

DoNation Campaign Pathway to Recognition Worksheet

HOSPITAL PARTNERS



Find your pathway to recognition below!

Conduct activities between October 1st and September 30th. Submit scorecards by September 30th.

Hospital Name: _____

Recognition targets: Bronze: 200 Points Silver: 350 Points Gold: 550 Points Platinum: 750+ Points

START HERE!

1

Set your goal for new donor sign-ups: _____ (25 points)

Tip: Set a realistic goal for the size of your workplace. If you meet or exceed this goal, you earn an additional 50 points. Each new donor sign-up equals 1 point. The DoNation scorecard will automatically tally your points when you complete these sections.

Hold a Campaign Kickoff event (50 points)

Add a DoNation web badge and donor registration link on your hospital's webpage (50 points)

Hold a donor registry enrollment event (50 points)

Hold a Donate Life Flag Raising ceremony (25 points)



Total: 200+

Congratulations! You've reached Bronze!

Submit your scorecard now or continue to Silver.

2

Send an email from your CEO or other leaders to all staff announcing the campaign and registration goal, encouraging participation and registration, providing campaign updates, and including a link to the [DoNation donor registry page](#) (25 points)

Hold a donor memorial service (40 points)

Share 10 DoNation social media graphics over the campaign year (5 points per graphic for 50 points total)

Hold a donor honor walk (25 points)

Participate in National Donate Life Blue & Green Day (15 points)

Tip: Share social media graphics on more than one platform to earn extra points! Each time you share on a new platform, you earn another 5 points.

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Tip: Earn 25 points for each donor honor walk and each donor memorial service your hospital conducts.



Total: 350+

Congratulations! You've reached Silver!

Submit your scorecard now or continue to Gold.

3

Coordinate an interdepartmental challenge to see who can sign up the most donors (75 points)

Partner with another hospital or community organization to run a collaborative campaign (75 points)

Present at a hospital department/physician meeting on campaign plans and registration goal. (20 points)

Hold a program with living donors, transplant recipients, donor family members, and/or transplant professionals to talk about the campaign and the importance of donation registration (25 points)



Total: 550+

Congratulations! You've reached Gold!

Submit your scorecard now or continue to Platinum.

4

Conduct your own activity (50 points)

Provide donation information and registration opportunities at community health fairs/screening events (75 points)

Contact local media and share a story about your involvement in DoNation (50 points)

Incorporate donation education and information about the campaign in new employee orientations (25 points)

Tip: You can conduct up to 4 self-designed activities for 50 points each! Repeat the same activity more than once or develop different activities. Some ideas from past years include painting rocks, holding a cake decorating contest, and developing an art installation.



Total: 750+

Congratulations! You've reached Platinum!

Submit your scorecard to your OPO or email DoNation@hrsa.gov

HRSA will distribute a recognition certificate to your OPO within 30 days of receiving the completed scorecard.

