Save and Enhance Lives with the DoNation Campaign



HOSPITALS

DoNation—previously the Workplace Partnership for Life (WPFL) Hospital Campaign—is the national campaign uniting America's workforce for organ, eye, and tissue donation. Hospitals and healthcare organizations are encouraged to continue their efforts to support organ donation and register their colleagues and communities as organ donors under DoNation.

Thousands of hospitals, healthcare organizations, and community partners nationwide are working to increase the number of people registered as organ, eye, and tissue donors by participating in the DoNation Campaign, sponsored by the U.S. Department of Health and Human Services' (HHS) Health Resources and Services Administration. From 2011 to 2022, healthcare workplaces and hospitals participating in the WPFL Hospital Campaign registered more than 630,000 new organ, eye, and tissue donors. As DoNation partners, all hospitals and workplaces in the U.S. are united under one lifesaving and life-giving mission with the support of nationally known donation and transplantation associations and organizations, large national companies, and organ donation advocates.

We invite your workplace to join this dynamic collaboration!

- Save 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; and
- Share your commitment to health and wellness with your coworkers and community members.

How DoNation Works

- Fill out the <u>Become a DoNation Partner form</u>. Contact <u>DoNation@hrsa.gov</u> with any questions.
- 2. Download the <u>DoNation scorecard</u> and identify which activities you will conduct during the campaign.
- Implement activities between October 1 and September 30, to raise awareness about organ donation and register your employees and communities as organ, eye, and tissue donors.



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

- 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 <u>DoNation@hrsa.gov</u> for help connecting with your local OPO.
- Earn points toward recognition by tracking your completed DoNation scorecard activities, and the number of new donors you sign up.
- Amplify your efforts using <u>DoNation</u> <u>graphics and content</u> on your website, social media platforms, and in the workplace.
- Submit your completed scorecard to your OPO or to <u>DoNation@hrsa.gov</u> by September 30.

DO NATION	Public Burden Statement: The purpose of the scorecord Procurement Organization (DPO) participation in the Di conduct or appraise, and a person in not negatived to re OMB control number for this intermation collection is to burden for this collection or information in estimated to data sources, and completing and reviewing the collect collection of information; including suggestions for redu-	IoNation Comparign and to collect data spond to, a collection of information un 1915/0375 and it is valid until 12/31/202 - average .25 hours per response, includ- cion of information. Send comments rec	a regarding compaign nless it displays a curre 25. This information coll ding the time for review gording this burden est	participation. An agen ently valid CMB control lection is voluntary. Put wing instructions, searc timate or any other as	gan cy may not number. The lic reporting hing existing sect of this					
Plan Activities. Register Donors. Join the national workplace campaign to save lives!						Odd emission 2000 00 10/10/202 emission and the collection of International International Section 2000 Procession (SPO) proce				
2025 DoNation	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.					Workplace				
Campaign Scorecard	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					tration				
October 1, 2024 - September 30, 2025	leves or recognition in Dorvation. Once you ve completed your downess, return your scorectra to your designated organ procurement organization (OPO) or directly to <u>Doctor@Bracace</u> to be recognized for your efforts to save lives.				gistration goal, for reaching your goal, and for each new donor regist rganization partner-organ procurement organization (OPO), Donate Life ank-and set a realistic goal for the number of new donor registrations you	Points Per Activity	List Donor Registration Goal Number	TOTAL Donor Registrations Recorded	Total Points	
750 = Platinum Level	Workplace					or registrations. (Earn 25 pts for one-time goal setting.)	25			0
	City	State		Zin		iching or exceeding your goal for total number of new donor registrations	0 50			0
550 = Gold Level	Workplace Contact Name	Source Zip				registration recorded. (Example: 328 new donor registrations recorded = 328 ris Recorded" column at right. The number entered in that column328will plumn.)	1 pt. per each new donor reg.			0
	Workplace Email									
350 = Silver Level	Reporting Donation Organization					ations and Events				
200 = Bronze Level										Total Points
	Donation Organization Contact Name				tpaign kickoff event. 0					
	Donation Organization Email					r registry enrollment events.				0
	POINTS TOTAL 0 DONOR REGISTRATIONS TOTAL 0				0	From CEO or other leaders to all staff, announcing the campaign and registration goal, encouraging participation and registration, ampaign updates, and including link to state donor registry. See materials here.				0
						we 5, Save Lives workplace challenge tactic. See materials and tips here.				0
	and the second				stion participant" graphic to your email signature block. See materials here.				0	
				tion web badge with link to registry on company intranet. See materials here.				0		
					SA	tion web badge with link to registry on company web page. See materials here.				0
	ⁿ terne C					mpaign posters and table tents with donation information and registry links in hospital's high-traffic public and employee areas, in bullatin boards, in elevators, cafeteria, lobby, and restrooms. <u>See materials here</u> .				0
				10		toss of your workplace conducting outreach using DoNation materials to <u>DoNation</u> & Group, 10 points per photo, up to 100 points.	on@hrsa.gov, o	r share them to the Do	Nation Campaign	0

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.



