

# DoNation Campaign Pathway to Recognition Worksheet

## HOSPITAL PARTNERS



### Find your pathway to recognition below!

Complete the scorecard activities below between October 1 and September 30 to earn recognition from HRSA. When finished with this worksheet, record all completed activities in the scorecard and submit the scorecard by Sept. 30.

Note: this worksheet is **not** the DoNation Campaign scorecard and should **not** be submitted as a scorecard.

Hospital Name: \_\_\_\_\_

**Recognition targets:** Bronze: 200 Points Silver: 350 Points Gold: 550 Points Platinum: 750+ Points

## START HERE!

1

Set your goal for new donor sign-ups: \_\_\_\_\_ (25 points)

*Tip: Set a realistic goal for the size of your workplace. If you meet or exceed this goal, you earn an additional 50 points. Each new donor sign-up equals 1 point. The DoNation scorecard will automatically tally your points when you complete these sections.*

Hold a campaign kick-off (50 points)

Add a DoNation web badge and donor registration link on your hospital's webpage (50 points)

Hold a donor registry enrollment event (50 points)

Hold a donation flag-raising ceremony (25 points)



**Total: 200+**

**Congratulations! You've reached Bronze!**

**Submit your scorecard now or continue to Silver.**

2

Send an email from your CEO or other leaders to all staff announcing the campaign and registration goal, encouraging participation and registration, providing campaign updates, and including a link to the state donor registry (25 points)

Hold a donor memorial service (40 points)

Share 10 DoNation social media graphics over the campaign year (5 points per graphic for 50 points total)

Hold a donor honor walk (25 points)

Participate in an organ, eye, and tissue donation-themed observance (15 points)

*Tip: Share social media graphics on more than one platform to earn extra points! Each time you share on a new platform, you earn another 5 points.*

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**Tip:** Earn 25 points for each donor honor walk and 40 points for each donor memorial service your hospital conducts.



**Total: 350+**

**Congratulations! You've reached Silver!**

**Submit your scorecard now or continue to Gold.**

**3**

Coordinate an interdepartmental challenge to see who can sign up the most donors (75 points)

Partner with another hospital or community organization to run a collaborative campaign (75 points)

Present at a hospital department/physician meeting on campaign plans and registration goal. (20 points)

Hold a program with living donors, transplant recipients, donor family members, and/or transplant professionals to talk about the campaign and the importance of donation registration (25 points)



**Total: 550+**

**Congratulations! You've reached Gold!**

**Submit your scorecard now or continue to Platinum.**

**4**

Conduct your own activity (25 points)

Provide donation information and registration opportunities at community health fairs/screening events (75 points)

Contact local media and share a story about your involvement in DoNation (75 points)

Incorporate donation education and information about the campaign in new employee orientations (25 points)

**Tip:** You can conduct up to 4 self-designed activities for 25 points each! Repeat the same activity more than once or develop different activities. Some ideas from past years include painting rocks, holding a cake decorating contest, and developing an art installation.



**Total: 750+**

**Congratulations! You've reached Platinum!**

**Record activities completed above in the DoNation scorecard and submit your scorecard to your organ procurement organization (OPO) or email [DoNation@hrsa.gov](mailto:DoNation@hrsa.gov).**

HRSA will distribute a recognition certificate to your OPO within 30 days of receiving the completed scorecard.

