

# Save and Enhance Lives with the DoNation Campaign



**DoNation**, a national campaign by the U.S. Department of Health and Human Services, unites America's workforce for organ, eye, and tissue donation.

In the U.S., more than 90% of adults support organ donation, but only 60% have signed up as donors. With a new person added to the national transplant waiting list every 10 minutes, we need more organ, eye, and tissue donors to sign up and help save lives. Thousands of workplaces nationwide are increasing the number of people registered as organ, eye, and tissue donors by participating in DoNation, a national campaign sponsored by the U.S. Department of Health and Human Services' Health Resources and Services Administration (HRSA). DoNation (previously the Workplace Partnership for Life Hospital Campaign) has encouraged more than 630,000 people to sign up as organ donors since 2011. The DoNation Campaign engages workplaces of all sizes and across all industries in HRSA's efforts to close the gap between those in need of organ transplants and available donated organs.

**We invite your workplace to join this dynamic collaboration.**

Many Americans spend at least half of their waking hours in the workplace or interacting with coworkers. Our work community can influence our values, beliefs, and actions, including if we choose to sign up as organ donors. Promoting organ donation at work underscores the need for more organ donors and increases the chance we can help more people who need a transplant. By participating in DoNation, your workplace can:

- Save and enhance lives by increasing the number of registered organ, eye, and tissue donors;
- Inspire and engage your employees and communities in corporate social responsibility efforts;
- Cultivate a donation-friendly workplace culture;
- Earn national recognition from the U.S. Department of Health and Human Services;
- Share your commitment to health and wellness with your coworkers and community members.



**Communications tools**—including social media graphics, posters, sample press releases and emails, and a PSA template—make implementing DoNation easier for all partners!



## How DoNation Works

1. Fill out the [Become a DoNation Workplace](#) form. Contact [DoNation@hrsa.gov](mailto:DoNation@hrsa.gov) with any questions.
2. Download the [DoNation scorecard](#) and identify which activities you will conduct during the campaign.
3. Implement activities anytime between October 1 and September 30 to raise awareness about organ donation and register your employees and communities as organ, eye, and tissue donors.
4. Partner with your local organ procurement organization (OPO) for campaign guidance and support, including help with setting up a DoNation Team page to track your workplace's donor registrations. Email [DoNation@hrsa.gov](mailto:DoNation@hrsa.gov) for help connecting with your local OPO.
5. Earn points toward recognition by tracking your completed DoNation scorecard activities, and the number of new donors you sign up.
6. Amplify your efforts using [DoNation graphics and content](#) on your website, social media, and in the workplace.
7. Submit your completed scorecard to your OPO or to [DoNation@hrsa.gov](mailto:DoNation@hrsa.gov) by September 30.



**Plan Activities. Register Donors.**  
**Join the national workplace campaign to save lives!**

Plan workplace campaign activities throughout the campaign year to promote organ, eye, and tissue donor registration. Use the activity scorecard below to track all activities and new donor registrations. Points earned for each activity and for each new donor registration recorded will determine your level of recognition in DoNation. Once you've completed your activities, return your scorecard to your designated organ procurement organization (OPO) or directly to [DoNation@hrsa.gov](mailto:DoNation@hrsa.gov) to be recognized for your efforts to save lives.

**Workplace**

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Workplace Contact Name \_\_\_\_\_


Workplace Email \_\_\_\_\_

Reporting Donation Organization \_\_\_\_\_

Donation Organization Contact Name \_\_\_\_\_

Donation Organization Email \_\_\_\_\_

**POINTS TOTAL** \_\_\_\_\_ **DONOR REGISTRATIONS TOTAL** \_\_\_\_\_



**Workplace**

Donation Goal for reaching your goal and for each new donor registration	Points Per Activity	List Donor Registration Goal Number	TOTAL Donor Registrations Recorded	Total Points
<b>25</b> (Earn 25 pts for one-time goal setting.)	25			
<b>50</b> (50 pts for total number of new donor registrations you record or exceeding your goal for total number of new donor registrations)	50			
<b>1 pt. per each new donor reg.</b> (1 pt. per each new donor reg. recorded. (Example: 328 new donor registrations recorded = 328 "points" column of right. The number entered in that column—328—will be 1 pt. per each new donor reg.))	1 pt. per each new donor reg.			

**Activities and Events**

Activity	Total Points
Sign up for a "kickoff event"	
Post an announcement about organ donation events	
Post in CEO or other leaders to all staff, announcing the campaign and registration goal, encouraging participation and registration, organ updates, and including link to state donor registry. <a href="#">See materials and tips here.</a>	
Post "Save Lives workplace challenge tactic." <a href="#">See materials and tips here.</a>	
Post a web badge with link to registry to all internal email signatures. <a href="#">See materials here.</a>	
Post a web badge with link to registry on company intranet. <a href="#">See materials here.</a>	
Post a web badge with link to registry on company web page. <a href="#">See materials here.</a>	
Post organ posters and table tents with donation information and registry links in hospital's high-traffic public and employee areas, health boards, in elevators, cafeteria, lobby, and restrooms. <a href="#">See materials here.</a>	
Post "Hold a donation flag-raising ceremony. Invite community members."	

The DoNation scorecard includes a section for write-ins to allow you to create unique activities for your workplace and tailor the campaign to your needs.



U.S. Department of Health and Human Services  
Health Resources and Services Administration  
Health Systems Bureau • Division of Transplantation

