



DONATION

Uniting America's workforce for organ, eye, and tissue donation.

Campaign Toolkit for Hospitals

Your guide to engaging
your employees in the lifesaving
mission of organ, eye, and
tissue donation!



HRSA
Health Resources & Services Administration

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What is the DoNation Campaign?

The Health Resources and Services Administration’s (HRSA) Workplace Partnership for Life (WPFL) Program has been rebranded as DoNation, a broader and more inclusive campaign for all workplaces across the nation. Throughout the lifetime of the WPFL Hospital Campaign, thousands of hospitals, health care organizations, and other community partners worked together to register more than 630,000 new organ, eye, and tissue donors. Now, with the launch of the DoNation Campaign, we are expanding our efforts and uniting workplaces of all sizes and across all industries in the lifesaving and life-giving mission of organ, eye, and tissue donation.

What’s New About DoNation

- New campaign logo and branding to improve visibility

- Refreshed campaign scorecard with additional activities, updated point values, and improved pathways to recognition

- Expanded campaign timeline, with more flexibility to run campaigns at any time of the year based on workplace planning and needs

- More opportunities to celebrate key observances and boost organ donation awareness and donor registrations

- New tools and resources to address key areas of campaign outreach and implementation

- Opportunities to connect with a broader DoNation community inclusive of all U.S. workplaces



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Why Should Your Hospital Join DoNation?

The goal of DoNation is to save lives and create a positive culture of organ donation across the nation—within America’s workplaces and beyond. That’s where your workplace comes in.



DID YOU KNOW?

In 2022, HRSA rebranded the WPFL as the DoNation Campaign. Built on the foundation of the WPFL Hospital Campaign, DoNation encourages workplaces of all sizes and across all industries to join in our lifesaving and life-giving mission!

Participating in DoNation is an easy and impactful way for your hospital workplace to engage employees, cultivate a donation-friendly workplace culture—and most importantly save lives—by underscoring the importance of organ donation and encouraging organ, eye, and tissue donor registration.

By participating in DoNation, you’ll gain access to campaign tools, resources, and support from HRSA to ensure your success in encouraging new organ, eye, and tissue donor sign-ups in your workplace. Upon completing your campaign activities, you’ll receive recognition from HRSA, as well as materials to help you celebrate and publicize your efforts and achievements.

When your workplace joins DoNation, you will be part of a nationwide coalition working together to save lives by increasing the number of registered organ, eye, and tissue donors across the U.S.

Benefits of DoNation include:

- Gain access to turnkey resources, support, and a campaign structure that allows workplaces to participate without having to do the heavy lifting.
- Boost morale, engagement, and camaraderie among workplace colleagues and communities as they unite for the cause of saving and improving lives through organ, eye, and tissue donation.
- Earn recognition from HRSA for participating in the campaign and completing activities that encourage new donors to sign up.
- Chart an achievable course to demonstrate corporate social responsibility for workplaces of all sizes, including those with limited time or resources.



DID YOU KNOW?

More than **90%** of adults in the U.S. support organ donation, but only **60%** have signed up as donors.¹

One single donor can save up to eight lives and improve over 75 more.²

Together, we can close the gap between the number of people who support donation, but have not signed up as organ, eye, and tissue donors.

1 <https://www.organdonor.gov/learn/organ-donation-statistics>

2 <https://www.organdonor.gov/learn/organ-donation-statistics>

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How to Use the DoNation Toolkit

In this toolkit, you'll find helpful resources to kick off DoNation within your hospital workplace, including turnkey social graphics and content, and strategic best practices.

The toolkit outlines opportunities to connect and communicate within your workplace about the importance of organ, eye, and tissue donor registration, and inspire new donor sign-ups.

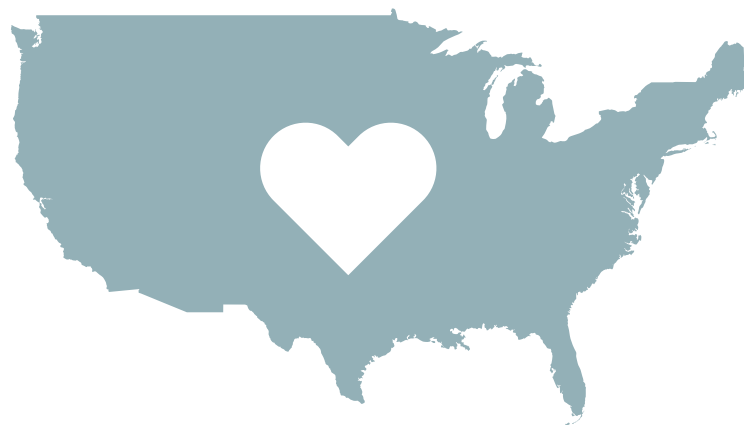


DID YOU KNOW?

Throughout the lifetime of the WPFL Hospital Campaign, hospitals, health care organizations, and other community partners across the nation have worked together to register more than **630,000** new organ donors!

With the DoNation toolkit, your workplace will:

- Identify free resources to help encourage your employees to sign up as organ, eye, and tissue donors.
- Learn where to find turnkey graphics for internal communications (e.g., websites, intranets, social media pages, e-newsletters, etc.) to raise awareness about organ, eye, and tissue donor registration and boost sign-ups.
- Know where to go for support with DoNation questions and implementation.
- Find out about key national observances related to the cause of organ, eye, and tissue donation and donor registration, and ideas to help celebrate them in your workplace.
- Learn how to connect with a like-minded community of workplaces across the U.S. that are committed to saving lives!



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DoNation FAQs

Here are some of the most commonly asked questions about the DoNation Campaign. Have a question that isn't listed? Send an email to DoNation@hrsa.gov for one-on-one support.

What is the DoNation Campaign?

DoNation unites U.S. workplaces of all sizes and across all industries to promote a donation-friendly workplace culture and, most importantly, to encourage new organ, eye, and tissue donors to sign up. Workplaces across the nation conduct activities at different times of the year, or conduct year-round campaigns, to promote and encourage organ donation and registration. In doing so, they earn points to achieve recognition at the end of the campaign.

DoNation, the rebranded face of the Workplace Partnership for Life (WPFL) program, helps build a bridge between the Department of Health and Human Services' (HHS), Health Resources and Services Administration (HRSA) and the organ donation community, including public and private workplaces throughout the nation.

What is the DoNation Campaign timeline?

The DoNation Campaign begins on October 1 of each year and ends on September 30, or when a workplace has completed their activities and initiatives for the year. When workplaces have concluded their campaign activities for the campaign year, they submit their completed scorecards to their local organ procurement organization (OPO). Then, HRSA recognizes partners for their participation. Official recognition takes place beginning in May, when partners are celebrated by HRSA as well as their local OPOs. Recognized partners can also access a suite of recognition materials to share their efforts and success on their web and social media platforms.

What is an Organ Procurement Organization?

Organ procurement organizations or OPOs are non-profit organizations on the front line that facilitate organ donation within designated regions of the country. The U.S. has 57 OPOs. Your workplace will work with a local OPO to determine the campaign timeline that works best for you, learn about outreach activities

and support offered by your OPO, and coordinate submission of your DoNation scorecard. Send an email to DoNation@hrsa.gov to get connected to your local OPO.

What support do I receive as a DoNation workplace?

Throughout the year, campaign information, tools, and inspiration are sent through e-newsletters to all partners. The DoNation Facebook group is a great resource to access tips, best practices, advice, and challenges. Partners are also invited to attend best practice webinars throughout the campaign year. For personalized support, email DoNation@hrsa.gov to schedule a one-on-one coaching call.

How do I sign up to participate in DoNation?

It's easy to [become a DoNation Partner!](#) To ask questions about enrolling, contact DoNation@hrsa.gov.

Do I need to re-enroll each year?

No. However, please email DoNation@hrsa.gov if your workplace's name changes or if you have new contact information for your campaign point of contact.

How can I sign up for DoNation emails?

Email DoNation@hrsa.gov to join the DoNation email list. You will receive webinar invitations and recordings, as well as regular emails celebrating important observances. You will be equipped with turnkey graphics and sample messaging to share on your own social media or in e-newsletters. You will also receive campaign updates, reminders, and links to resources.

Where can I learn about words related to organ donation and transplantation?

The world of organ donation and transplantation has a language all its own. Find the definitions you need in [HRSA's glossary](#).



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About the DoNation Scorecard

What is the DoNation scorecard?

The [DoNation scorecard](#) is a PDF tool listing all campaign activities and their point values. Use the scorecard to track your activities and resulting donor registrations. It will automatically total your points for recognition.

How do I earn scorecard points?

Partners earn scorecard points by completing activities listed on the scorecard, with the goal of signing up new organ, eye, and tissue donors within their workplaces.

Can I repeat scorecard activities?

Most scorecard activities can be repeated, including activities designed by partners themselves. Identify in the appropriate column how many times each activity was conducted, and you will receive points for each occurrence.

What about outreach activities that aren't listed on the scorecard?

DoNation partners are encouraged to develop creative activities that will resonate with their unique workplaces and employees. Conduct up to four self-designed activities and earn scorecard points. Each of these activities may be conducted multiple times for additional points. The scorecard contains a designated space for listing and describing your own activities.

How does scorecard submission work?

When your workplace has completed activities for the campaign year, submit your scorecard to your local OPO. OPOs then submit scorecards for recognition. Workplaces can also submit scorecards directly or request changes to previously submitted scorecards by sending an email to DoNation@hrsa.gov.



DoNation Tip:

The scorecard contains a designated space for listing and describing your own activities.

SCORECARD SPOTLIGHTS

Ready to earn scorecard points? Draw inspiration from these scorecard activities!

- Celebrate National **Donate Life Blue & Green Spirit Week** to sign up more donors.
- Share donor sign-up links during **employee trainings** to reach more people.
- Plan an **honor wall** to celebrate the gift of life and show gratitude to donors and their families.

What happens after I submit my workplace's scorecard?

After scorecard submission, your activity points are tabulated and you earn recognition from HRSA for your participation in the campaign. Recognized workplaces will be provided with celebratory graphics and resources to share results and recognition within your workplace and community.

Do I need to share documentation that I did certain activities?

Some OPOs may ask for additional information or documentation with the scorecards; however, HRSA requires only submission of the scorecard.

How can I obtain the number of registrations my workplace added to the National Registry?

Contact your local donation organization or email DoNation@hrsa.gov to be connected with your local donation organization.



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How to Get Help with Implementing DoNation

Support is available to you as your workplace implements DoNation. Below is information about your options, including when and how to reach out.

Organ Procurement Organizations (OPOs): OPOs are non-profit organizations that work within a designated service area to assist with the organ donation process and increase the number of registered organ, eye, and tissue donors. Your OPO will be your primary point of contact and support during your campaign and will be able to advise you on strategies for success and effective implementation of DoNation at your workplace.

Not sure who your OPO is? Find your closest OPO [here](#).

Coaching Calls: Receive tailored advice from experts. One-on-one coaching calls are an opportunity to discuss your unique workplace and receive expert advice and support. Whether you wish to get feedback on an idea, need help conceptualizing a planned scorecard activity, or simply need some assistance getting your campaign off the ground, we are here for you. Schedule a call at a day and time that works for you by reaching out to DoNation@hrsa.gov.

Social Media: Visit the DoNation LinkedIn and Facebook groups to connect with fellow DoNation partners, share and learn best practices, and access social media graphics you can post to boost donor sign-ups.

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Best Practices for Hospitals

Below are a few best practices for engaging your employees, spreading the word about the need for organ donors, and boosting new donor sign-ups within your hospital:



DoNation Tip:
Join the [DoNation Facebook Group](#) for new turnkey graphics each month!



DoNation Tip:
Online influencer marketing can raise the profile of your campaign by connecting it to a high-profile person or group that you and your coworkers admire. Our [Influencer Marketing Tip Sheet](#) available on organdonor.gov has suggestions to get you started.

1. **Meet with your marketing department.** Strategize how to incorporate DoNation into your existing internal marketing and communications. A key part of successful communication is knowing your audience, and no one knows your workplace better than the people who work there! Brainstorm how you can make your broader community aware of your commitment to saving lives through organ donation.
2. **Use turnkey graphics and communications templates.** HRSA provides [turnkey graphics, communications templates, and other resources](#) that you can tailor to your workplace and share with your employees. Easily share these resources internally on intranets, social media groups, or in e-newsletters.
3. **Leverage your hospital's strengths.** Consider where your hospital excels, and then work those strengths into how you implement DoNation. For example, does your workplace connect strongly to your mission? If so, incorporate it into your DoNation messaging. Find creative ways to use what you know and where you excel to make DoNation a success in your workplace.
4. **Identify DoNation advocates in your workplace.** Some employees at your workplace may already have signed up as donors. Others may have been affected by organ donation in some way, whether through their own personal experience, or that of family or friends. Individuals who are already supportive of organ donation can make natural advocates among their coworkers. Put out a call to identify DoNation advocates and encourage them to inspire their colleagues to join the cause and sign up as organ donors.

5. **Communicate leadership’s investment in the campaign.** Employees are more motivated to participate when leadership shows their commitment and investment. DoNation provides a variety of templates, including [emails](#) and [newsletters](#), that are intended for circulation by leadership. These tools make it easy for leaders to share their dedication to DoNation and organ, eye, and tissue donation.

6. **Connect with other workplaces in your local community or region.** Invite fellow hospital workplaces, community partners, or businesses in your local community and/ or region to join the campaign and save lives! Share resources and best practices, start a friendly competition, and find ways to collaborate and cross-promote a lifesaving mission.



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Monthly Engagement Opportunities

The observances below will help you enhance your campaign, raise awareness about the importance of signing up as an organ, eye, and tissue donor, and earn scorecard points. Each month, find themed social media graphics in the DoNation Facebook group or in the organdonor.gov [Outreach Materials Library](#). Use the graphics in your workplace’s internal communications, including social media pages and e-newsletters, to spread the word and encourage your colleagues to sign up.



DoNation Tip:

Although transplants can be successful regardless of the race or ethnicity of the donor and recipient, there is a greater chance of the recipient’s longer-term survival if their genetic background matches the donor’s.¹

1. <https://www.organdonor.gov/learn/organ-donation-statistics>

SEPTEMBER

National Hispanic Heritage Month (Sept. 15 – Oct. 15)

This observance celebrates the achievements and contributions of people with Hispanic heritage. Shine the spotlight on diversity within your workplace as well as the need for more Hispanic organ, eye, and tissue donors.

OCTOBER

Halloween

Trick or treat—life is sweet! Hosting Halloween-themed registration events or sending out fun graphics about organ donation in internal communications are great ways to engage employees while raising awareness about the importance of organ donor registration.

NOVEMBER

Eye Donation Month

Eye tissue donation is vitally important, but the need isn’t widely understood. This is a great opportunity to educate your workplace community and sign up new donors. Share cornea donation facts, graphics, or stories about the impact of eye tissue donation.

NOVEMBER/DECEMBER

National Marrow Awareness Month

November is designated as National Marrow Awareness Month, an observance that celebrates blood stem cell and bone marrow donors. As you encourage people to sign up as organ donors, ensure they also know about other lifesaving opportunities for donation.



DoNation Tip:

Visit organdonor.gov in November for special Eye Donation Month and Season of Giving resources!

Donor Sabbath

National Donor Sabbath is a three-day observance celebrated two weekends prior to Thanksgiving. During this observance, faith leaders educate their congregations and communities about organ donation and encourage them to add their names to the donor registry. If faith is an important part of your workplace's culture, use this annual opportunity to connect organ donation to your workplace's religious values.

Giving Tuesday

On the Tuesday after Thanksgiving, we celebrate Giving Tuesday, a global day of generosity. Signing up as an organ donor is an act of incredible kindness that can save lives. Appeal to people's generous spirit by sharing the lifesaving community benefits of signing up as a donor.

Season of Giving

The holiday season is the most wonderful time of year to share the greatest gift of all: the gift of life! Take advantage of this "Season of Giving" to encourage new donor sign-ups from Thanksgiving to the New Year.

JANUARY

New Year's Day

The start of the new year is an ideal opportunity to encourage others to sign up as donors as part of their New Year's resolutions. If you haven't already done so, it's also a good time for your workplace to prioritize the mission of signing up new organ, eye, and tissue donors by setting—or recommitting to—your registration goal—and earn scorecard points for doing so!

FEBRUARY

Black History Month

Minority communities are disproportionately affected by chronic conditions that can lead to a need for organ transplantation. During Black History Month, spread awareness about the importance of organ donation and help diversify the donor pool by registering new donors.

National Donor Day (Feb. 14)

Celebrate National Donor Day! This annual observance on Valentine's Day is a chance to show appreciation for registered organ, eye, and tissue donors and encourage new donors to sign up, share the love, and save lives.



DoNation Tip:

Visit organdonor.gov in February for National Donor Day graphics!



DoNation Tip:

Reach out to your local OPO to find out if you can coordinate National Donate Life Month efforts!

MARCH

National Kidney Month

People on the national transplant waiting list are most in need of kidneys. Promote kidney health and encourage new donor sign-ups all month long.

Women's History Month

Shine a spotlight on women's health! More than 30 women in the United States have received a uterus transplant since the first successful procedure in 2016,¹ and several have resulted in live births.² Raise awareness about these advances in transplant science and the need for more donors.

First Day of Spring

As life blooms all around, welcome the spring season by celebrating the gift of life and encouraging new donor sign-ups.

APRIL

National Donate Life Month

Established by Donate Life America and its partnering organizations in 2003, National Donate Life Month helps raise awareness about donation, encourages Americans to register as organ, eye, and tissue donors and honors those who have saved lives through the gift of donation.

National Donate Life Blue & Green Spirit Week (3rd Week in April)

Join in the celebration to recognize donors, volunteers, and health care heroes; give hope to those on the national transplant waiting list; and engage your colleagues and communities in fun at-home activities. This week culminates with National Donate Life Blue & Green Day, when the public is encouraged to wear blue and green and to engage in sharing organ donation messages and promoting the importance of signing up as an organ, eye, and tissue donor.

National Pediatric Transplant Week (Last week in April)

Highlight the powerful message of ending the pediatric transplant waiting list by sharing [patient stories](#) and honoring donor families whose children have saved and healed lives through organ, eye, and tissue donation.

Donor Remembrance Day

This is a special day of remembrance to honor those who have given the ultimate gift: Life. Share messages of appreciation and recognition for organ donors across your workplace to inspire your employees to follow in their footsteps.

1. <https://optn.transplant.hrsa.gov/data/view-data-reports/national-data/#>

2. <https://pubmed.ncbi.nlm.nih.gov/33416285/>



DoNation Tip:

Visit organdonor.gov for special resources and graphics that celebrate the First Day of Spring!

MAY

Older Americans Month

It is never too late to sign up as an organ, eye, and tissue donor. Educate older adults about the lifesaving gift of organ, eye, and tissue donor registration and encourage your colleagues to sign up at any age.

Asian American, Native Hawaiian, and Pacific Islander (AANHPI) Heritage Month

AAPI communities have a higher risk of diseases that can cause organ failure. During AAPI Month, celebrate diversity within your workplace, spread awareness about the importance of organ donation, and help diversify the donor pool by registering new organ, eye, and tissue donors.

Mother's Day

Research shows that tying family messaging to organ donation is a highly motivating factor in resulting registrations.³ That's why Mother's Day is a great time to share messages about how organ donation supports families and provides hope to those on the national transplant waiting list.

JUNE

Men's Health Month

Over 61% of all transplant recipients are male.⁴ Men's Health Month is a great opportunity to spotlight how organ donation can support healthy, happy lives for men and their families.

Father's Day

Since Father's Day occurs during Men's Health Month, consider using messaging about family and men's health to remind your employees that the gift of life is meant to be shared across generations.

AUGUST

National Minority Donor Awareness Month

National Minority Donor Awareness Month is a collaborative initiative of the National Organ, Eye and Tissue Donation Multicultural Action Group to save and improve the quality of life of diverse communities by creating a positive culture for organ, eye, and tissue donation.

3. See Siegel et al, "Organ Donation and Departments of Motor Vehicles: Multiple Messages, Implementations, and Replications."

4. Organ Procurement and Transplantation Network, National Data

DoNATION CAMPAIGN STRATEGY

It's important to maximize your resources. If you don't have the bandwidth to amplify every observance, consider choosing a few special months to concentrate your efforts. Donate Life Month in April is a great option. Also consider prioritizing a monthly observance that is especially relevant to your employees or community.

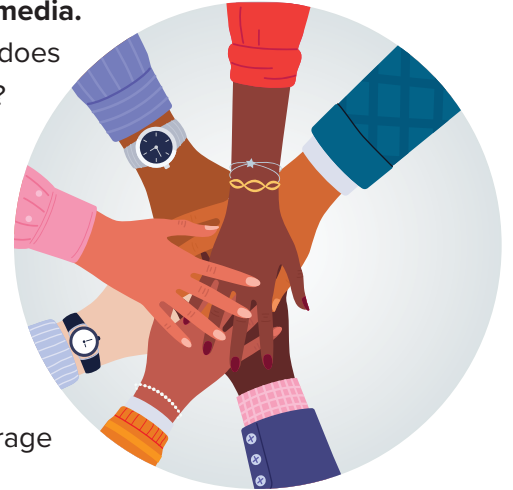
9

Engaging Your Employees

Use the suggestions below to introduce your employees and colleagues to DoNation. Connect and communicate within your workplace about the lifesaving campaign, and encourage employees to sign up as organ, eye, and tissue donors.

1. Educate and engage your colleagues on social media.

Consider your internal communication networks: does your hospital have an intranet or a Slack channel? Do you have a regular internal e-newsletter or the ability to send periodic e-newsletters? You might consider starting a Facebook group or other social media group for employees to spark internal conversations and actions around the DoNation mission. From there, you'll be able to share HRSA's turnkey graphics and messages to educate your workplace communities and encourage new donor sign-ups.



2. Show your support on your hospital's website and communication channels.

When employees feel like they're united for a good cause, you may have better success in registering new donors. Proudly showcase your hospital's participation in DoNation by posting a web badge on your website or sharing a participation graphic on social media. Some partners add state registry links to their email signatures to raise even more awareness and boost sign-ups.

3. Hold a donor memorial service.

Honor donors who have given the ultimate gift of life with a virtual or in-person donation celebration. Memorial services pay tribute to the memory of a specific donor or broadly honor the lives of all donors. Consider holding a donor memorial service during a special time each year, e.g., National Donor Remembrance Day in April. This is a great way to recognize and engage your DoNation workplace advocates—those who have personal connections to organ donation and transplantation. You can even include them in the planning process! Give your employees the opportunity to sign up as organ, eye, and tissue donors during the event, when they're feeling most inspired and moved.



DoNation Tip:

Busting organ donation myths can be especially impactful on social media or in e-newsletters. Need more help? Reach out to DoNation@hrsa.gov or your OPO for ideas, tips, and ready-made resources.



DoNation Tip:

Coordinate your donor memorial service with National Donor Day for an extra impactful event.

DoNation Tip:

Consider sharing your Blue & Green Day efforts in your external communications. Zany outfits and props will definitely get attention on social media and show your stakeholders that you're invested in a great cause!

4. **Participate in National Blue and Green Day in April.** In April of each year, supporters of organ donation wear blue and green clothing and accessories on National Blue and Green Day, a day dedicated to raising awareness about signing up as an organ donor. Consider holding an outfit contest amongst employees or departments. Enthusiastic and creative participation shows your support and sparks conversations about organ, eye, and tissue donation. Don't forget to incorporate an opportunity for employees to sign up as donors!
5. **Make the case for DoNation during workplace meetings or host a Lunch & Learn.** Whether your workplace is virtual, in-person, or a mix of both, talk to hospital leadership about incorporating DoNation into existing workplace meetings or host a DoNation Lunch & Learn where colleagues can hear more about the cause and ask questions. Include a call to action to sign up!

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DoNation Tip:

Download the [Give 5 Save Lives toolkit](#) for strategies, messages, and graphics to engage your employees and encourage new organ, eye, and tissue donor sign-ups!

DoNATION CAMPAIGN TACTIC SPOTLIGHT

Give 5 Save Lives. Give 5 Save Lives is a strategic messaging approach that emphasizes how fast and easy it is to take a step that could save someone's life. Give your employees 5 minutes during the day to sign up! DoNation's suite of turnkey resources for Give 5 Save Lives is ready to go, so you can conserve your hospital workplace's resources and still have a big impact by registering new organ, eye, and tissue donors.



10 Recognition

HRSA provides recognition to all DoNation partners each year to celebrate and thank them for their efforts in registering new organ, eye, and tissue donors. In addition to HRSA, many organ donation organizations provide recognition to partners in their service area.

DoNation partners submit their completed scorecards after concluding planned activities or at the end of the campaign year, and are then recognized at bronze, silver, gold, and platinum levels based on the number of scorecard points they earned during the campaign year. With a celebration webinar, partner spotlights, and a full suite of graphics and resources, there are plenty of ways to celebrate and share your accomplishments with your workplace and greater community.

Visit organdonor.gov during the summer for recognition materials, including:

- **Web badges.** Web badges can be added to your website to signal your investment in organ donor registration to employees and customers.
- **Certificates.** Frame your certificate and hang it proudly! Certificates identify which level of recognition you earned from HRSA.
- **Social media graphics.** Share turnkey GIFs and images to promote your participation and the tier of recognition your workplace earned.



11

What Happens Next?

You have the information you need, all the necessary resources, and you know where to find support if you need it. **Now, it's time to save lives!**

As you embark on your DoNation journey, your most important goal is signing up new organ, eye, and tissue donors. Educate, engage, and include opportunities for your employees to sign up as donors during your campaign activities.

With your hospital as a committed DoNation partner, we'll continue to save thousands of lives across the country and improve countless more.

