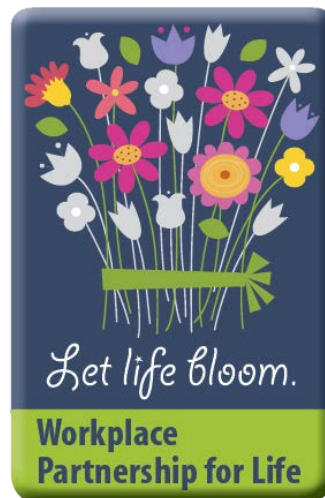




**Workplace Partnership for Life**

**National Hospital Campaign**

**Handbook**



***"Help save lives by promoting donation education!"***





WORKPLACE PARTNERSHIP FOR LIFE



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## **Campaign Guide:** Health Resources and Services Administration (HRSA) Workplace Partnership for Life (WPFL)

### **Campaign Dates**

May 1, 2015 – April 30, 2016

### **Overview**

The National Hospital Campaign was launched June 29, 2011 as a special effort of the national WPFL, an initiative of the U.S. Department of Health and Human Services, Health Resources and Services Administration. More than 12,000 companies and organizations across the country 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 **122,000** people in the United States are waiting for a life-saving organ transplant.

The WPFL Hospital Campaign focuses on enlisting hospitals and state, regional, and metro hospital associations in this important effort, encouraging them to coordinate donor awareness and registry enrollment activities with their staff, patients, and community members.

**LifeLink**, the federally assigned organ recovery organization, and **Donate Life Florida** (state organ and tissue donor registry) partner in the campaign with hospitals, providing support and ideas for organizing donor awareness and registry enrollment events.

### **Goals**

- 1) Increase organ and tissue donation awareness in the hospital and surrounding community.
- 2) Cultivate a hospital culture that incorporates educating and registering potential donors as part of their standard mission.
- 3) Provide organ and tissue donor registration opportunities at [www.DonateLifeFlorida.org](http://www.DonateLifeFlorida.org).



**Recognition** Campaign participants have the opportunity to earn bronze, silver, gold, and platinum national level recognition from HRSA.



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



### Hospitals – How to Participate

- ✓ LifeLink will enroll your hospital and assist with ideas and recommendations for the WPFL Hospital Campaign. LifeLink will track your participation points and submit them to HRSA WPFL program for recognition.
- ✓ Use social media and your regular hospital communications (newsletters, e-blasts) to disseminate the campaign message to employees and community members.
- ✓ Host educational programs and donor registry enrollment events. LifeLink can provide ideas, brochures, videos, materials, and volunteers.
- ✓ Share stories and photos of activities and successes with other hospitals across the nation by submitting them to LifeLink's Public Affairs department, [Public.Affairs@lifelinkfound.org](mailto:Public.Affairs@lifelinkfound.org).
- ✓ Join regular Learning Series webinars to hear and share best practices for registering new donors.

### Important Dates and Campaign Milestones

Check out some of these educational webinars to help you promote donation in your hospital! Learn what other hospitals from around the country are doing to encourage donation.

Register for webinar notifications: [www.akoyaonline.com/wpfl/](http://www.akoyaonline.com/wpfl/)

**January 20, 2016:** Learning Series Webinar, 2 p.m. ET.

**February 14, 2016:** National Donor Day

**February 24, 2016:** Learning Series Webinar, 2 p.m. ET.

**March:** National Eye Donor Month

**March 16, 2016:** Learning Series Webinar, 2 p.m. ET.

**April:** National Donate Life Month

**April 15, 2016** National Blue & Green Day

**April 30, 2016:** Last day to conduct activities toward Phase V recognition

**May 2016:** Older Americans Month

**May 25, 2016:** Phase V Wrap-up Webinar, 2 p.m. ET.

### Campaign Materials

LifeLink has included sample letters, articles, videos, donation facts, posters, social media graphics and sample posts for hospital use. See examples on page 5.

[Download Materials Here](#)

### For More Information

For details about the WPFL Hospital Campaign or for any other information or assistance, please contact your LifeLink Hospital Liaison or call the Hospital Development department at 813.253.2640 EXT 4474.



Let life bloom.

**Sign up to give the gift of life.**  
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**Sample Marketing Materials**



**Monitor Image**



**Table Tent**

Materials to educate staff and patients about organ donation are available for FREE:

Clockwise from top, left: Monitor Image, Table Tent, Social Media/ Web Banners in three sizes, Posters. Also available, sample newsletter article and press release.

April is Donate Life Month



**Poster**



**Social Media**



**Web Banner**







## Paths to HRSA National Recognition

The WPFL Hospital Campaign offers an opportunity to earn national recognition by conducting donor awareness and/or registration activities. Below is a score card with over 40 educational and promotional concepts to achieve recognition (bronze, silver, gold, or platinum). Your LifeLink representative will collaborate with hospital staff to develop a plan, coordinate events, and provide materials.



**2016 Goal:** LifeLink has set a donor service area goal of **100** new organ and tissue donor registrations. You will receive **75 points** for joining the campaign and helping LifeLink achieve this goal.



### Platinum Level Recognition 1000 pts

- 200** Email staff (**8** times) throughout the campaign. Announce the campaign, encourage participation and registration, provide campaign updates, hospital donation statistics, donation facts, and include a link to the Florida organ and tissue donor state registry ([www.DonateLifeFlorida.org](http://www.DonateLifeFlorida.org)). LifeLink will provide [sample emails](#). (25 points per email)
- 130** (**2** times) Host a Florida organ and tissue donor state registry enrollment event (tabling event) in a high-traffic hospital area. LifeLink will provide materials and organ recipients/donor family volunteers. Your LifeLink hospital liaison will assist in scheduling and coordinating your tabling events.
- 100** (**4** posts) Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events and encourage registration. LifeLink will provide [sample posts, statistics, and images](#). (25 per post)
- 75** Points have been awarded to hospitals joining the campaign to help LifeLink save lives and reach a goal of **100** new organ and tissue donor registrations.
- 75** If you host a community health fair, include a Florida organ and tissue donor state registry table. Provide donation information and registration opportunities at



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- community health fairs/screening events. LifeLink will provide materials and volunteers. (75 per event)
- 50 Implement a [5 Minute Coffee Break](#) for departments to learn about donation. LifeLink will provide materials and education. (Per department)
  - 50 Place a [campaign web banner](#) and link to the Florida organ and tissue donor state registry ([www.DonateLifeFlorida.org](http://www.DonateLifeFlorida.org)) on internal email signatures and web sites for the duration of the campaign.
  - 50 Participate as a hospital team in a community walk/run promoting organ donation awareness. Examples: Gasparilla, National Kidney Foundation Run Walk, LifeLink Legacy Fund/Donate Life Florida Love Give Live 5K, etc.
  - 40 Enlist hospital auxiliary/volunteers in Florida organ and tissue donor state registry /awareness events.
  - 40 Hold flag raising ceremonies to honor organ donors from your hospital. Invite staff, board, and community members. (Per flag raising)
  - 25 Include donation education, Florida organ and tissue donor state registry links/opportunities, and information about the campaign and ways to get involved in new employee orientations.
  - 25 Add a Florida organ and tissue donor state registry ([www.DonateLifeFlorida.org](http://www.DonateLifeFlorida.org)) link to your website.
  - 25 Publish [donation/transplant articles](#), with Florida organ and tissue donor state registry link details, in hospital community newsletter or other local print/online publication or forum.
  - 20 Present at departmental and physician meetings on plans and goals for the campaign. LifeLink will provide a representative to speak. (Per presentation.)
  - 20 Utilize hospital's internal media to run campaign [PSAs](#), post e-version of [campaign materials](#), and/or feature [short videos](#) on donation and transplantation. (Per video)
  - 15 Display [campaign posters](#) and [table tents](#) in public and employee areas.



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- 15 Participate in [National Blue & Green Day](#) in April.
- 15 Attend a Donation Resource Specialist Workshop. (Per workshop in which at least one staff member attends)
- 15 Create a donation display board.
- 15 Conduct your own activity.



## Gold Level Recognition 750 pts

- 100 Email staff (4 times) throughout the campaign. Announce the campaign, encourage participation and registration, provide campaign updates, hospital donation statistics, donation facts, and include a link to the Florida organ and tissue donor state registry ([www.DonateLifeFlorida.org](http://www.DonateLifeFlorida.org)). LifeLink will provide [sample emails](#). (25 points per email)
- 75 If you host a community health fair, include a Florida organ and tissue donor state registry table. Provide donation information and registration opportunities at community health fairs/screening events. LifeLink will provide materials and volunteers. (75 per event)
- 75 **Points have been awarded to hospitals joining the campaign to help LifeLink save lives and reach a goal of 100 new organ and tissue donor registrations.**
- 65 Host a Florida organ and tissue donor state registry enrollment event (tabling event) in a high-traffic hospital area. LifeLink will provide materials and organ recipients/donor family volunteers. Your LifeLink hospital liaison will assist in scheduling and coordinating your tabling events.
- 50 Implement a [5 Minute Coffee Break](#) for departments to learn about donation. LifeLink will provide materials and education. (Per department)
- 50 Place a [campaign web banner](#) and link to the Florida organ and tissue donor state registry ([www.DonateLifeFlorida.org](http://www.DonateLifeFlorida.org)) on internal email signatures and web sites for the duration of the campaign.





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

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- 50 Participate as a hospital team in a community walk/run promoting organ donation awareness. Examples: Gasparilla, National Kidney Foundation Run Walk, LifeLink Legacy Fund/Donate Life Florida Love Give Live 5K, etc.
- 40 Enlist hospital auxiliary/volunteers in donation registry/awareness events.
- 40 Hold flag raising ceremonies to honor organ donors from your hospital. Invite staff, board, and community members. (Per flag raising)
- 25 Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events and encourage registration. LifeLink will provide sample [posts, statistics, and images](#).
- 25 Include donation education, registry links/opportunities, and information about the campaign and ways to get involved in new employee orientations.
- 25 Add a Florida organ and tissue donor state registry ([www.DonateLifeFlorida.org](http://www.DonateLifeFlorida.org)) link to your website.
- 25 Publish [donation/transplant articles](#), with registry link details, in hospital community newsletter or other local print/online publication or forum.
- 20 Present at departmental and physician meetings on plans and goals for the campaign. LifeLink will provide a representative to speak. (Per presentation.)
- 20 Utilize hospital's internal media to run campaign [PSAs](#), post e-version of [campaign materials](#), and/or feature [short videos](#) on donation and transplantation. (Per video)
- 15 Display [campaign posters](#) and [table tents](#) in public and employee areas.
- 15 Participate in [National Blue & Green Day](#) in April.
- 15 Participate in a Donation Resource Specialist Workshop. (Per workshop)
- 15 Create a donation display board.
- 15 Conduct your own activity.



WORKPLACE PARTNERSHIP FOR LIFE



## Silver Level Recognition 350 pts

- 100** Email staff (4 times) throughout the campaign. Announce the campaign, encourage participation and registration, provide campaign updates, hospital donation statistics, donation facts, and include a link to the Florida organ and tissue donor state registry ([www.DonateLifeFlorida.org](http://www.DonateLifeFlorida.org)). LifeLink will provide [sample emails](#). (25 points per email)
- 75** Points have been awarded to hospitals joining the campaign to help LifeLink save lives and reach a goal of 100 new organ and tissue donor registrations.
- 75** If you host a community health fair, include a donor registry table. Provide donation information and registration opportunities at community health fairs/screening events. LifeLink will provide materials and volunteers. (75 per event)
- 65** Host a donor registry enrollment event (tabling event) in a high-traffic hospital area. LifeLink will provide materials and organ recipients/donor family volunteers. Your LifeLink hospital liaison will assist in scheduling and coordinating your tabling events.
- 25** Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events and encourage registration. LifeLink will provide sample [posts, statistics, and images](#).
- 15** Participate in [National Blue & Green Day](#) in April.



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## Bronze Level Recognition 200 pts

- 100** Email staff (4 times) throughout the campaign. Announce the campaign, encourage participation and registration, provide campaign updates, hospital donation statistics, donation facts, and include a link to the Florida organ and tissue donor state registry ([www.DonateLifeFlorida.org](http://www.DonateLifeFlorida.org)). LifeLink will provide [sample emails](#). (25 points per email)
- 75** Points have been awarded to hospitals joining the campaign to help LifeLink save lives and reach a goal of 100 new organ and tissue donor registrations.
- 25** Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events and encourage registration. LifeLink will provide sample [posts, statistics, and images](#).



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



## Score Card

[Download EXCEL Version](#)

				<p><b>Sign up to give the gift of life.</b> Register as an organ, eye, and tissue donor.</p>	
		<p><b>Plan Activities, Register Donors, and Let Life Bloom!</b></p> <p>Work with your LifeLink liaison to customize a plan for your hospital. Be sure to include you marketing team to see how they can help spread awarness. LifeLink will utilize this score card to keep track of your hospital's points throughout the campaign.</p>			
Hospital:					
# of each Activity Completed	Points per Activity	Hospital Communications and Events		New Registrations	
	75	Set a goal for the number of new donor registrations you want to reach through your campaign. Report your goal and progress to your LifeLink liaison.			
	75	Do you host or participate in a community health fair? Include a donor registry table! Provide donation information and registration opportunities at community health fairs/screening events. LifeLink to provide materials and volunteers.			
	65	Host a donor registry enrollment event (tabling event) in a high-traffic hospital area. LifeLink to provide materials and volunteers.			
	50	Hold a Hospital Campaign Kick off event or other large-scale event that is reported by news media; consider featuring a donor family and/or recipient.			
	50	Implement a 5 Minute Coffee Break for departments to learn about donation. LifeLink to provide the coffee.			
	50	Place a campaign web banner and link to the Florida organ and tissue donor state registry ( <a href="http://www.DonateLifeFlorida.org">www.DonateLifeFlorida.org</a> ) on internal email signatures and web sites for the duration of the campaign. LifeLink to provide web banner.			
	50	Participate as a hospital team in a community walk/run promoting organ donation awareness. Examples: LifeLink Love Give Live 5k, Heart Walk, and National Kidney Foundation Run Walk			
	40	Enlist hospital auxiliary/volunteers in donation registry/awareness events.			
	40	Hold flag raising ceremonies to honor organ donors from your hospital.			
	25	Hold a donation flag-raising ceremony for employees. Invite community members			
	25	Send email from hospital CEO/other leaders to all staff, announcing the campaign, encouraging participation and registration, providing campaign updates, and including a link to state donor registry ( <a href="http://www.DonateLifeFlorida.org">www.DonateLifeFlorida.org</a> ). LifeLink can provide sample emails.			
	25	Implement "A Fact A Day/Week" email for the month of April. LifeLink to provide facts and hospital donation statistics.			
	25	Include donation education, registry links/opportunities, and information about the campaign and ways to get involved in new employee orientations.			
	25	Add a state registry link to your website. ( <a href="http://www.DonateLifeFlorida.org">www.DonateLifeFlorida.org</a> )			



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	25	Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events and encourage registration. LifeLink can provide example posts, stats, and images.	
	25	Publish donation/transplant articles, with registry link details, in hospital <b>community</b> newsletter or other local print/online publication or forum. LifeLink can provide sample articles or help customize one for your hospital.	
	25	Hold a program with living donors, transplant recipients, donor family members, and/or transplant professionals to talk about the campaign and the importance of donation registration.	
	20	Present at departmental/physician meetings on plans and goal for the campaign. Suggest ways that staff can get involved. Consider inviting a representative from LifeLink/recipient/donor family to speak. (Example: Provide updates at Donation Advisory Council Meetings)	
	20	Utilize hospital's internal media to run campaign PSAs, post e-version of campaign materials, and/or feature short videos on donation and transplantation. Videos provided by LifeLink.	
	20	Add campaign goal challenge marker/barometer to your website and/or post in public area.	
	15	Display campaign posters and table tents with donation information and registry links in hospital's high-traffic public and employee areas including on bulletin boards, in elevators, cafeteria, lobby, and restrooms. LifeLink to provide materials.	
	15	Publish donation and transplantation articles, with registry link <a href="http://www.DonateLifeFlorida.org">www.DonateLifeFlorida.org</a> , in <b>internal</b> hospital newsletters. LifeLink can provide sample articles or help customize one for your hospital.	
	15	Participate in National Blue and Green Day in April 2015.	
	15	Attend Donation Resource Specialist Workshop.	
	15	Create a donation display board.	
	15	Display a marquee outside next to hospital sign.	
	15 per month	Add pro-donation messages to employee pay stubs.	
	15	Allow LifeLink liaisons to round through the hospital with recipients/donor families to discuss the importance of the campaign & donor registration. LifeLink to bring the volunteers through the units.	
<b>Points Total</b>		<b>0 Total New Registrations</b>	<b>0</b>