

# DoNation Campaign Pathway to Recognition Worksheet



## Find your pathway to recognition below!

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

Workplace 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 workplace's webpage (50 points)

Hold a donor registry enrollment event (50 points)

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



**Total: 200+**

**Congratulations! You've reached Bronze!**

**Submit your scorecard now or continue to Silver.**

2

Partner with another workplace to run a collaborative campaign (75 points)

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

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)

*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.*



**Total: 350+**

**Congratulations! You've reached Silver!**

**Submit your scorecard now or continue to Gold.**

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3

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

Conduct your own activity (50 points)

Participate as a workplace team in a community walk/run promoting organ donation awareness (50 points)

Send a letter to customers, vendors, and other companies encouraging them to join the campaign (30 points)

**Tip:** *If your workplace does not have departments, have individual employees compete to sign up the most donors.*

**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: 550+**

**Congratulations! You've reached Gold!**

**Submit your scorecard now or continue to Platinum.**

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4

Participate in Give 5, Save Lives workplace challenge (100 points)

Conduct your own activity (50 points)

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



**Total: 750+**

**Congratulations! You've reached Platinum!**

**Submit your scorecard to your OPO or email [DoNation@hrsa.gov](mailto:DoNation@hrsa.gov)**

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

