



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

## 2018 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 WPFL Hospital Campaign. Return completed scorecard to your donation organization partner (OPO, DLA, eye or tissue bank).



**1,000 Points = Platinum Level**



**750 Points = Gold Level**



**350 Points = Silver Level**



**200 Points = Bronze Level**

Hospital

City/State/Zip

Hospital Contact Name

Email

Reporting Donation Organization

Donation Organization  
Contact Name

Email

**POINTS TOTAL**

**DONOR REGISTRATIONS TOTAL**



**SECTION 1: Hospital Campaign Donor Registration**

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—organ procurement organization (OPO), Donate Life America (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.) <b>SET GOAL</b>	50			
b) Reach your goal. (Earn 100 pts for <b>reaching or exceeding your goal</b> for total number of new donor registrations recorded.) <b>MET GOAL</b>	100			
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.			

**SECTION 2: Hospital Communications and Events**

Points Per Activity	Number Completed	Activity	Total Points
50		Hold direct <b>donor registry enrollment</b> events (tabling events) in high-traffic hospital areas.	
50		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 <b>Give 5 – Save Lives</b> direct donor registration tactic. See materials and tips <a href="#">here</a> .	
50		Participate in a <b>challenge competition</b> among area hospitals.	
50		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.	
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 campaign updates, and including link to state donor registry.	
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.	

## Hospital

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 registration goal of 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 organdonor.gov or on HRSAtube.	
20		Add campaign <b>goal 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> , including on bulletin boards, in elevators, cafeteria, lobby, and restrooms.	
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 <b>your own activities</b> not listed above.	

### SECTION 3: Community Engagement and Events

Points Per Activity	Number Completed	Activity	Total Points
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 organizations.	
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 host awareness and donor registry enrollment events.	
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.	

## Hospital

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, TV)</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> of area publication, urging donation registration and providing state registry link.	
25		Add state registry link to your <b>website</b> .	
25		Publish donation/transplant articles, with registry link details, in <b>hospital community newsletter or other local print/online publication</b> or forum.	
15		Place donation-related posters with state registry details in <b>local businesses</b> .	
15		Enter a description of one or more of <b>your own activities</b> not listed above.	

**POINTS TOTAL**

**Total New Registrations**

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).