



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 agency 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 0915-0373 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, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to HRSA Reports Clearance Officer, 5600 Fishers Lane, Room 14N136B, Rockville, Maryland, 20857 or [paperwork@hrsa.gov](mailto:paperwork@hrsa.gov).

# 2025 DoNation Campaign Scorecard

October 1, 2024 – September 30, 2025



## 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](mailto: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

SECTION 1: DoNation Donor Registration				
Earn points for setting your donor registration goal, for reaching your goal, and for each new donor registration.				
First, connect with your local donation organization partner—organ procurement organization (OPO), Donate Life America (DLA) affiliate, eye, or tissue bank—and set a realistic goal for the number of <b>new donor registrations</b> you want to achieve during the campaign.	Points Per Activity	List Donor Registration Goal Number	TOTAL Donor Registrations Recorded	Total Points
a) Set your goal for number of new <b>donor registrations</b> . (Earn 25 pts for one-time goal setting.)	25			
b) Reach your goal. (Earn 50 pts for <b>reaching or exceeding your goal</b> for total number of new donor registrations recorded.)	50			
c) Earn <b>one point</b> for each <b>new donor registration</b> recorded. (Example: 328 new donor registrations recorded = 328 to be put in "TOTAL Donor Registrations Recorded" column at right. The number entered in that column—328—will automatically go into "Total Points" column.)	1 pt. per each new donor reg.			

SECTION 2: Workplace Communications and Events				
Points Per Activity	Number Completed	Activity		Total Points
50		Host a campaign kick-off event.		
50		Hold donor registry enrollment events.		
25		Send email from CEO or other leaders to all staff, announcing the campaign and registration goal, encouraging participation and registration, providing campaign updates, and including link to state donor registry. <a href="#">See materials here.</a>		
100		Conduct Give 5, Save Lives workplace challenge tactic. <a href="#">See materials and tips here.</a>		
15		Add "DoNation participant" graphic to your email signature block. <a href="#">See materials here.</a>		
15		Add DoNation web badge with link to registry on company intranet. <a href="#">See materials here.</a>		
50		Add DoNation web badge with link to registry on company web page. <a href="#">See materials here.</a>		
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. <a href="#">See materials here.</a>		
10		Email photos of your workplace conducting outreach using DoNation materials to <a href="mailto:DoNation@hrsa.gov">DoNation@hrsa.gov</a> , or share them to the DoNation Campaign Facebook Group. 10 points per photo, up to 100 points.		

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## Workplace

Points Per Activity	Number Completed	Activity	Total Points
15		Include DoNation graphics and information about donation and transplantation, with registry links, in internal newsletters and communications.	
30		Send a letter or email to local vendors and other companies encouraging them to join the campaign.	
75		Coordinate an interdepartmental challenge to see which can get the most donor registrations.	
75		Challenge another workplace or create a competition to see which can earn the most points for activities.	
75		Partner with other workplaces and/or community organizations to run a collaborative campaign.	
75		Contact local media and share the story of your involvement in the campaign.	
5		Share DoNation social media graphics on your own social media platforms. <a href="#">See materials here.</a>	
15		Participate in organ, eye, and tissue donation-themed observances by dressing in clothing or hanging decorations that match the observance colors and encouraging donor registrations.	
25		Include donation education, registry links/opportunities, and information about the campaign and ways to get involved in new employee orientations.	
75		Provide donation information and registration opportunities at <b>community health fairs, local sporting events, or on college campuses</b> . Partner with your local Health Department, mobile screening units, blood centers, and other organizations. [Want to learn more? <a href="#">Find out about these types of activities here.</a> Reach out to your local OPO for ideas and support for implementing within your workplace.]	
40		Hold a <b>donor memorial service</b> , a candle-lighting ceremony, Tree of Life, or other donation celebration. [Want to learn more? <a href="#">Find out about these types of activities here.</a> Reach out to your local OPO or donation organization for ideas and support for implementing within your workplace!]	
25		Hold a donation <b>flag-raising ceremony</b> . [Want to learn more? <a href="#">Find out about these types of activities here.</a> Reach out to your local OPO or donation organization for ideas and support for implementing within your workplace!]	
25		Hold an event to <b>recognize living donors, transplant recipients, donor family members, and/or transplant professionals</b> . Invite your community, staff, and/or clients to learn about the importance of donor registration. Reach out to your local OPO for ideas and support for implementing within your workplace!	
20		Present at <b>company or hospital-wide meetings on campaign plans and registration goals</b> . Suggest ways staff can get involved. Consider inviting a representative from your area donation organization to speak.	
25		Hold a <b>donor honor walk</b> event to honor organ donors and reflect on giving the incredible gift of life. [Want to learn more? <a href="#">Find out about these types of activities here.</a> Reach out to your local OPO or donation organization for ideas and support for implementing within your workplace.]	

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### Workplace

Points Per Activity	Number Completed	Activity	Total Points
50		Participate as a workplace team in a community walk/run promoting organ donation awareness.	
50		Host a donation education program or segment with your local television station.	
100		Collaborate with DoNation partners in your area to develop a conference session on how DoNation has helped engage the community and increase donor registrations.	
25 per		Conduct your own activity (up to 4 different activities). Enter a description of these activities.	

**POINTS TOTAL**

**TOTAL NEW REGISTRATIONS**

Return your completed form to your designated OPO or directly to [Donation@hrsa.gov](mailto:Donation@hrsa.gov).

If you have questions, please contact your OPO or email [Donation@hrsa.gov](mailto:Donation@hrsa.gov).