



Let life bloom.

Plan Activities, Register Donors, and Win Gold!!!

HERE'S HOW:

Review the activities and corresponding points on the following pages. Plan your hospital's campaign activities, track them in this document, and watch your points grow. Return this to your OPO or DLA affiliate by May 15, 2013. The points you accumulate will determine your level of recognition in the WPFL Hospital Campaign.

500 Points =



250 Points =



100 Points =



Go for Gold!!! While every activity on the list is intended to encourage people to register, some activities are more register-friendly than others and therefore earn more points. (For example, the "Registry Events" column on page 3 contains point-heavy activities.) **Reach gold using the activities that best fit your hospital's campaign. Be creative. Develop your own activity, and list it on the bottom of page 3—or follow the gold arrows for a direct path to gold.**



Hospital: _____

Hospital Contact:

Name _____ Email _____

Reporting OPO/DLA Affiliate: _____

OPO/DLA Affiliate Contact:

Name _____ Email _____

Date Submitted: _____

# of each Activity Completed	Points Per Activity	Hospital Employee Communications	New Registratons
→	40	Add a campaign goal marker/barometer to your internal website.	
→	25	Add a link to your OPO/DLA or state registry on your internal website. Post it with a campaign web banner, available here .	
	25	Distribute registration forms and donation materials to staff.	
→	25	Send email from hospital CEO or other leader(s) to staff, announcing the hospital's campaign participation.	
→	25	Provide donation stickers, pins, and/or green bracelets to anyone who registers.	
	15 per department email	Send emails from department heads to staff, encouraging campaign participation.	
2 times, earn 30 →	15 per email	Email campaign updates to all hospital staff.	
3 times, earn 45 →	15 per month	Add pro-donation messages to employee pay stubs.	

# of each Activity Completed	Points Per Activity	Patient, Guest, and Community Member Communications	New Registrations
	65	Donate billboard space for organ donation information.	
	65	Place an ad about organ donation in the local media.	
	55	Host a media event announcing campaign milestones or featuring a donor family/recipient reunion.	
	55	Run public service announcements with local media. Your OPO/DLA affiliate may have PSAs you can use.	
	40	Send a letter or email from hospital CEO to other hospitals, vendors, or community organizations about the campaign.	
→	40	Add a link to your OPO/DLA or state registry on your external website. Post it with a campaign web banner, available here .	
→	40	Pitch donation or campaign-themed stories to local media.	
→	40	Add a campaign goal marker/barometer to your external website.	
→	40	Display a campaign goal marker/barometer in lobby and staff break areas.	
	40	Run hospital campaign public service announcements on your internal cable channel. Your OPO/DLA affiliate may have PSAs you can use.	
	40	Run the Let Life Bloom video (to be released soon) on your internal cable channel.	
	35 each	Publish articles in the hospital newsletter(s) about donors, recipients, or those in need of transplants.	
→	25	Ask staff to include a link to the state registry in their email signatures.	
→	25	Post donation information to hospital bulletins and inside elevators, etc.	
→	25	Display campaign posters and table tents in public and employee areas.	
	25	Feature short videos about donation and transplantation on your internal cable channel. Access videos on www.organdonor.gov or on YouTube by searching "organ donation." Your OPO/DLA affiliate may also have videos you can use.	
→	25	Invite hospital vendors and other workplaces to be participants in the campaign.	
	25	Place posters in local businesses.	
	25	Tie the Hospital Campaign to "themed" holiday messages. (Example: Give the gift of life this holiday season.)	

# of each Activity Completed	Points Per Activity	Registry Events	New Registrations
→	65	Host a donor registry enrollment event in high-traffic hospital area.	
	55	Implement the <i>Give 5 - Save Lives</i> tactic. (learn more here)	
	55	Order a Donate Life flag and hold a flag-raising ceremony for employees and community members on April 1.	
	55	Hold a donor memorial service, candle lighting ceremony, or Tree of Life or other Thanksgiving celebration.	
	55 each	Plan and hold quarterly recognition events to celebrate successes.	
	40 each	Host Lunch & Learns.	
	40	Hold a program for staff with guest donors, donor recipients, donor family members, and/or transplant professionals.	
	30	Make presentations about organ donation and the campaign at departmental and physician meetings. Invite an OPO representative to speak.	
	40	Enter a description of your own activity here: _____	

→ Gold Arrow Points = 515

This column is for your convenience and is not required to be filled out before you turn in the form.

POINTS TOTAL _____

As you enter the number of times you've completed each activity in the first column of the chart, your points will total automatically here.