



18 June 2014

Dear Colleague:

Over the past few years, World Kidney Day has seen an impressive growing success all over the world thanks to your efforts. We are extremely grateful for your help in spreading our message and making the campaign such a success.

Today we feel that with more coordination between our local and global efforts we would be able to bring the campaign a step closer to our audiences and local health authorities, and speak of one united voice on global and local scales. We are aiming to strengthen [our existing network of "World Kidney Day Champions"](#) – i.e. local contacts in most countries – in order to make the campaign even more impactful all around the world. This is why we are contacting you today.

Since your organization is primarily engaged in the campaign through the IFKF network, we would be delighted to interact more with you and actively cooperate to make a larger impact in 2015 (10th edition of World Kidney Day). We realize that to make our communications impactful it is crucial to take into account different local cultural backgrounds and obstacles – and you can help us overcome these. Below are also some examples of the support we may require from you in a number of areas.

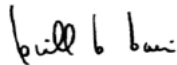
- WKD Promotion:
 - Activate local networks to engage people, connect events and initiatives, and spread the WKD global campaign message
 - Assist with translation of campaign materials, website, press kit, etc
 - Promote WKD celebrations and activities on social media
- Events:
 - Serve as a local contact point where the WKD team can redirect any specific local request. Many people are indeed contacting us to find out what is organized in their country/region/city.
 - Help us assess the success of WKD by gathering feedback about local events and celebrations. Share pictures with us.
- Health Authorities:
 - Approach and engage dialogue with relevant local authorities and Health Ministries. Advocate for raising awareness about kidney disease and encourage early screening and prevention.
- Press coverage:
 - Circulate the press release or press kit to relevant national, regional and local media (journalists, magazines, ...)
 - Assist with translation of press materials into local languages
 - Provide local statistics and details regarding the status of kidney disease to make the WKD message more impactful.

- Miscellaneous:
 - Engage local public figures or celebrities to help us spread the word
 - ...

To make this happen, we would be grateful if you could provide us with the contact details of someone that would act as a key contact for your country and would be willing to regularly liaise with us and offer support with the above-described tasks. It goes without saying that this person must be reachable by email and highly responsive. With your permission, we would like to add this person's contact information (we would certainly refer to your organization as well) on our website on a page specially dedicated to our Champions network so that any local request regarding World Kidney Day celebrations can be directly addressed to both of you.

We look forward to hearing from you. Feel free to contact [Sophie Dupuis](#) (WKD Campaign Manager) or [Agnese Ruggiero](#) (WKD Campaign Coordinator) if you have any question or need more details.

Best wishes,



Guillermo Garcia Garcia
World Kidney Day Steering Committee
IFKF Co-Chair



Philip Li
World Kidney Day Steering Committee
ISN Co-Chair