



Six Strategies for Success in the Hospital Campaign

1 Build a team

A successful campaign harnesses the efforts of staff from donation organizations, hospitals, and the hospital association as well as the involvement of community members and volunteers. When assembling a team that will most effectively help you plan and execute campaign activities, consider including the following people:

- Clinical Staff
- Hospital Senior Leadership
- Marketing and Public Relations Staff
- Donation Organization Hospital Development Staff
- Hospital and Community Health Educators
- Hospital Human Resources Staff
- Volunteers

Hospital donation advisory councils often include many of the people listed above and sometimes double as the campaign team. If your hospital doesn't have a donation advisory council, it might be useful to create one.

2 Tie your campaign plan to your hospital's donation plan

By design, the Hospital Campaign provides a framework for completing the staff education activities set forth in the hospital's donation plan and for meeting regulatory guidelines. Conducting activities on the Hospital Campaign scorecard helps hospitals improve the donation and referral process and involves hospitals in promoting donor registration, two important components of hospital donation plans. Make sure hospital senior leadership knows about the link between the hospital donation plan and campaign activities. It will help you obtain buy-in and support.

3 Focus on registry enrollments

Generating awareness of the need for registered organ donors is important, but giving people the opportunity to register as donors is essential. Through registration, people actually gain the potential to save lives as organ, eye, and tissue donors. Incorporating donor registration into as many campaign events and outreach communications as possible will increase donor registrations and boost your scorecard points.

4

Set a registration goal. Track and communicate your progress.

The best campaign plans include a numeric goal for new donor registrations as well as a method for tracking progress toward that goal. Tallying registrations helps you know if your activities are effective. It also allows you to communicate results as they happen, which is a great way to motivate hospital staff and community members to continue promoting registration. And, you can use the numbers to create a friendly competition among hospitals to see which can register the most donors by the end of the campaign. Here are some ways to track registrations:

- Create a custom URL tied to your state donor registry, if possible
- Use your state registry, if there's an optional field on the registration page where registrants can indicate why they've signed up

5

Use the scorecard and turnkey communications

The best-laid plans need to be publicized! Spread the word about your campaign activities by using social media, TV and radio PSAs or ads, letters to the editor, newsletters, and more. Organdonor.gov has a variety of outreach materials—in English and Spanish—that you can download, including:

- Social media graphics and banners
- Public service announcement templates
- Informational videos
- Newsletter templates

Once the campaign has ended, communicate your success to your community using news release templates and recognition badges from organdonor.gov. Recognize members of your team who played instrumental roles and display with pride the recognition certificate provided by the U.S. Department of Health and Human Services/Health Resources and Services Administration.

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Engage your community

Community campaigns reach people outside of the hospital to educate them about the value of donor registration. The Hospital Campaign scorecard includes ideas for events and activities that engage community members and partners. Share and find other ideas in the [Hospital Campaign Facebook Group](#) and on campaign webinars.

U.S. Department of Health and Human Services
Health Resources and Services Administration
Healthcare Systems Bureau • Division of Transplantation

