

**FRAMING THE GIFT OF LIFE: AN EMPIRICAL  
EXAMINATION OF ALTRUISM, SOCIAL DISTANCE AND  
MATERIALS IN NON-DIRECTED KIDNEY DONOR  
MOTIVATION**

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This research utilizes frame analysis to examine the persuasiveness of the National Kidney Foundation's (NKF) altruistic "gift of life" frame in promoting recruitment among live kidney donors. We surveyed a sample of 73 individuals to assess the relationship between social distance, increasing material incentives, and donor motivation. Our results show that altruism is not a strong factor in donor motivation and that limited material incentives as well as strategic "re-framings" that address the social distance between donor and receiver are important to enhancing donor motivation among individuals un-related to kidney transplant recipients.