

Ideas for Action

HOSPITAL CAMPAIGN DONOR REGISTRATION

Consult with your donation organization partner—organ procurement organization (OPO), Donate Life America (DLA) affiliate, or eye or tissue bank—to set a realistic goal for the number of new donor registrations you want to achieve during Phase V.

HOSPITAL COMMUNICATIONS AND EVENTS/ INTERNAL DONOR REGISTRATION INITIATIVES

Hold direct donor registry enrollment events (tabling events) in high-traffic hospital areas.
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 transplant recipient.
Implement Give 5 – Save Lives direct donor registration tactic. See materials and tips here .
Participate in a challenge competition among area hospitals.
Place a campaign web banner and link to the state registry on internal email signatures and web sites for the duration of the campaign.
Enlist hospital auxiliary/volunteers in donation registry/awareness events.
Hold a donor memorial service, candle-lighting ceremony, Tree of Life, or other donation celebration.
Hold a donation flag-raising ceremony for employees. Invite community members.
Send email from hospital CEO/other leaders to all staff—announcing the campaign, encouraging participation and registration, providing campaign updates, and including link to state donor registry.
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.
Include donation education, registry links/opportunities, and information about the campaign and ways to get involved in new employee orientations.
Present at departmental/physician meetings on plans and registration goal of the campaign. Suggest ways that staff can get involved. Consider inviting a representative from your area donation organization to speak.
Utilize hospital's internal media to run campaign PSAs, post e-versions of campaign materials, and/or feature short videos on donation and transplantation. Access videos on organdonor.gov or on HRSAtube .
Add campaign goal challenge marker/barometer to your website and/or post in public area.
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.
Publish donation and transplantation articles, with registry link details, in internal hospital newsletters.
Participate in National Blue and Green Day—April 15, 2016.

COMMUNITY ENGAGEMENT AND EVENTS/ EXTERNAL DONOR REGISTRATION INITIATIVES

Provide donation information and registration opportunities at community health fairs/screening events. Partner with your local Health Department, mobile screening units, blood centers, and other community health organizations.
Partner with your municipality, area colleges/universities, chamber of commerce, local businesses, and fraternal organizations (e.g., veterans, Rotary Club, Kiwanis) to engage new partners in the campaign and help host awareness and donor registry enrollment events.
Partner with local police, firefighters, EMS, and other first responders to engage new partners in the campaign and help host awareness and donor registry enrollment events.
Hold direct donor registry enrollment events (tabling events) in high-traffic areas in the community.
Organize a challenge competition among local medical schools or universities/colleges.
Host a donation education program or segment with your local television station.
Participate as a hospital team in a community walk/run promoting organ donation awareness.
Post donation-related info/story and link to state registry on billboards.
Place an ad/PSA about organ, eye, and tissue donation, with link to state registry, in the local media (news, radio, TV).
Send letter/email from hospital CEO to other hospitals, health organizations, physician practices, or community groups, encouraging them to join the campaign, with links to resources and state registry.
Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events, provide link to state registry, and encourage registration.
Create a pro-donation theme and use in community parade, event, and/or health fair.
Submit a letter to the editor of area publication, urging donation registration and providing state registry link.
Add state registry link to your website.
Publish donation/transplant articles, with registry link details, in hospital community newsletter or other local print/online publication or forum.
Place donation-related posters with state registry details in local businesses.