



**Sign up to give the gift of life.**  
Register as an organ, eye, and tissue donor.

## WPFL Hospital Campaign Guide

The Hospital Campaign was launched June 29, 2011 as a special effort of the national Workplace Partnership for Life (WPFL), an initiative of the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA). More than 11,000 companies and organizations are partners in WPFL and are committed to building awareness of the critical need for organ, eye, and tissue donation registration. This awareness is vital because more than 120,000 people in the United States are waiting for a lifesaving organ transplant.

The WPFL Hospital Campaign focuses on hospitals and state, regional, and metro hospital associations, enlisting them in this important effort and encouraging them to coordinate donor awareness and registry enrollment activities with their staff, patients, and community members. Organ procurement organizations (OPOs) and Donate Life America affiliates (DLAs) enroll in the campaign and work with hospital associations and hospitals to provide support and ideas for organizing donor registry enrollment events. OPOs and DLAs are encouraged to set donor registration goals for their service areas and report results by submitting a [Campaign Results Form](#) to HRSA. The goal is to exceed 300,000 newly designated donors nationally by the end of May 2014 and cultivate a hospital culture that incorporates educating and registering potential donors as part of their standard mission.

Key organizations from the transplant and health care communities have offered support to the Hospital Campaign. These National Partners raise awareness of the campaign and encourage their members and affiliates to join the effort. See a list of all National Partners at [www.organdonor.gov/howhelp/hospitalcampaign.html](http://www.organdonor.gov/howhelp/hospitalcampaign.html). In addition, a leadership team of representatives from various OPOs and DLAs provides guidance through ideas and recommendations for the WPFL Hospital Campaign.

Become a WPFL Hospital Campaign Partner today. [Enroll now](#).

### OPOs and DLAs

- Enroll in the Hospital Campaign by submitting a [Campaign Enrollment Form](#).
- Team with your state or regional hospital association.
- Recruit hospitals in your service area and send a list of partner hospitals to [wpfl@akoyaonline.com](mailto:wpfl@akoyaonline.com), using the [Additional Partners Form](#).
- Assist hospitals in setting goals and conducting donor registry enrollment events using [Ideas for Action](#).
- Encourage hospitals to submit stories and photos of activities and successes to [wpfl@akoyaonline.com](mailto:wpfl@akoyaonline.com).

- Collect results from participating hospitals' donor registry events and report them by submitting a [Campaign Results Form](#).
- Join monthly Learning Series webinars to hear and share best practices for registering new donors.

### **Hospital Associations**

- Team with your OPO/DLA affiliate and help recruit hospitals to the campaign.
- Co-host a campaign launch with your OPO/DLA affiliate.
- Utilize your association's website or intranet for members to access campaign materials and resources, share best practices, and track progress.
- Co-sponsor—with your OPO/DLA affiliate—educational seminars, webinars, and other events to highlight hospital partners' campaigns.
- Use social media and other regular communications (newsletters, e-blasts) to promote the campaign and partner hospitals' success stories.
- Join monthly Learning Series webinars to hear and share best practices for registering new donors.

### **Hospitals**

- Sign up to participate in the campaign through your local OPO/DLA.
- Recruit vendors, health care partners, and affiliated organizations to join the campaign with you.
- Use social media and your regular hospital communications (newsletters, e-blasts) to spread the campaign message to employees and community members.
- Host educational programs and donor registry enrollment events. Your local OPO/DLA affiliate can provide ideas, brochures, and access to your state's registry.
- Track the number of new donors you register and report it to your OPO/DLA.
- Share stories and photos of activities and successes with other hospitals across the nation by submitting them to [wpfl@akoyaonline.com](mailto:wpfl@akoyaonline.com).
- Join monthly Learning Series webinars to hear and share best practices for registering new donors.

### **Important Dates and Campaign Milestones**

**November 20, 2013:** Learning Series Webinar 2 p.m. ET.

**December 10, 2013:** Hospital Association Engagement Webinar 1 p.m. ET.

**January 15, 2014:** Learning Series Webinar 2 p.m. ET.

**February 14, 2014:** [National Donor Day](#)

**February 19, 2014:** Learning Series Webinar 2 p.m. ET.

**March:** National Eye Donor Month

**March 19, 2014:** Learning Series Webinar 2 p.m. ET.

**April:** [National Donate Life Month](#)

### **Data on Organ Donation**

For the most up-to-date data and facts on organ donation, visit <http://optn.transplant.hrsa.gov/> and [www.organdonor.gov/about/data.html](http://www.organdonor.gov/about/data.html). Use this information in your communications about organ donation to educate audiences about the need for organ donors.

**For More Information**

For details about the WPFL Hospital Campaign or for any other information or assistance, please contact Akoya at [wpfl@akoyaonline.com](mailto:wpfl@akoyaonline.com) or visit [www.organdonor.gov](http://www.organdonor.gov).