

DoNation FAQs



Background

Why is organ, eye, and tissue donation so important?

Over 100,000 people are in need of a lifesaving organ transplant, and a new person is added to the national transplant waiting list every 10 minutes. On average, 17 people die every day waiting for a transplant. While more than 90% of Americans support organ donation, only 60% are signed up as organ, eye, and tissue donors. More registered organ, eye, and tissue donors means a greater chance that those on the national transplant waiting list can receive a transplant and have a second chance at life.

What is the DoNation Campaign?

DoNation is a national campaign uniting America's workforce for organ, eye, and tissue donation. U.S. workplaces of all sizes and across all sectors are invited to join this effort to spread the word about the importance of organ donation and encourage their employees and communities to sign up as organ, eye, and tissue donors. Participating workplaces conduct outreach activities to promote organ donation, facilitate organ donor sign-ups, and earn points to achieve national recognition at the end of the campaign.

Who runs DoNation?

The U.S. Department of Health and Human Services (HHS) Health Resources and Services Administration (HRSA) runs the DoNation Campaign. HRSA partners with leading organizations in the organ donation and transplant community to amplify the campaign and inspire workplaces to support this life-enhancing and lifesaving mission.

What is the history of DoNation?

In 2011, the Workplace Partnership for Life (WPFL) Hospital Campaign was established to engage hospitals and healthcare workplaces in the mission of registering new organ, eye, and tissue donors. Thousands of hospitals and community partners helped to register

more than 630,000 new donors over the lifetime of the campaign. Building on this success, the WPFL was rebranded as the DoNation Campaign in 2022, expanding to reach even more potential organ donors by engaging American workplaces of all sizes and across every industry in this important work.

Is DoNation on social media?

Yes. DoNation partners and organ procurement organizations (OPOs) should join the DoNation Facebook Group for shareable graphics, turnkey messages, and important campaign updates and information. Partners can also ask questions and share best practices from their campaign outreach activities with fellow DoNation partners.

What are the goals of DoNation?

1. Increase awareness about the importance of organ donation and transplantation.
2. Encourage more people to sign up as organ, eye, and tissue donors.
3. Create a donation-friendly workplace culture that radiates out to our culture at large.

What is the DoNation Campaign timeline?

The DoNation Campaign kicks off in October each year, and runs through September 30 of the following year.

What happens between October 1 and September 30?

Participating workplaces use the DoNation Scorecard to plan and track organ donation outreach activities and the resulting number of new donors they add to the registry. Workplaces communicate with their designated OPO for campaign support and encouragement. Workplaces submit completed scorecards to their OPO at any time during the campaign year (October 1–September 30). HRSA hosts best-practices webinars, provides campaign information, tools, and inspiration through newsletters, and posts graphics and messaging in the DoNation Facebook page throughout

the campaign year. HRSA recognizes participating workplaces as completed scorecards are received. Recognition begins in May, following National Donate Life Month, and continues through the end of the campaign year. HRSA also offers DoNation coaching calls to assist workplaces in implementing the campaign and to answer any campaign-related questions. Email DoNation@hrsa.gov to set up a coaching call.

How can my workplace connect with our designated OPO?

Email DoNation@hrsa.gov to get connected with your OPO point of contact.

Enrolling

How do I sign up to participate in DoNation?

Signing up is quick and easy. Fill out the [Become a DoNation Workplace](#) form. Contact DoNation@hrsa.gov with any questions.

Do I need to resubmit an enrollment form every year?

No. However, please let us know if your workplace's name changes or if there is new information for your point of contact.

How can I sign up for DoNation emails?

Email us at DoNation@hrsa.gov, and we will add you to the mailing list. You will receive webinar invites and recordings, emails celebrating important observances with social media images and sample messaging you can share, campaign updates and reminders, as well as links to campaign resources.

Implementation

What is the DoNation scorecard?

The [DoNation scorecard](#) is a PDF tool that lists all DoNation engagement activities and the point values earned for completing them. You can use the scorecard to track your activities and donor registrations. The scorecard automatically totals your points toward recognition.

Where do I send my completed scorecard?

Submit your workplace's scorecard to your OPO. OPOs will email all scorecards to HRSA at DoNation@hrsa.gov.

When are scorecards due?

Check with your local OPO for their scorecard collection procedures. Partners can submit scorecards any time during the campaign year after their outreach and educational activities have concluded.

Can I change the information on a scorecard after I submit it?

Yes, send your changes to your local OPO or directly to DoNation@hrsa.gov.

Do I need to document or show "evidence" that I completed certain activities?

Although some OPOs may ask for additional documentation with the scorecard, HRSA requires only submission of the scorecard. No other documentation is required.

How do I track donor registrations earned throughout the Campaign? Visit the [DoNation registration landing page](#).

How can I obtain the number of registrations my workplace helped to prompt?

Reach out to your local OPO for assistance tracking your donor registrations. Your OPO can help set up a DoNation team page for your workplace, which will provide a unique link for your donor registrations. Email DoNation@hrsa.gov to be connected with your local OPO.

Can I get more personalized support

DoNation partners can request a one-on-one meeting for personalized support, known as a coaching call, by emailing DoNation@hrsa.gov. Coaching calls are an opportunity to discuss best practices for implementing DoNation and to ask questions specific to your workplace.

Are there additional guides or videos I can view to learn more?

Yes! Visit the [Outreach Materials Library](#) on organdonor.gov, as well as the DoNation [Facebook group](#), to learn more about all DoNation resources, including resource guides and best practices videos, and more. You can also check out the HRSATube Organ Donation Playlists, which offer videos in both [English](#) and

[Spanish](#). Additionally, links to webinar recordings are posted on organdonor.gov.

Recognition

When does recognition begin?

The official campaign recognition period begins each May, following National Donate Life Month. Participating workplaces will receive an official recognition certificate from HRSA, customizable news release and PowerPoint templates, turnkey social media graphics, and web badges. HRSA will also post a recognition video on HRSATube and a list of all DoNation partners on organdonor.gov. OPOs may also have recognition events for partners in their service areas. To learn more about these events, please contact your local OPO or email DoNation@hrsa.gov to get connected.

When can we expect to receive recognition certificates from HRSA?

Once you've completed your activities and submitted your scorecard to your local OPO, it's time to be recognized for your efforts to sign up new organ, eye, and tissue donors! Campaign recognition certificates are distributed to OPOs within 30 days of receiving completed scorecards.

How are recognition certificates distributed to partners?

OPOs present certificates to campaign partners in their service areas. To find out when your local OPO will present the certificates, please contact your OPO or email DoNation@hrsa.gov to get connected.

Can I have a Spanish-language recognition certificate?

Yes. Recognition materials are available in both English and Spanish. Please contact DoNation@hrsa.gov if you would like a Spanish-language recognition certificate.

Resources

Where can I find graphics and messages to post on my workplace's social media channels?

You can find social media graphics in the [Outreach Materials Library](#) on organdonor.gov. All DoNation resources are easy to identify and download to share across your workplace! The DoNation Facebook group is an additional resource where you can

connect with the broader DoNation community and find turnkey social media graphics and messages to share on workplace social media pages, intranets, and in e-newsletters. Be sure to sign up for campaign emails to receive additional turnkey graphics and messaging by emailing DoNation@hrsa.gov. HRSA's Division of Transplantation has even more shareable social media graphics at organdonor.gov and on its [English](#) and [Spanish](#) Facebook pages.

When are the DoNation webinars?

HRSA publishes webinar dates and times on the [DoNation webpage](#). Webinar invitations are also posted in the DoNation social media groups and emailed to partners throughout the campaign year.

Do I need to sign up to attend the DoNation webinars?

Webinar pre-registration is recommended, but not required. On the day of the meeting, the link to join the webinar will be shared on the DoNation Facebook page and a calendar reminder with the webinar link will be sent to all registered attendees. To attend, just click the link!

Can my workplace present on an upcoming webinar?

HRSA supports sharing best practices and campaign updates on webinars and in other campaign communications. Often, campaign partners and OPOs are invited to discuss their approaches and activities with peers. Email DoNation@hrsa.gov if you would like to share during an upcoming webinar.

Is there a forum for campaign partners to share ideas and communicate with one another?

Yes! Join the DoNation Facebook group, where campaign partners can connect to share ideas and best practices. Everyone involved in the DoNation Campaign is encouraged to join!

