



NATIONAL KIDNEY FOUNDATION®

National Kidney Foundation
30 East 33rd Street
New York, NY 10016
Tel: 212.889.2210
Fax: 212-689-9261

The Unicode Consortium
P.O. Box 391476
Mountain View, CA 94039-1476

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Dear Unicode Consortium:

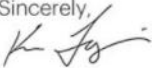
On behalf of the National Kidney Foundation (NKF), thank you for this opportunity to recommend the creation of a kidney emoji to help represent the more than 850,000,000 people worldwide—including more than 37,000,000 in the United States— with kidney diseases.

Emoji use has 🚀 in the recent past. Mobile users in the United States sent 2.2 trillion SMS or MMS messages during 2020. One in five tweets uses an emoji. Reportedly, 5 billion emojis are utilized on Facebook Messenger every day. Unfortunately, those tweets and messages looking to make people aware of kidney disease or raise awareness of the need for a kidney donor have no emoji to utilize. 😞

Most people at risk for kidney disease are unaware that they are at risk. As kidney disease has no symptoms in its earliest stages, it is important for the 116 million Americans at risk for kidney disease to speak with their 🗣️ 🏠 and get tested each year. Thousands of Americans utilize social media each year in their search for a life-saving kidney transplant.

Data indicates that use of emojis can help with messaging engagement. Including an emoji in the subject line of an email has been shown to increase open and response rates. Push notifications including emojis saw significant increases in open and conversion rates as well. As a patient advocacy organization focused on improving awareness of the importance of kidney health and ensuring that people with kidney disease receive the best care possible, we believe that a kidney emoji is an important step toward improving our impact in a 140 character 🌐.

For these reasons, NKF ❤️ the effort supporting the development of a kidney emoji. To discuss this letter, NKF's 🙌 support for the development of a kidney emoji, or NKF, please 📩 me at 212-889-2210 or kevin.longino@kidney.org.

Sincerely,


Kevin Longino
Chief Executive Officer
National Kidney Foundation