

## Member Recruitment Messaging

### Why

Every three to four minutes someone in the U.S. is diagnosed with a blood cancer. [Note that because this is specific to blood cancer, it shouldn't introduce or automatically be combined with the 70% stat below]

OR

70% of patients needing a blood stem cell transplant don't have a fully matched donor in their family. They depend on NMDP<sup>SM</sup> to find an unrelated donor. [Note that this is inclusive of blood cancer and other blood disorders]

### Who

You can join the NMDP Registry<sup>SM</sup> if you're:

- Between the ages of 18-40
- A resident of the United States or one of its territories or freely associated states
- Able to meet our medical guidelines

If you're between 18 and 35, you have a better chance of being matched. That's because research has shown that cells from younger donors lead to better long-term survival for patients. Doctors also request donors in that age group nearly 80% of the time.

### What

If you match a patient, there are two ways to donate blood stem cells. The patient's doctor chooses the donation method that's best for the patient.

Most donors (90%) are asked to provide peripheral blood stem cells (PBSC), which are collected from circulating blood.

- Similar to donating plasma or platelets
- Nonsurgical outpatient process
- Typically back to regular routine in 1-7 days
- Requires 5 days of shots leading up to donation to increase the production of blood-forming cells

There can be uncomfortable but short-lived side effects of donating PBSC. Donors may experience side effects such as headaches or bone and muscle aches, similar to a cold or the flu, prior to collection that disappear shortly after donation.

Some donors (10%) are asked to provide blood stem cells collected from bone marrow.

Marrow donation is done while under general anesthesia. Doctors use a needle to withdraw liquid marrow (where the body's blood-forming cells are made) from the pelvic bone.

- No pain during donation
- Outpatient procedure
- Typically back to regular routine in 1-7 days

Common side effects from the marrow donation procedure include back or hip aches, soreness, fatigue and sore throat.

\*How someone reacts to donation varies from person to person

## Where

If you're a match, you'll be asked to provide blood samples for further testing, such as infectious disease testing. Blood work is typically done locally. Travel will likely be required for donation.

The entire donation process takes an average of 20-30 hours spread out over 4-6 weeks, exclusive of travel.

It costs you nothing to join the registry or donate. NMDP pays for all donation-related costs, including travel costs for you and a companion, medical appointments, lost wages, childcare, pet care and more. If needed, NMDP can talk to your family, professors, coaches and/or employers to explain the commitment.

## When

Once you've returned your swab kit and responded "yes" to the text message or email to confirm your commitment to join the registry, it will take 6 to 8 weeks to be added to the registry. After that, you could be called for a patient anytime: in two months, one year or possibly longer.

Keep your contact information up to date so we can find you quickly if you're a possible match and make sure to add an alternate contact to your account. Because it can sometimes take years to get matched with a patient, choose someone you're close to (such as a family member or good friend). We'll only contact this person if we're unable to get ahold of you.

## How

When you're called as a possible match, it's important that you respond quickly. You may need to give a blood sample or do other additional testing to confirm that you're the best match for the patient.

We start by reaching out using the information that's in your member profile. (So make sure that's always up to date.) That could include calling, texting, emailing or sending you an actual letter in the mail or by FedEx. If we can't reach you, we'll try the alternate contact you listed. We try everything because when you have the chance to change someone's life, it is critically important that we reach you.

You're not donating for a patient today. The cheek swab is used to add your tissue type to the registry.

## Commitment

You could be a patient's only match—their only hope for a cure. When you register, you're committing to donating to any patient in the world, even if you're joining on behalf of a specific person. If you match, you have the right to change your mind. But because a decision not to donate can be life-threatening to the patient, please think seriously about your commitment before joining the registry.

You'll be listed on the registry until you're 61. If you ever change your mind about being a potential donor, please contact us at [questions@nmdp.org](mailto:questions@nmdp.org) or 1 (800) MARROW-2 to be removed from the registry.

## Communication

NMDP understands that the easiest way to get in touch with most people is via text messaging. You will only receive a text from us when there is critical information to share or an action for you to take.

Within 1-2 days of registering, you will receive a text message that asks you to confirm your commitment to join the registry. You must respond “Yes” to this message to complete your registration and join the registry. You will be provided with a wristband that we highly recommend you wear as a reminder until you respond to the confirmation text message.

If you intend to join the registry, respond YES to the text message. If you respond no, or if you ignore the text message, your swabs will not be tested, and you will not be placed in the registry.

The text message you will receive will be similar to this:

*Hi, It's NMDP. To proceed with registration, please confirm: Are you committed to stepping up if someone ever needs you? A committed donor is critical to a searching patient's chance of finding a cure. Reply YES to confirm, NO to cancel. No response will result in cancellation.*

## Privacy Information

We're serious about safeguarding your privacy. When you join, you'll give us a cheek swab sample. That sample and information about your tissue type are identified by a unique code and kept separate from your personal identifying information (like your address, phone number and email).

We'll only use that personal info for things such as matching you with patients, sending you membership materials or sharing other ways you can support our mission. That's all outlined in the consent form you'll sign while registering. We never share your name, contact info or genetic type with any government agencies or companies beyond our clinical partners.

## Disparity

Matching donors and patients has a genetic component; the best match for a patient is typically someone who shares their ethnic background. Because of the makeup of the registry, though, not all patients have the same chance of finding a match.

About 40% of potential donors on the NMDP Registry<sup>SM</sup> are ethnically diverse. However, the registry is not diverse enough to ensure every patient finds a match.