

Save and Enhance Lives with the DoNation Campaign



DoNation—previously the Workplace Partnership for Life (WPFL) Hospital Campaign—is the national campaign uniting America’s workforce for organ, eye, and tissue donation. Hospitals and healthcare organizations are encouraged to continue their efforts to support organ donation and register their colleagues and communities as organ donors under DoNation.

Thousands of hospitals, healthcare organizations, and community partners nationwide are working to increase the number of people registered as organ, eye, and tissue donors by participating in the DoNation Campaign, sponsored by the U.S. Department of Health and Human Services’ (HHS) Health Resources and Services Administration. From 2011 to 2022, healthcare workplaces and hospitals participating in the WPFL Hospital Campaign registered more than 630,000 new organ, eye, and tissue donors. As DoNation partners, all hospitals and workplaces in the U.S. are united under one lifesaving and life-giving mission with the support of nationally known donation and transplantation associations and organizations, large national companies, and organ donation advocates.

We invite your workplace to join this dynamic collaboration!

- Save 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; and
- Share your commitment to health and wellness with your coworkers and community members.

How DoNation Works

1. Fill out the [Become a DoNation Partner form](#). Contact DoNation@hrsa.gov with any questions.
2. Download the [DoNation scorecard](#) and identify which activities you will conduct during the campaign.
3. Implement activities between October 1 and September 30, to raise awareness about organ donation and register your employees and communities as organ, eye, and tissue donors.

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

- 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.
- 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 platforms, and in the workplace.
- Submit your completed scorecard to your OPO or 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.

