



*Let life bloom.*

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

## HOSPITAL CAMPAIGN PHASE V CHALLENGE SCORECARD

Review the activities and corresponding points on the following pages. Plan your hospital's campaign activities and track them in this document. The points you accumulate will determine your level of recognition in the WPFL Hospital Campaign. Return this form to your collaborating donation organization (e.g., OPO, DLA Affiliate, Eye or Tissue Bank).

1,000 Points =



750 Points =



350 Points =



200 Points =



Hospital

Hospital Contact:

Name

Email

Reporting Donation Organization

Donation Organization Contact:

Name

Email

**POINTS TOTAL**

OMB #0915-0373 EXP: 1/31/2017



Hospital

# of each Activity Completed	Points per Activity	Goal Setting	New Registrations
	75	<b>Set a goal</b> for the number of new registrations you want to reach through your campaign. Report your goal and progress to your collaborating donation organization.	

# 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.	
	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 Give 5 – Save Lives direct donor registration tactic. See materials and tips <b>here</b> .	
	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 a link to state donor registry.	
	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 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> 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> .	

Hospital

# of each Activity Completed	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 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.	
	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> 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 <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 your own activities 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).