



**Sign up to give the gift of life.**  
Register as an organ, eye, and tissue donor.

WORKPLACE PARTNERSHIP FOR LIFE



## Paths to Recognition – Some Possibilities

In Phase IV, the WPFL Hospital Campaign offers enrolled partners another opportunity to earn recognition by conducting donor registration activities. The Campaign Resources Toolkit includes a guide and the scorecard, which offers more than 40 ideas for activities and an easy way to record actions and earn points. The Toolkit is on HRSA's website [here](#), along with enrollment forms and additional campaign information. Develop your own path or use the ideas below to reach bronze, silver, or gold recognition.

### Bronze Level Recognition.....100 pts

- 75 Set a goal for the number of new registrations you want to reach through your campaign. Report your goal and progress to your collaborating donation organization.
- 65 Host a donor registry enrollment event in high-traffic hospital area.

### Silver Level Recognition.....250 pts

- 75 Set a goal for the number of new registrations you want to reach through your campaign. Report your goal and progress to your collaborating donation organization.
- 65 Host a donor registry enrollment event in high-traffic hospital area.
- 30 Enlist hospital/auxiliary volunteers in organ donation awareness events.
- 30 Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events and encourage registration.
- 30 Conduct your own activity.
- 15 Display campaign posters and table tents in public and employee areas.
- 15 Send email from hospital CEO or other leader(s) to staff, encouraging registration.
- 15 Publish a donation and transplantation article in the hospital newsletter(s).
- 15 Participate in National Blue and Green Day in April 2014.

## Gold Level Recognition.....500 pts

- 75 Set a goal for the number of new registrations you want to reach through your campaign. Report your goal and progress to your collaborating donation organization.
- 65 Coordinate a community walk/run/outing for organ donation awareness.
- 65 Provide donation information and the opportunity to register at all community health events.
- 65 Partner with local EMS and other first responders in your community to promote donation and provide opportunities to register at local community health events.
- 50 Hold a donation flag-raising ceremony for employees. Invite community members.
- 30 Submit a letter to the editor urging donation registration and provide your state registry link.
- 30 Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events and encourage registration.
- 30 Present at departmental and physician meetings. Invite a donation organization representative to speak.
- 30 Conduct your own activity.
- 15 Place a campaign web banner and a link to the state registry on all internal email signatures and intranet sites for one month.
- 15 Display campaign posters and table tents in public and employee areas.
- 15 Send email from hospital CEO or other leader(s) to staff, encouraging registration.
- 15 Publish a donation and transplantation article in the hospital newsletter(s).

The Hospital Campaign Resources Toolkit is on HRSA's website at:  
[www.organdonor.gov/howhelp/hospitalcampaign](http://www.organdonor.gov/howhelp/hospitalcampaign)