

Patient Ambassador Promotional Language for KidneyCARE Study

Type of Promotion	Body Copy	Subject Line (if applicable)
Text Message	I've joined the KidneyCARE Study – an easy, online way to contribute to kidney research from the comfort of home. Learn more at kidneycaresstudy.org	
Text Message	I've joined the KidneyCARE Study, an online research study for adults living with kidney disease. Help advance kidney care from the comfort of your home. Learn more at kidneycaresstudy.org	
Email	I've joined the KidneyCARE Study to help advance kidney research. This online research study is for adults with all types and all stages of kidney disease. It's a simple, convenient way to participate from the comfort of your home. By participating, you'll contribute valuable data for research that will help to improve kidney care. Learn more at kidneycaresstudy.org	I joined the KidneyCARE Study, Will You?
Email	I've joined the KidneyCARE Study, an online research study for adults living with kidney disease. Learn more at kidneycaresstudy.org	Join the KidneyCARE Study from the Comfort of Your Home