



DoNation Campaign Recruitment and Engagement Guide

A guide to help organ procurement organizations (OPOs) recruit and engage local and regional workplaces in the DoNation Campaign for organ, eye, and tissue donation.

The following information and best practices will guide you in recruiting and engaging new and returning partners. Your support is critical to the success of DoNation! Questions? Email us at DoNation@akoyaonline.com for answers and support.

DoNation Benefits for OPOs

- Gain access to materials and coaching to expand your OPO's reach with workplaces in your service area.
- Build new relationships and strengthen existing partnerships with workplaces and organizations in your service area.
- Improve your OPO's chances of achieving a high donation rate as required by the Centers for Medicare & Medicaid Services (CMS) Conditions for Coverage (CfCs) for OPOs.
- Help to increase the numbers of registered organ, eye, and tissue donors across the U.S.
- Showcase your efforts to improve awareness about the importance of organ donation and to encourage more people to sign up as organ, eye, and tissue donors in your service area.

DoNation Benefits for Workplaces

- Gain access to turnkey resources, support, and a campaign structure that allows workplaces to participate without having to do the heavy lifting.
 - Boost morale, engagement, and camaraderie among workplace colleagues and communities as they unite for the cause of saving and improving lives through organ, eye, and tissue donation.
 - Earn recognition from HRSA for participating in the campaign and completing activities that encourage new donors to sign up.
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- Chart an achievable course to demonstrate corporate social responsibility for workplaces of all sizes, including those with limited time or resources.

DoNation Campaign Structure and Available Resources

DoNation provides flexibility for our OPOs and partners to conduct campaign and outreach activities and receive recognition certificates when it is most convenient and meaningful to individual workplaces.

- **Timeline.** The DoNation Campaign kicks off on October 1, every year. Workplaces complete activities throughout the campaign year and may submit completed scorecards to their OPO at any time through September 30.
- **Recognition.** HRSA will recognize partners throughout the campaign year with a certificate of completion within 30 days of receiving completed scorecards. A suite of celebratory recognition materials, including certificates and web badges, will be publicly available each campaign year.
- **Turnkey and templated materials.** HRSA will provide turnkey materials to assist DoNation partners in communicating the need for organ, eye, and tissue donors. Social media graphics, sample messaging, informational videos, presentation templates, sample news releases and emails, and public service announcement templates are located in HRSA's [Outreach Materials Library](#). HRSA will share additional resources during special observance months (e.g., National Donor Day, National Donate Life Month, etc.) in the [DoNation Campaign Facebook Group](#).
- **Flexible scorecard.** The DoNation scorecard enables partners to plan the scope of their efforts and to choose activities that best fit their unique workplaces.
- **Informational webinars.** HRSA will host webinars to highlight successful campaign strategies, best practices, important updates, and offer opportunities to share new ideas.
- **Social media.** HRSA invites all partners to join the [DoNation Campaign Facebook Group](#) and connect with peers to share questions, successes, challenges, and insights.
- **One-on-one coaching.** Partners can schedule a one-on-one coaching call to get assistance with the campaign, including connecting to OPOs and local organ donation organizations, planning campaign activities, and tracking donor registrations.

How OPOs Can Support DoNation

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| ✓ Spread the word about DoNation on social media, in e-newsletters, and on websites | ✓ Share ideas, tips, and approaches for engaging donors with campaign partners |
| ✓ Recruit and engage new DoNation partners | ✓ Collect campaign scorecards and send them to DoNation@akoyaonline.com |
| ✓ Support and encourage new and returning DoNation partners | ✓ Celebrate partners throughout the campaign year |
| ✓ Promote DoNation resources | ✓ Recognize partners for their participation |
| ✓ Attend and share campaign webinars | |

Tips for Recruiting New Workplace Partners

Host a DoNation Town Hall. Host a virtual or in-person Town Hall (or both!) and invite workplaces in your service area to learn about DoNation. Position DoNation as an easy corporate social responsibility initiative that saves and improves the lives of people right in their workplaces and communities!

Reach out to workplaces previously affiliated with the Workplace Partnership for Life (WPFL). Workplaces in your OPO's service area may have joined the WPFL during its 11-year history. Connect with previous workplace partners to let them know that the campaign has been rebranded and expanded to include all workplaces, and there is plenty of support available to make their campaign a success. Reach out to DoNation@akoyaonline.com for help identifying previous WPFL partners.

Amplify the DoNation Campaign. Ensure the workplaces in your service area know about the DoNation Campaign, how to join, and the benefits of participating. Create a campaign information page on your website, incorporate posts on your social media pages, include DoNation information in e-newsletters, or use other creative ways to spread the word.

Leverage existing relationships. Reach out to your OPO's vendors or other business partners to invite them to join the campaign. Ask your volunteers and living donor heroes if they have a favorite business, or a family member's business, to which they can connect you. Your OPO's community partners, like pharmacies or schools, may already be conducting activities that could earn them recognition through DoNation! Enroll them in the campaign to provide extra competitive motivation and take their support for organ, eye, and tissue donation outreach to the next level.

Engage local minority-owned businesses. Diversify your OPO's outreach and educate underrepresented donor communities about the benefits of organ, eye, and tissue donation.



Ideas for workplaces to approach include (but are not limited to):

- Police departments, fire departments, and emergency services
- Local governments
- Funeral homes
- Hospice care facilities
- Veterans' services centers
- Local TV stations and newspapers
- Religious organizations such as churches or mosques
- Community centers
- Local small businesses, including hair or nail salons and cafés
- Large corporations headquartered in your area

Tips for Engaging Returning Partners

Share campaign resources and materials regularly. Make sure returning partners are aware of all the campaign resources and support that is available to them! Promote the [Outreach Materials Library](#), which is full of turnkey communications materials and templates; encourage partners to join the [DoNation Campaign Facebook Group](#) to connect with fellow partners and gain access to special turnkey graphics; and share information to schedule a coaching call for more personalized campaign support.

Spotlight returning partners and their registration successes. Champion the efforts of campaign partners in your service area. Shine a light on their hard work and dedication to registering new donors over the years by creating spotlight opportunities for individual partners or highlight reels of multiple partners. Put out a call to your partner lists to share their campaign photos, videos, and stories, so you can highlight their efforts on social media or in e-newsletters.

Make sure partners feel appreciated. The workplace landscape has changed dramatically over the last few years. Despite changes and challenges in workplace environments, our returning partners have shown that signing up to save and improve lives through organ, eye, and tissue donation remains important. Celebrate them for their dedication and determination to continue our lifesaving and life-giving mission.



For more DoNation ideas, personalized advice,
or additional support for recruiting and engaging workplace partners,
schedule a one-on-one coaching call.
Email DoNation@akoyaonline.com



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