




*Let life bloom.*

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


## 2017 HOSPITAL CAMPAIGN SCORECARD

Plan your hospital'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


WFLA Hospital Campaign Scorecard. Enter the completed scorecard to your donation organization partner (OPC or affiliate, eye, or tissue bank).




PLATINUM  
LEVEL



GOLD  
LEVEL



SILVER  
LEVEL



BRONZE  
LEVEL

**1,000  
Points =**

**750 Points =  
Points =**

**350**

**200 Points =**

Hospital

City/State/Zip

Hospital Contact:

Name

Email

Reporting Donation Organization

Donation Organization Contact:

Name

Email



**POINTS TOTAL 0**

**DONOR REGISTRATIONS TOTAL 0**

OMB #0915-0373 EXP: X/XX/XXXX



## Hospit

Goal Setting		
Check the circles below	Points per Activity	
<input type="radio"/>	50	<b>Set a goal</b> for the number of new donor registrations you want to record through your campaign. Report your goal and progress to your donation organization partner (OPO, DLA, eye, or tissue bank).
<input type="radio"/>	100	Reach or exceed your goal.

New Donor Registrations		
# of new donor registrations YOU	Points per Activity	
	1 point for each new donor registration	Put the number of new donor registrations you recorded in the far left-hand box and an equal number of points will be added to your total points. (Example: if you recorded 384 donor registrations, put 384 in the left-hand box and you will earn 384 points toward recognition.)

# of each Activity Completed	Points per Activity	Hospital Communications and Events	New Registrations
	65	Hold direct <b>donor registry enrollment</b> events (tabling events) in high-traffic hospital areas.	
	60	Hold a <b>Hospital 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.	
	50	Implement Give 5 - Save Lives direct donor registration tactic. See materials and tips <b>here</b> .	
	50	Participate in a <b>challenge competition among area hospitals</b> .	
	50	Place a campaign web banner and <b>link to the state registry on internal email signatures</b> and web sites for the	
	40	<b>Enlist hospital auxiliary/volunteers</b> in donation registry/awareness events.	
	40	Hold a <b>donor memorial service</b> , candle-lighting ceremony, Tree of Life, or other donation celebration.	
	25	Hold a donation <b>flag-raising ceremony</b> for employees. Invite community members.	
	25	<b>Send email from hospital CEO</b> /other leaders to all staff, announcing the campaign, encouraging participation and registration, providing	

Hospit

	25	Hold a <b>program with living donors</b> , transplant recipients, donor family members, and/or transplant professionals to talk about the campaign and the importance of donation registration.	
	25	Include donation education, registry links/opportunities, and information about the campaign and ways to get involved in <b>new employee orientations</b> .	
	20	<b>Present at departmental/physician meetings</b> on plans and the registration goal for the campaign. Suggest ways that staff can get involved. Consider inviting a representative from your area donation organization to speak.	
	20	Utilize <b>hospital'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="http://HRSAtube">HRSAtube</a> .	
	20	Add campaign <b>goal challenge marker/barometer</b> to your website and/or post in public area.	
	15	Display campaign posters and table tents with donation information and registry links in hospital's <b>high-traffic public and employee areas</b>	
	15	Publish donation and transplantation articles, with registry link details, in <b>internal hospital newsletters</b> .	
	15	Participate in <b>National Blue and Green Day</b> .	
	15	Enter a description of one or more of your own activities not listed above.	

Hospit

# of each Activity	Points per Activity	Community Engagement and Events	New Registrations
	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	
	75	Partner with your <b>municipality, area colleges/universities, chamber of commerce, local businesses, and fraternal organizations</b> (e.g., veterans, Rotary Club, Kiwanis) to engage new partners in the campaign and help	
	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.	
	50	Hold direct <b>donor registry enrollment</b> events (tabling events) in high-traffic areas in the community.	
	50	Organize a <b>challenge competition</b> among local medical schools or universities/colleges.	
	50	Host a donation education program or segment with your <b>local television station</b> .	
	50	Participate as a hospital team in a <b>community walk/run</b> promoting organ donation awareness.	
	40	Post donation-related info/story and link to state registry on <b>billboards</b> .	
	35	Place an ad/PSA about organ, eye, and tissue donation, with link to state registry, in the <b>local media (news, radio,</b>	
	25	Send <b>letter/email from hospital CEO</b> to other hospitals, health organizations, physician practices, or community groups encouraging them to join the campaign, with links to resources and state registry.	
	25	Use <b>social media</b> sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events, provide link to state registry, and encourage registration.	
	25	Create a pro-donation theme and use in <b>community parade</b> , event, and/or health fair.	
	25	Submit a <b>letter to the editor</b> to an area publication, urging donation registration and providing state registry link.	
	25	Add a state registry link to your <b>website</b> .	
	25	Publish donation/transplant articles, with registry link details, in a <b>hospital community newsletter or other local print/online publication</b>	
	15	Place donation-related posters with state registry details in <b>local businesses</b> .	
	15	Enter a description of one or more of your own activities not listed above:	

**POINTS TOTAL 0**

**REGISTRATIONS TOTAL 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).