kidney opportunity.”

Do this today

Scroll back through two years of your own posts and delete everything you wouldn't want a potential donor to read. Then put your website in your bio.

What I actually did, and what happened

Instagram

Instagram is the daily check-in. A little bit every day: a photo, a short video, a real look into your life. The grocery store and why you are reading the label. The number that came back low and what it means. The nurse or the dietitian who helps you — Mark says he would like to see far more of those people in this community, because those relationships are the story. Keep a small, consistent set of hashtags. Keep your website in the bio. And don't measure this in likes; measure it in the handful of people who start checking on you every day.

Do this today

Post one photo from your day with a one-line caption, and make sure your website is in your bio.

What I actually did, and what happened

LinkedIn

LinkedIn runs on second-degree connections: you connect with somebody, and suddenly their connections are visible to you and you to them. Mark is honest that it is a longer shot than the others — and it is also almost no work, so do it anyway. Fix your headline and your bio so they say plainly what is going on: dialysis, end-stage renal failure, looking for a living donor, website here. Then start connecting outward through the people you already know.

“They tell two friends, and they tell two friends.”

Do this today

Rewrite your LinkedIn headline and bio, and send ten connection requests to second-degree connections.

What I actually did, and what happened

TikTok

TikTok rewards short and relatable — but not the trending-sound, lip-sync, scrolling-inspirational kind of short. Nobody donates a kidney to the person who posts frog videos. Talk to the camera. Say what today is actually like as a patient in kidney failure. Put the ask in the first comment or in the hashtags, put your website in the bio, and caption everything, because more than half your audience is watching with the sound off at work.

“We don't need to go viral. We need that one person that sees our content and says, hey, I think I can help that person.”

Do this today

Post one talking-to-camera video with captions turned on, and put your website link in your bio.

What I actually did, and what happened

Drip Email, Cards and Thank-You Notes

The last chapter is the old-fashioned stuff, and Mark rates it higher than most people do. One short email a month — brief enough that nobody has to scroll, one photo, one link — because that is the email somebody forwards to their church list of three hundred. Personal cards with your name and number on the front and your story and your coordinator's number on the back, so that when a conversation happens you can hand the whole thing over. And handwritten thank-you notes to every person who helps you along the way, including the people taking care of you at the centre.

“Make it easy for people to help you.”

Do this today

Order a box of personal cards, and write one thank-you note by hand.

What I actually did, and what happened

Donor Outreach Plan

Fill this in once and you can hand it to anybody who offers to help — a family member, a church group, a friend who is better at computers than you are. This one page is the whole campaign.

My website address

My one-sentence story (the version I can say out loud)

Username I claimed — Facebook

Username I claimed — Instagram

Username I claimed — TikTok

Username I claimed — YouTube

Username I claimed — LinkedIn

The three hashtags I use every time

Transplant coordinator — name and phone

Who is sending the monthly email, and on which day

Who has my business cards to hand out

Execution before perfection. — Dean Hope