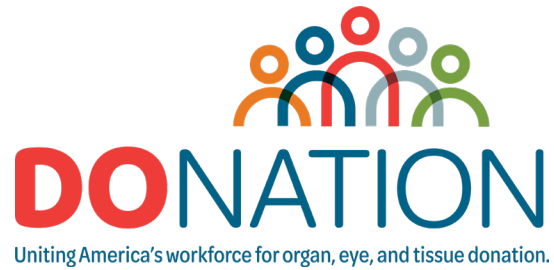


Save and Enhance Lives with the DoNation Campaign



DoNation, the new brand of the U.S. Department of Health and Human Services' Workplace Partnership for Life program, unites America's workforce for organ, eye, and tissue donation.

In the U.S., more than 90% of adults support organ donation, but only 60% have signed up as donors. With a new person added to the national transplant waiting list every 10 minutes, we need more organ, eye, and tissue donors to sign up and help save lives. Thousands of workplaces nationwide are increasing the number of people registered as organ, eye, and tissue donors by participating in DoNation, a national campaign sponsored by the U.S. Department of Health and Human Services' Health Resources and Services Administration (HRSA). Built on the foundation of the Workplace Partnership for Life Hospital Campaign, which has encouraged more than 630,000 people to sign up as organ donors since 2011, DoNation engages workplaces of all sizes and across all industries in HRSA's efforts to close the gap between those in need of organ transplants and available donated organs.

We invite your workplace to join this dynamic collaboration.

Many Americans spend at least half of their waking hours in the workplace or interacting with coworkers. Our work community can influence our values, beliefs, and actions, including if we choose to sign up as organ donors. Promoting organ donation at work underscores the need for more organ donors and increases the chance we can help more people who need a transplant. By participating in DoNation, your workplace can:

- Save and enhance lives by increasing the number of registered organ, eye, and tissue donors;
- Inspire and engage your employees and communities in corporate social responsibility efforts;
- Cultivate a donation-friendly workplace culture;
- Earn national recognition from the U.S. Department of Health and Human Services;
- Share your commitment to health and wellness with your coworkers and community members.



Communications tools—including social media graphics, posters, sample press releases and emails, and a PSA template—make implementing DoNation easier for all partners!



How DoNation Works

- Fill out the [Become a DoNation Workplace](#) form. Contact DoNation@hrsa.gov with any questions.
- Download the [DoNation scorecard](#) and identify which activities you will conduct during the campaign.
- Implement activities anytime between October 1 and September 30 to raise awareness about organ donation and register your employees and communities as organ, eye, and tissue donors.
- Partner with your local organ procurement organization (OPO) for campaign guidance and support, including help with setting up a DoNation Team page to track your workplace's donor registrations. Email DoNation@hrsa.gov for help connecting with your local OPO.
- Visit the [DoNation registration landing page](#) to track donor registrations earned through the Campaign.
- Earn points toward recognition by tracking your completed DoNation scorecard activities, and the number of new donors you sign up.
- Amplify your efforts using [DoNation graphics and content](#) on your website, social media, and in the workplace.
- Submit your completed scorecard to DoNation@hrsa.gov by September 30.

The **DoNation scorecard** includes a section for write-ins to allow you to create unique activities for your workplace and tailor the campaign to your needs.

Plan Activities. Register Donors.
Join the national workplace campaign to save lives!
2023 DoNation CAMPAIGN SCORECARD
October 1, 2022-September 30, 2023

Reach out to your local organ procurement organization to plan workplace campaign activities throughout the campaign year that promote organ, eye, and tissue donor registration. Use the activity scorecard below to track all activities and new donor registrations. Points earned for each activity and for each new donor registration recorded will determine your level of recognition. Return your completed scorecard to your designated organ procurement organization (OPO) or directly to DoNation@hrsa.gov to be recognized.

750 Points = Platinum Level	550 Points = Gold Level	350 Points = Silver Level	200 Points = Bronze Level
Workplace	City/State/Zip		
Workplace Contact Name	Email		
Reporting Donation Organization			
Donation Organization Contact Name	Email		
POINTS TOTAL	0	DONOR REGISTRATIONS TOTAL	0

Workplace

Organization goal, for reaching your goal, and for each new donor registration.

Points Per Activity	List Donor Registration Goal Number	TOTAL Donor Registrations Recorded	Total Points
25			0
50			0
1 pt. per each new donor reg.			0

Outreach, and Events

Activity	Total Points
Sign kick-off event.	0
Registry enrollment events.	0
From CEO or other leaders to all staff announcing the campaign and registration goal, encouraging participation and registration, campaign updates, and including link to state donor registry.	0
Use 5, Save Lives workplace challenge tactic. See materials and tips here.	0
On web badge with link to registry to all internal email signatures. See materials here.	0
On web badge with link to registry on company intranet. See materials here.	0
On web badge with link to registry on company web page. See materials here.	0
Spin posters and table tents with donation information and registry links in high-traffic public and employee areas, including on rail, in elevators, cafeteria, lobby, and restrooms.	0
15 Publish donation and transplantation articles, with registry link details, in internal newsletters and communications.	0

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