

Health Resources and Services Administration (HRSA) DoNation Hospital Campaign

Campaign Dates:

- **Summer Activity:** June 1, 2022 - August 31, 2022
- **Active Campaign:** October 1, 2022–April 30, 2022

Campaign Resources: www.lifelinkfoundation.org/hrsadonation

Campaign Overview:

The DoNation Campaign was launched in 2011 and is a national initiative of the U.S. Department of Health and Human Services, Health Resources and Services Administration.

As DoNation partners, hospitals work with their federally designated organ procurement organizations, such as LifeLink® of Florida, to conduct organ and tissue donation registration drives, social media campaigns and other events to raise donation awareness. This campaign is vital to the more than 104,000+ people in the United States awaiting a life-saving organ transplant, and the hundreds of thousands more who could benefit from a life-enhancing tissue transplant.

HRSA, LifeLink and Donate Life Florida, which administers Florida's organ, eye and tissue donor registry, support this program and share best practices for organizing donor awareness and registry enrollment events. Each year, hospitals are provided a turn-key handbook with choices of over 40 materials and ideas to implement. When the campaign concludes for the year, HRSA awards hospitals that reach specified point levels for conducting national best practice activities each spring.

Campaign Goals:

- Increase organ and tissue donation awareness in the hospital and surrounding community.
- Cultivate a hospital culture that incorporates educating and registering potential donors as part of its standard mission.
- Provide organ and tissue donor registration opportunities at local state registries:
 - www.DonateLifeFlorida.org

Recognition:

Campaign participants can earn bronze, silver, gold or platinum recognition levels from HRSA.

More Information:

For details about the DoNation Campaign, contact your LifeLink Hospital Liaison or call the Hospital Development department at 813.804.4474.