



Let life bloom.

Plan Activities, Register Donors, and Let Life Bloom

HOSPITAL CAMPAIGN PHASE III CHALLENGE

Review the activities and corresponding points on the following pages. Plan your hospital's campaign activities, track them in this document, and watch your points grow. Return this to your OPO or DLA affiliate. The points you accumulate will determine your level of recognition in the WPFL Hospital Campaign.

500 Points =  **GOLD LEVEL**

250 Points =  **SILVER LEVEL**

100 Points =  **BRONZE LEVEL**

Hospital _____

Hospital Contact:

Name _____ Email _____

Reporting OPO/DLA Affiliate _____

OPO/DLA Affiliate Contact:

Name _____ Email _____

POINTS TOTAL _____



# of each Activity Completed	Points Per Activity	Goal Setting	New Registrations
	75	Set a goal for the number of new registrations you want to reach through your campaign. Report your goal and progress to your OPO/DLA affiliate.	

# of each Activity Completed	Points Per Activity	Hospital Communications and Events	New Registrations
	65	Host a donor registry enrollment event in high-traffic hospital area.	
	50	Host a media event featuring a donor family/recipient reunion.	
	50	Hold a flag-raising ceremony for employees. Invite community members.	
	50	Hold a donor memorial service, candle lighting ceremony, or Tree of Life or other Thanksgiving celebration.	
	30	Host a campaign launch event and invite local media.	
	30	Add a campaign goal marker/barometer to your internal website.	
	30	Display a campaign goal marker/barometer in lobby and staff break areas.	
	30	Run hospital campaign public service announcements on your internal cable channel. Your OPO/DLA affiliate may have PSAs you can use.	
	30	Implement the Give 5 – Save Lives tactic. (learn more here)	
	30 per program	Hold a program with guest donors, donor recipients, donor family members, and/or transplant professionals.	
	30 per presentation	Make presentations about organ donation and the campaign at departmental and physician meetings. Invite an OPO representative to speak.	
	15	Display campaign posters and table tents in public and employee areas.	
	15 per email blast	Send email from hospital CEO or other leader(s) to staff, encouraging registration.	
	15 per email blast	Send emails from department heads to staff, encouraging registration.	
	15 per month	Place a campaign web banner and a link to the state registry on all internal email signatures and intranet sites for one month.	
	15 per month	Add pro-donation messages to employee pay stubs.	
	15 per article	Publish donation and transplantation articles in the hospital newsletter(s).	
	15 per video	Feature short videos about donation and transplantation on your internal cable channel. Access videos on www.organdonor.gov or on YouTube by searching “organ donation.” Your OPO/DLA affiliate may also have videos you can use.	
	15	Include donation education materials and registry opportunities in every employee orientation packet.	
	15	Participate in National Blue and Green Day in April 2014.	

# of each Activity Completed	Points Per Activity	Community Engagement and Events	New Registrations
	65 per event	Provide donation information and the opportunity to register at all community health screening events.	
	65 per event	Partner with your local Chamber of Commerce to engage other businesses as workplace partners and co-host registry events.	
	65 per event	Partner with local EMS and other first responders in your community to promote donation and provide opportunities to register at local community health events.	
	65	Implement a registry challenge competition among area medical schools or local universities and colleges.	
	65	Host an organ donation education program with your local television station.	
	65 per event	Link with your area blood center and co-host registry drives and events.	
	50	Donate billboard space for organ donation information.	
	50	Place an ad about organ donation in the local media.	
	50	Run public service announcements with local media. Your OPO/DLA affiliate may have PSAs you can use.	
	50	Create a pro-donation theme for use in community parades, events, and health fairs.	
	30	Send a letter or email from hospital CEO to other hospitals, vendors, or community organizations about the campaign.	
	30	Pitch donation or campaign-themed stories to local media.	
	30	Add a campaign goal marker/barometer to your external website with a link to your OPO/DLA or state registry.	
	30	Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events and encourage registration.	
	30	Seek the participation of the local Rotary Club in planning community health education programs.	
	30 for each partner	Invite vendors to join your campaign as workplace partners and ask them to provide educational information and registry opportunities to their employees.	
	30	Submit letter to the editor urging donation registration to local newspapers and provide the state registry link.	
	30 per article	Publish donation and transplantation articles in a newsletter that goes out to the community.	
	15	Place posters in local businesses.	
	15	Enter a description of your own activity here:	

POINTS TOTAL _____

Total New Registrations _____

Return your completed form to your OPO/DLA affiliate. If you have questions, contact your OPO/DLA affiliate or email wpfl@akoyaonline.com.