



# Plan Activities, Register Donors, and *Let Life Bloom*

## 2020 HRSA CAMPAIGN SCORECARD

Plan your organization's campaign activities to promote donor registration and then track activities and new donor registrations here. Points earned for each activity and for each new donor registration recorded will determine your level of recognition in the WPFL Hospital Campaign. Return completed scorecard to your donation organization partner (OPO, DLA, eye or tissue bank).



**1,000 Points = Platinum Level**



**750 Points = Gold Level**



**350 Points = Silver Level**



**200 Points = Bronze Level**

Organization

City/State/Zip

Organization Contact Name

Email

Reporting Donation Organization

Versiti Organ and Tissue

Donation Organization Contact

Megan Sigrist

Email

Msigrist@versiti.org

**POINTS TOTAL**

0

**DONOR REGISTRATIONS TOTAL**

0



**SECTION 1: Campaign Donor Registration**

Earn points for *setting* your donor registration goal, for *reaching* your goal, and for **each new donor registration**.

First, consult with your donation organization partner—organ procurement organization (OPO), Donate Life America (DLA) affiliate, eye or tissue bank—to set a realistic goal for the number of <b>new donor registrations</b> you want to achieve during the campaign.		Points Per Activity	Donor Registration Goal	TOTAL Donor Registrations Recorded	Total Points
a) <b>Set your goal</b> for number of <b>new donor registrations</b> . (Earn 50 pts for one-time goal setting.)	<input type="checkbox"/> SET GOAL	50			0
b) <b>Reach your goal</b> . (Earn 100 pts for reaching or exceeding your goal for total number of new donor registrations recorded.)	<input type="checkbox"/> MET GOAL	100			0
c) Earn <b>one point</b> for <b>each new donor registration</b> recorded. (Example: 328 new donor registrations recorded = 328 to be put in “TOTAL Donor Registrations Recorded” column at right. The number entered in that column—328— will automatically go into “Total Points” column.)		1 pt per each new donor reg.			0

**SECTION 2: Organizational Communications and Events**

Points Per Activity	Number Completed	Activity	Total Points
50		Hold direct <b>donor registry enrollment</b> events (tabling events) in high-traffic areas within the workplace.	0
50		Hold a <b>Campaign kick-off event</b> or other large-scale event that is reported by news media; consider featuring a donor family and/ or transplant recipient.	0
50		Implement <b>Give 5 - Save Lives</b> direct donor registration tactic in your workplace.	0
50		Participate in a <b>challenge competition</b> among area organizations.	0
50		Place a campaign web banner and <b>link to the state registry on internal email signatures and web sites</b> for the duration of the campaign.	0
40		<b>Enlist auxiliary staff/staff volunteers</b> in donation registry/awareness events.	0
40		Hold a <b>donor memorial service</b> , candle-lighting ceremony, Tree of Life, or other donation celebration.	0
25		Hold a donation <b>flag-raising ceremony</b> for employees. Invite community members.	0
25		<b>Send email from organization’s CEO</b> /other leaders to all staff, announcing the campaign, encouraging participation and registration, providing campaign updates, and including link to state donor registry.	0
25		Hold a <b>program with living donors, transplant recipients</b> , donor family members, and/or transplant professionals to talk about the campaign and the importance of donation registration. See your donation organization partner for assistance!	0

## Organization

25		Include donation education, registry links/opportunities, and information about the campaign and ways to get involved in <b>new employee orientations</b> .	0
20		<b>Present at departmental/physician meetings</b> on plans and registration goal of the campaign. Suggest ways that staff can get involved. Consider inviting a representative from your area donation organization to speak.	0
20		Utilize <b>organization's internal media</b> to run campaign PSAs, post e-versions of campaign materials, and/or feature short videos on donation and transplantation. Access videos on <a href="http://organdonor.gov">organdonor.gov</a> or on <a href="https://www.youtube.com/user/HRSAtube">HRSAtube</a> .	0
20		Add campaign <b>goal marker/barometer</b> to your website and/or post in public area.	0
15		Display campaign posters and table tents with donation information and registry links in organization's <b>high-traffic public and employee areas</b> , including on bulletin boards, in elevators, cafeteria, lobby, and restrooms.	0
15		Publish donation and transplantation articles, with registry link details, in <b>internal company newsletters</b>	0
15		Participate in <b>National Blue and Green Day</b> . ( <a href="http://www.donatelife.net/blue-green-day/">www.donatelife.net/blue-green-day/</a> )	0
15		Enter a description of one or more of <b>your own activities</b> not listed above.	0

### SECTION 3: Community Engagement and Events

Points Per Activity	Number Completed	Activity	Total Points
75		Provide donation information and registration opportunities at <b>community health fairs/screening events</b> . Partner with your local Health Department, mobile screening units, blood centers, and other community health organizations.	0
75		Partner with your municipality, area colleges/universities, chamber of commerce, local businesses, and fraternal organizations (e.g., veterans, Rotary Club, Kiwanis) to engage new partners in the campaign and help host awareness and donor registry enrollment events.	0
75		Partner with local <b>police, firefighters, EMS</b> , and other first responders to engage new partners in the campaign and help host awareness and donor registry enrollment events.	0
50		Hold direct <b>donor registry enrollment</b> events (tabling events) in high-traffic areas in the community.	0
50		Organize a <b>challenge competition</b> among local medical schools or universities/colleges.	0
50		Host a donation education program or segment with your <b>local television station</b> .	0
50		Participate as a team in a <b>community walk/run</b> promoting organ donation awareness.	0

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40		Post donation-related info/story and link to state registry on <b>billboards</b> .	0
35		Place an ad/PSA about organ, eye, and tissue donation, with link to state registry, in the <b>local media (news, radio, TV)</b> .	0
25		Send <b>letter/email from CEO</b> to other businesses, health organizations, physician practices, or community groups, encouraging them to join the campaign, with links to resources and state registry.	0
25		Use <b>social media</b> sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events, provide link to state registry, and encourage registration.	0
25		Create a pro-donation theme and use in <b>community parade</b> , event, and/or health fair.	0
25		Submit a <b>letter to the editor</b> of area publications, urging donation registration and providing state registry link.	0
25		Add state registry link to your <b>website</b> .	0
25		<b>Publish donation/transplant articles</b> , with registry link details, in community newsletter or other local print/online publication or forum.	0
15		Place donation-related posters with state registry details in <b>other local businesses</b> .	0
15		Enter a description of one or more of <b>your own activities</b> not listed above.	0

**POINTS TOTAL**      **0**

**Total New Registrations**      **0**

Return your completed form to your donation organization. If you have questions, contact your donation organization or email [wpfl@akoyaonline.com](mailto:wpfl@akoyaonline.com).