

Ideas for Action

GOAL SETTING

Set a goal for the number of new registrations you want to reach through your campaign.
Report your goal and progress to your OPO/DLA affiliate.

HOSPITAL COMMUNICATIONS AND EVENTS

Host a donor registry enrollment event in high-traffic hospital area.

Host a media event featuring a donor family/recipient reunion.

Hold a flag-raising ceremony for employees. Invite community members.

Hold a donor memorial service, candle lighting ceremony, or Tree of Life or other Thanksgiving celebration.

Host a campaign launch event and invite local media.

Add a campaign goal marker/barometer to your internal website.

Display a campaign goal marker/barometer in lobby and staff break areas.

Run hospital campaign public service announcements on your internal cable channel. Your OPO/DLA affiliate may have PSAs you can use.

Implement the Give 5 – Save Lives tactic. ([learn more here](#))

Hold a program with guest donors, donor recipients, donor family members, and/or transplant professionals.

Make presentations about organ donation and the campaign at departmental and physician meetings. Invite an OPO representative to speak.

Display campaign posters and table tents in public and employee areas. Download campaign materials [here](#).

Send email from hospital CEO or other leader(s) to staff, encouraging registration.

Send emails from department heads to staff, encouraging registration.

Place a campaign web banner and a link to the state registry on all internal email signatures and intranet sites for one month.

Add pro-donation messages to employee pay stubs.

Publish donation and transplantation articles in the hospital newsletter(s).

Feature short videos about donation and transplantation on your internal cable channel. Access videos on www.organdonor.gov or on YouTube by searching “organ donation.” Your OPO/DLA affiliate may also have videos you can use.

Include donation education materials and registry opportunities in every employee orientation packet.

Participate in National Blue and Green Day in April 2014.

COMMUNITY ENGAGEMENT AND EVENTS

Provide donation information and the opportunity to register at all community health screening events.

Partner with your local Chamber of Commerce to engage other businesses as workplace partners and co-host registry events.

Partner with local EMS and other first responders in your community to promote donation and provide opportunities to register at local community health events.

Implement a registry challenge competition among area medical schools or local universities and colleges.

Host an organ donation education program with your local television station.

Collaborate with your area blood center and co-host registry drives and events.

Donate billboard space for organ donation information.

Place an ad about organ donation in the local media.

Run public service announcements with local media. Your OPO/DLA affiliate may have PSAs you can use. Or, download print PSAs from organdonor.gov [here](#).

Create a pro-donation theme for use in community parades, events, and health fairs.

Send a letter or email from hospital CEO to other hospitals, vendors, or community organizations about the campaign.

Pitch donation or campaign-themed stories to local media.

Add a campaign goal marker/barometer to your external website with a link to your OPO/DLA or state registry.

Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events and encourage registration.

Seek the participation of the local Rotary Club in planning community health education programs.

Invite vendors to join your campaign as workplace partners and ask them to provide educational information and registry opportunities to their employees.

Submit a letter to the editor of your local newspaper(s) urging donation registration. Include the state registry link.

Publish donation and transplantation articles in a newsletter that goes out to the community.

Place posters in local businesses.