



Paths to Recognition

There are so many ways to reach gold, and the challenge is structured so that any size hospital can be recognized for its efforts. Choose activities from the scorecard (available for download at www.akoyaonline.com/wpfl) that best fit your hospital's campaign. Develop your own path or use the scenarios below to reach bronze, silver, or gold recognition.

Bronze Level Recognition.....100 pts

- 75 Set a goal for the number of new registrations you want to reach through your campaign. Report your goal and progress to your collaborating donation organization.
- 65 Host a donor registry enrollment event in high-traffic hospital area.

Silver Level Recognition.....250 pts

- 75 Set a goal for the number of new registrations you want to reach through your campaign. Report your goal and progress to your collaborating donation organization.
- 65 Host a donor registry enrollment event in high-traffic hospital area.
- 30 Submit a letter to the editor urging donation registration and provide your state registry link.
- 30 Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events and encourage registration.
- 15 Display campaign posters and table tents in public and employee areas.
- 15 Send email from hospital CEO or other leader(s) to staff, encouraging registration.
- 15 Publish a donation and transplantation article in the hospital newsletter(s).
- 15 Participate in National Blue and Green Day in April 2014.
- 15 Conduct your own activity.

Gold Level Recognition.....500 pts

- 75 Set a goal for the number of new registrations you want to reach through your campaign. Report your goal and progress to your collaborating donation organization.

- 65 Host a donor registry enrollment event in high-traffic hospital area.
- 65 Provide donation information and the opportunity to register at all community health events.
- 65 Partner with local EMS and other first responders in your community to promote donation and provide opportunities to register at local community health events.
- 50 Hold a donation flag-raising ceremony for employees. Invite community members.
- 30 Submit a letter to the editor urging donation registration and provide your state registry link.
- 30 Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events and encourage registration.
- 30 Make a presentation about organ, eye, and tissue donation and the campaign at departmental and physician meetings. Invite a donation organization representative to speak.
- 15 Place a campaign web banner and a link to the state registry on all internal email signatures and intranet sites for one month.
- 15 Display campaign posters and table tents in public and employee areas.
- 15 Send email from hospital CEO or other leader(s) to staff, encouraging registration.
- 15 Publish a donation and transplantation article in the hospital newsletter(s).
- 15 Participate in National Blue and Green Day in April 2014.
- 15 Conduct your own activity.