## Ideas for Action

### Hospital Communications and Events/Internal Donor Registration Initiatives
- Hold direct donor registry enrollment events (tabling events) in high-traffic hospital areas.
- Hold a Hospital Campaign kick-off event or other large-scale event that is reported by news media; consider featuring a donor family and/or transplant recipient.
- Implement Give 5 – Save Lives direct donor registration tactic. [See materials and tips here](#).
- Participate in a challenge competition among area hospitals.
- Place a campaign web banner and link to the state registry on internal email signatures and web sites for the duration of the campaign.
- Enlist hospital auxiliary/volunteers in donation registry-awareness events.
- Hold a donor memorial service, candle-lighting ceremony, Tree of Life, or other donation celebration.
- Hold a donation flag-raising ceremony for employees. Invite community members.
- Send email from hospital CEO/other leaders to all staff—announcing the campaign, encouraging participation and registration, providing campaign updates, and including link to state donor registry.
- 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.
- Include donation education, registry links/opportunities, and information about the campaign and ways to get involved in new employee orientations.
- Present at departmental/physician meetings on plans and registration goal of the campaign. Suggest ways that staff can get involved. Consider inviting a representative from your area donation organization to speak.
- Utilize hospital's internal media to run campaign PSAs, post e-versions of campaign materials, and/or feature short videos on donation and transplantation. Access videos on [organdonor.gov](http://organdonor.gov) or on [HRSAtube](http://HRSAtube).
- Add campaign goal challenge marker/barometer to your website and/or post in public area.
- Display campaign posters and table tents with donation information and registry links in hospital's high-traffic public and employee areas including on bulletin boards, in elevators, cafeteria, lobby, and restrooms.
- Publish donation and transplantation articles, with registry link details, in internal hospital newsletters.
- Participate in National Blue and Green Day—April 15, 2016.

### Community Engagement and Events/External Donor Registration Initiatives
- Provide donation information and registration opportunities at community health fairs/screening events. Partner with your local Health Department, mobile screening units, blood centers, and other community health organizations.
- Partner with your municipality, area colleges/universities, chamber of commerce, local businesses, and fraternal organizations (e.g., veterans, Rotary Club, Kiwanis) to engage new partners in the campaign and help host awareness and donor registry enrollment events.
- Partner with local police, firefighters, EMS, and other first responders to engage new partners in the campaign and help host awareness and donor registry enrollment events.
- Hold direct donor registry enrollment events (tabling events) in high-traffic areas in the community.
- Organize a challenge competition among local medical schools or universities/colleges.
- Host a donation education program or segment with your local television station.
- Participate as a hospital team in a community walk/run promoting organ donation awareness.
- Post donation-related info/story and link to state registry on billboards.
- Place an ad/PSA about organ, eye, and tissue donation, with link to state registry, in the local media (news, radio, TV).
- Send letter/email from hospital CEO to other hospitals, health organizations, physician practices, or community groups, encouraging them to join the campaign, with links to resources and state registry.
- Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events, provide link to state registry, and encourage registration.
- Create a pro-donation theme and use in community parade, event, and/or health fair.
- Submit a letter to the editor of area publication, urging donation registration and providing state registry link.
- Add state registry link to your website.
- Publish donation/transplant articles, with registry link details, in hospital community newsletter or other local print/online publication or forum.
- Place donation-related posters with state registry details in local businesses.