



*Let life bloom.*

# Healthcare Workplaces Save Lives Through National Hospital Campaign

The U.S. Department of Health and Human Services' Workplace Partnership for Life Hospital Campaign works with hospitals and healthcare organizations to encourage support for organ donation.

**Approximately 1,700 hospitals and healthcare organizations nationwide are working to increase the number of people registered as organ, eye, and tissue donors** by participating in the Workplace Partnership for Life Hospital Campaign, a national campaign sponsored by the U.S. Department of Health and Human Services' (HHS) Health Resources and Services Administration. Since 2011, healthcare workplaces and hospitals enrolled in the campaign have registered more than 575,000 people as organ donors.

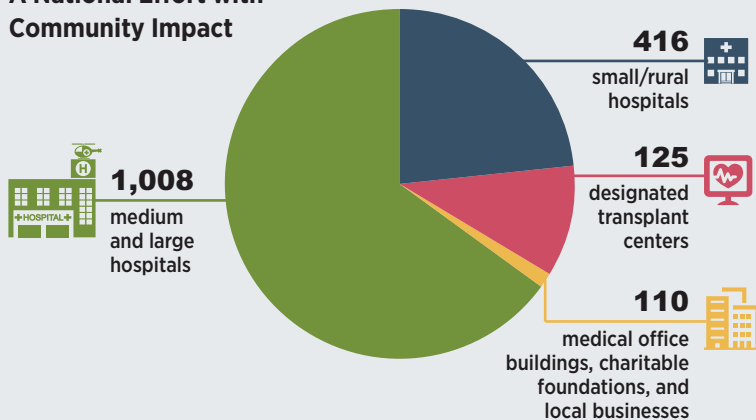
## We invite your workplace to join this dynamic collaboration!

- Help save lives by increasing the number of potential organ, eye and tissue donors;
- Cultivate a donation-friendly culture at work;
- Earn national recognition from HHS and the campaign's national partners;
- Earn regional recognition from donation organizations;
- Meet the Centers for Medicare and Medicaid Services Conditions for Participation by educating staff on donation issues; and
- Share your commitment to health and wellness with your staff, patients, and community members.

**“Our hospital challenge has been so successful that the Pennsylvania Association of Community Health Centers and Pennsylvania collegiate organizations have adopted our campaign for their own organ donation awareness campaigns.”**

—Mary Marshall, Pennsylvania Donate Life Hospital Challenge

### A National Effort with Community Impact



Hospitals of all shapes and sizes participate in the campaign. In addition, hospitals and donation organizations have recruited the support of charitable foundations, medical offices, and local businesses in their efforts, creating a campaign that is focused on impacting the community.

## How the Hospital Campaign Works

1. To enroll or ask questions about enrolling in the Hospital Campaign, contact [donation@hrsa.gov](mailto:donation@hrsa.gov). (Hospitals that have participated in past campaigns do not need to re-enroll.)
2. Partner with donation organizations in your area for campaign guidance.
3. Use the [campaign scorecard](#) to choose from more than 40 education and outreach activities to raise awareness about organ donation and register people as organ, eye, and tissue donors.
4. Earn points toward recognition by tracking your completed activities and how many new donors you signed up.
5. Amplify your work in the community using campaign graphics and drafted web, social media and print content.

**Turnkey communications tools**—including posters, table tents, presentation templates, sample press releases and emails, and a PSA template—make implementing the campaign easier for all partners.

**2021 PLATINUM RECOGNITION**  
For saving and improving lives during the ongoing COVID-19 pandemic by encouraging hospital colleagues and community members to register as organ, eye, and tissue donors.

**2021 PLATINUM RECOGNITION**  
For saving and improving lives during the ongoing COVID-19 pandemic by encouraging hospital colleagues and community members to register as organ, eye, and tissue donors.

**HRSA**  
Health Resources & Services Administration  
organ donor.gov/hospitals

**Set a registration goal. Track and celebrate your progress.**  
4. Set a registration goal. Track and celebrate your progress. For more ideas on how to track and celebrate your progress, visit [organ donor.gov/hospitals](#).  
5. Use the scorecard and turnkey communications.  
6. Engage your community.

**Let life bloom.**  
Sign up today to become an organ, eye, and tissue donor.

The **campaign scorecard** includes a section for write-ins to allow you to create unique activities for your hospital or community to tailor the campaign to your needs.

### Plan Activities, Register Donors, and Let Life Bloom

**2022 HOSPITAL CAMPAIGN SCORECARD**  
Plan your hospital's campaign activities to promote donor registration and then track activities and new donor registrations here. Points earned for each activity and for each new donor registration recorded will determine your level of recognition in the WPFL Hospital Campaign. Return completed scorecard to your donation organization partner (OPO, DLA, eye or tissue bank).

1,000 Points = Platinum Level	750 Points = Gold Level	350 Points = Silver Level	200 Points = Bronze Level

Hospital	City/State/Zip
Hospital Contact Name	Email
Reporting Donation Organization	
Donation Organization Contact Name	Email

**POINTS TOTAL** 0

OH# 80918-0375 EXP: 12/31/2022

**DONOR REGISTRATIONS TOTAL** 0

EXAMPLE ACTIVITIES

**Hospital Activity: 20 pts**  
Utilize hospital's internal media to run campaign PSAs, post e-versions of campaign materials, and/or feature short videos on donation and transplantation.

**Community Activity: 25 pts**  
Submit a letter to the editor of an area publication, urging donation registration and providing state registry link.



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

[organ donor.gov](http://organ donor.gov)

