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Subject: News from NTAF: New NTAF Web Site To Launch Wednesday 9/23/09
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NTAF E-News
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IN THIS ISSUE

- **NTAF to Launch its New Web Site**

Dear Friends,

The new NTAF Web site is finally here!

This Wednesday, September 23, 2009, NTAF will unveil its new and improved Web site.

The existing Web site will be temporarily shut down for approximately two to three hours during the day Wednesday, as the new site goes live.

We are proud to be able to offer many new features on the site, and appreciate in advance for your patience and understanding as we make this transition.

Wednesday, September 23, 2009: NTAF to Launch its New Web Site

What to Expect:

- more tools for patients;
- increased capabilities for contributors; and
- a new look and feel for all.

Patients

Active fundraising patients can expect to see an expanded personalized Web page on the new NTAF Web site to highlight their individual fundraising campaign, receive online contributions and share updates with family, friends and supporters.

What's new

In the new NTAF Patient Restricted Area, patients (and/or a designated volunteer) can manage their NTAF Patient Web Page like never before.

The new restricted area allows you to manage:

- a funds raised thermometer to display fundraising progress;
- photo galleries to display fundraising event photos;
- a News & Events section to share information about fundraising events, provide health updates, etc;
- icons that link to your favorite social networking sites (Facebook, MySpace and/or Twitter) to increase the exposure of your NTAF fundraising campaign.

With the launch of the new Web site, personalized patient Web pages will be automatically created once a patient campaign has received its first contribution, and becomes "active". Newly opened campaigns will receive a temporary user ID and password by e-mail. This information will

allow the recipient to access the new NTAF Patient Restricted Area. In this password protected area, patients (and/or a designated volunteer) can further personalize their NTAF Patient Web Page, choosing from a variety of new features, some of which were highlighted above.

Patients who already maintain a personal Web page on the current NTAF Web site and **are registered** for access to the current NTAF Patient Restricted Area, will not need to re-register to have access on the new site. For your convenience all existing content (your personal story, photo and your NTAF user ID and password) will be transferred to the new site for you to use. Because your content is being transferred to a newly designed Web page, there will be a few formatting issues to address - one being that your name and NTAF fund name will appear twice on your new NTAF Web page if you still maintain the general patient template text on your current NTAF Web page. If you experience any formatting issues with your new patient Web page that you cannot resolve on your own, please contact NTAF (1-800-642-8399) for assistance.

Patients who have a personal Web page on the current NTAF Web site but are **not registered** can contact NTAF (1-800-642-8399) to request a user ID and password if you wish to update your patient page.

For **patients who are not able to maintain their patient page** on the new Web site, an NTAF staff member is still available to assist you with updating your personal NTAF Web page. Contact info@transplantfund.org for assistance using the Contact Us option on the new Web site.

For Contributors

Scroll no more. Now contributing to a patient campaign or an NTAF program or fund is easier than ever before. You can even set up recurring contributions online! The new Web site allows contributors to manage their own personal contribution profile to track their donation history and billing information. Please note that existing recurring contributions set up through NTAF will not be available online.

For All

After the new NTAF Web site goes live, the link to the Overview of the new NTAF Patient Restricted Area provided above will become broken. For your convenience, you will be able to access this download from the News & Announcements section on the home page of the new Web site, or from the list of Downloads available in the new NTAF Patient Restricted Area.

We appreciate your patience as we make the transition to the new Web site. We realize that with new technology, comes the possibility of new kinks to work out. We appreciate your understanding in advance as any potential issues with the new Web site are worked through. We hope you enjoy the increased functionality of the new site!
Sincerely,

Shannon McMonagle
NTAF
Communications Coordinator