

The National Donation CAMPUS CHALLENGE • 2009

Register *now* to become an organ and tissue donor at www.organdonor.gov.



National Partners Guide

March 1, 2009 – November 30, 2009

Welcome to the *2009 National Donation Campus Challenge*, a campaign of the Workplace Partnership for Life, a program of the U.S. Department of Health and Human Services, Health Resources and Services Administration. The goal of this campaign is to register 60,000 new organ donor designations in the United States by November 30, 2009. Phase I of the campaign begins March 1, 2009, and will add universities, colleges and other post-secondary campuses to the list of more than 11,000 National Workplace Partner companies and organizations that are educating their employees about the critical need for organ, eye, tissue and blood donation registration.

This campaign is vital, because more than 100,000 people are currently awaiting a life-saving organ transplant in the United States. Every week, more than 100 die because not enough organs are available. In addition, hundreds of thousands of others would benefit from life-enhancing tissue and eye donations.

This National Partners Guide —and the creative and written materials in the National Partners Tool Kit and the Campaign Creative Tool Kit —are designed to help you implement actions that will most effectively motivate your members or affiliates and employees to register to be organ and tissue donors.

Make the Commitment

- Agree to become a National Partner for the *2009 National Donation Campus Challenge*.
- Implement three-to-five “Ideas for Action” during the campaign.

Ideas for Action

Choose from these suggestions or create your own:

- Send an email blast message to your organization’s members and university/collegiate affiliates and employees, announcing your commitment to the *2009 National Donation Campus Challenge*.
 - > Encourage university/college members to join the campaign and partner with local organ donation organizations. You can use creative materials and templates provided in the Campaign Creative Tool Kit and the National Partners Tool Kit for email blasts, press releases, posters, and other uses.
 - > Offer your members and affiliates campaign materials and resources from the campaign tool kits.

- Post a Web banner site on your organization's Internet and/or Intranet with a link to your State's registry or donation information site.
- Issue a press/media release announcing your organization's commitment to be a National Partner in the *2009 National Donation Campus Challenge*.
- Place an article in your organization's newsletter featuring a donation story and highlighting your organization's involvement in the *2009 National Donation Campus Challenge* campaign.
- Highlight in your organization's newsletter a university/collegiate member's participation in the *2009 National Donation Campus Challenge*.
- Host educational programs for employees/members at headquarters and/or appropriate sites. Work with local organ donation organizations to provide donation information and donor cards or computer access to an online registry.
- Enroll others in the campaign. Share information about the campaign with vendors, customers, and partners.
- Invite a representative from HRSA to speak at your annual meeting to showcase the *2009 National Donation Campus Challenge*.

For more details about the *2009 National Donation Campus Challenge* or for any other information or assistance, please contact Shelly Morningstar at shelly@akoyaonline.com or call 412/481-9800.