



*Let life bloom.*

# Healthcare Workplaces for Organ Donation

## 2019 Campaign Scorecard

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

Plan your activities to promote donor registration and then track activities and new donor registrations here. Points earned for each activity and for each new donor



1,000 Points = Platinum Level



750 Points = Gold Level



350 Points = Silver Level



200 Points = Bronze Level

Healthcare Organization Name:

City/State/ZIP:

Healthcare Contact Name:

Email:

Reporting Donation Organization:

Organization  
Contact Name:

Email:



**POINTS TOTAL** 0

**DONOR REGISTRATIONS TOTAL** 0

OMB #0915-0373 EXP:  
03/31/2020

**SECTION 1: Donor Registrations**

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—OPO, 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	List Donor Registration Goal Number	TOTAL Donor Registrations Recorded	Total Points
a) Set your goal for number of <b>new donor registrations</b> . (Earn 50 pts for one-time goal setting.) <input type="checkbox"/> SET GOAL	50			0
b) Reach your goal. (Earn 100 pts for <b>reaching or exceeding your goal</b> for total number of new donor registrations recorded.) <input type="checkbox"/> GOAL MET	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: Internal Communications and Events**

Points Per Activity	Number Completed	Activity	Total Points
75		Organize or join a <b>challenge competition</b> among participating healthcare organizations.	0
65		Hold direct <b>donor registry enrollment</b> events (tabling events) in high-traffic areas.	0
65		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
65		Implement <b>Give 5 - Save Lives</b> direct donor registration tactic. See materials and tips <a href="#">here</a> .	0
65		Place a campaign web banner and <b>link to the state registry on internal email signatures</b> and web sites for the duration of the campaign.	0
40		<b>Enlist auxiliary/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 the 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.	0



Healthcare Organization:

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 the 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.	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 publication, urging donation registration and providing state registry link.	0
25		Add state registry link to your <b>website</b> .	0
25		Publish donation/transplant articles, with registry link details, in <b>community newsletter or local newspaper or publication</b> .	0
15		Place donation-related posters with state registry details in <b>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).

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