

Save and Enhance Lives with the DoNation Campaign



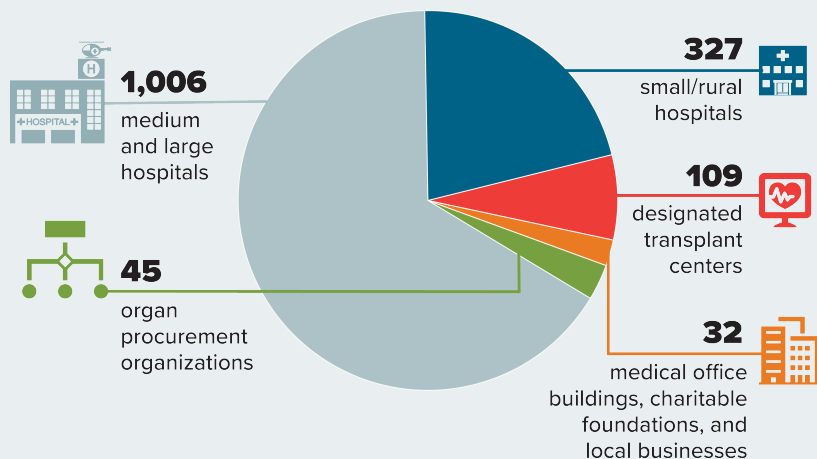
DoNation is the new brand of the U.S. Department of Health and Human Services' Workplace Partnership for Life! The campaign has expanded to include workplaces of all sizes and across all industries in the nation. Hospitals and healthcare organizations are encouraged to continue their efforts to support organ donation and register their colleagues and communities as organ donors under this newly rebranded campaign.

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. Since 2011, healthcare workplaces and hospitals have taken part in the Workplace Partnership for Life (WPFL) Hospital Campaign, registering 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.



A National Effort with Community Impact

Hospitals of all sizes are invited to join DoNation, along with all workplaces of any size and any sector. Together, we can create donation-friendly workplace cultures across the nation, save thousands of lives, and improve countless more!

How DoNation Works

1. Fill out the [Become a DoNation Workplace 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.
4. 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.
5. Visit the [DoNation registration landing page](#) to track donor registrations earned through the Campaign.
6. Earn points toward recognition by tracking your completed DoNation scorecard activities, and the number of new donors you sign up.
7. Amplify your efforts using [DoNation graphics and content](#) on your website, social media, and in the workplace.
8. Submit your completed scorecard to DoNation@hrsa.gov by September 30.

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



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.

The 2023 control number for this information collection is 1603-0071 and it is valid until 12/31/2025. Public Burden Statement: The purpose of the collection of information is to coordinate and organize workplace and Organ Procurement Organization (OPO) participation in the DoNation Campaign and to collect data regarding campaign participation. An agency may not conduct or sponsor, and a person may not respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 1603-0071 and it is valid until 12/31/2025. This information collection is voluntary. Public reporting burden for this collection of information is estimated to average 20 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the collection of information, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to HRSA, Health Resources and Services Administration, Executive, Maryland, 20827 or paperwork@hrsa.gov.

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
<p>Workplace: _____ City/State/Zip: _____</p> <p>Workplace Contact Name: _____ Email: _____</p> <p>Reporting Donation Organization: _____</p> <p>Donation Organization Contact Name: _____ Email: _____</p> <p>POINTS TOTAL: 0 DONOR REGISTRATIONS TOTAL: 0</p>			

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Workplace

SECTION 1: Evaluation Donor Registration
Earn points for setting your donor registration goal, for reaching your goal, and for each new donor registration.

First, connect with your local donation organization partner—organ procurement organization (OPO), Donate Life America (DLA), affiliates, eye, or tissue bank—and set a realistic goal for the number of new donor registrations you want to achieve during the campaign.	Points Per Activity	List Donor Registration Number	TOTAL Donor Registrations Recorded	Total Points
a) Set your goal for number of new donor registrations. (Earn 25 pts for one-time goal setting.)	25			0
b) Reach your goal. (Earn 50 pts for reaching or exceeding your goal for total number of new donor registrations recorded.)	50			0
c) Earn one point for each new donor registration recorded. (Example: 328 new donor registrations recorded = 328 to be put in "TOTAL Donor Registrations Recorded" column at right. The number entered in that column—328—will automatically go into "Total Points" column.)	1 pt. per each new donor reg.			0

SECTION 2: Workplace Communications, Outreach, and Events

Points Per Activity	Number Completed	Activity	Total Points
50		Host a campaign kick-off event.	0
50		Host donor registry enrollment events.	0
25		Send email from CEO or other leader to all staff announcing the campaign and registration goal, encouraging participation and registration, providing campaign updates, and including link to state donor registry.	0
100		Conduct Give 5, Save Lives workplace challenge tactic. See materials and tips here.	0
15		Add DoNation web badge with link to registry to all internal email signatures. See materials here.	0
15		Add DoNation web badge with link to registry on company intranet. See materials here.	0
50		Add DoNation web badge with link to registry on company web page. See materials here.	0
15		Display campaign posters and table tents with donation information and registry links in high-traffic public and employee areas, including on bulletin boards, in elevators, cafeteria, lobby, and restrooms.	0
15		Publish donation and transplantation articles, with registry link details, in internal newsletters and communications.	0



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

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