

Save and Enhance Lives with the DoNation Campaign



DoNation—previously the Workplace Partnership for Life (WPFL) Hospital Campaign—is the national campaign uniting America’s workforce for organ, eye, and tissue donation. Hospitals and healthcare organizations are encouraged to continue their efforts to support organ donation and register their colleagues and communities as organ donors under DoNation.

Thousands of hospitals, healthcare organizations, and community partners nationwide are working to increase the number of people registered as organ, eye, and tissue donors by participating in the DoNation Campaign, sponsored by the U.S. Department of Health and Human Services’ (HHS) Health Resources and Services Administration. From 2011 to 2022, healthcare workplaces and hospitals participating in the WPFL Hospital Campaign registered more than 630,000 new organ, eye, and tissue donors. As DoNation partners, all hospitals and workplaces in the U.S. are united under one lifesaving and life-giving mission with the support of nationally known donation and transplantation associations and organizations, large national companies, and organ donation advocates.

We invite your workplace to join this dynamic collaboration!

- Save lives by increasing the number of registered organ, eye, and tissue donors;
- Inspire and engage your employees and communities in corporate social responsibility efforts;
- Cultivate a donation-friendly workplace culture;
- Earn national recognition from the U.S. Department of Health and Human Services; and
- Share your commitment to health and wellness with your coworkers and community members.

How DoNation Works

1. Fill out the [Become a DoNation Workplace form](#). Contact DoNation@hrsa.gov with any questions.
2. Download the [DoNation scorecard](#) and identify which activities you will conduct during the campaign.
3. Implement activities between October 1 and September 30, to raise awareness about organ donation and register your employees and communities as organ, eye, and tissue donors.

Do good. Save lives.
Sign up as an organ, eye, and tissue donor!
organdonor.gov

Help us sign up new organ, eye, and tissue donors!
NEW DONORS
organdonor.gov

SIGN UP
AS AN ORGAN, EYE, AND TISSUE DONOR.
organdonor.gov

PROUD PARTICIPANT
organdonor.gov

Communications tools—including social media graphics, posters, sample press releases and emails, and a PSA template—make implementing DoNation easier for all partners!

- Partner with your local organ procurement organization (OPO) for campaign guidance and support, including help with setting up a DoNation Team page to track your workplace's donor registrations. Email DoNation@hrsa.gov for help connecting with your local OPO.
- Earn points toward recognition by tracking your completed DoNation scorecard activities, and the number of new donors you sign up.
- Amplify your efforts using [DoNation graphics and content](#) on your website, social media, and in the workplace.
- Submit your completed scorecard to your OPO or to DoNation@hrsa.gov by September 30.

2024 DoNation Campaign Scorecard
October 1, 2023 - September 30, 2024

- 750 = Platinum Level
- 550 = Gold Level
- 350 = Silver Level
- 200 = Bronze Level

Public Burden Statement. The purpose of the scorecard and the collection of information is to incentivize and recognize workplaces and Organ Procurement Organization (OPO) participation in the DoNation Campaign and to collect data regarding campaign participation. An OPO may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 0915-0033 and it is valid until 12/31/2025. This information collection is voluntary. Public reporting burden for this collection of information is estimated to average 25 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the collection of information, reviewing and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of the collection of information, including suggestions for reducing the burden, to HHSA Reports Clearance Office, 5600 Fishers Lane, Room 14N1368, Rockville, Maryland, 20857 or paperwork@hhsa.gov.

Plan Activities. Register Donors.
Join the national workplace campaign to save lives!

Plan workplace campaign activities throughout the campaign year to promote organ, eye, and tissue donor registration. Use the activity scorecard below to track all activities and new donor registrations. Points earned for each activity and for each new donor registration recorded will determine your level of recognition in DoNation. Once you've completed your activities, return your scorecard to your designated organ procurement organization (OPO) or directly to DoNation@hrsa.gov to be recognized for your efforts to save lives.

Workplace
City _____ State _____ Zip _____

Workplace Contact Name _____
Workplace Email _____
Reporting Donation Organization _____
Donation Organization Contact Name _____
Donation Organization Email _____

POINTS TOTAL _____ DONOR REGISTRATIONS TOTAL _____

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Workplace

Donation goal, for reaching your goal, and for each new donor registration.

Points Per Activity	List Donor Registration Goal Number	TOTAL Donor Registrations Recorded	Total Points
25			
50			
1 pt per each new donor reg.			

and Events

	Total Points
in kick-off event.	
istry enrollment events.	
m CEO or other leaders to all staff, announcing the campaign and registration goal, encouraging participation and registration, sign updates, and including link to state donor registry. See materials here.	
Save Lives workplace challenge tactic. See materials and sign here.	
web badge with link to registry to all internal email signatures. See materials here.	
web badge with link to registry on company intranet. See materials here.	
web badge with link to registry on company web page. See materials here.	
ign posters and table tents with donation information and registry links in hospital's high-traffic public and employee areas, film boards, in elevators, cafeteria, lobby, and restrooms. See materials here.	
Hold a donation flag-raising ceremony. Invite community members.	

The DoNation scorecard includes a section for write-ins to allow you to create unique activities for your workplace and tailor the campaign to your needs.

