



Plan Activities, Register Donors, and *Inspire Iowa*

2021 Inspire Iowa Scorecard

Plan your organization's Inspire Iowa Campaign for Donate Life Month and track your activities in this document. The points you accumulate throughout April will determine your level of recognition. Return this form to Iowa Donor Network by May 7, 2021 to receive recognition. Donate Life Month materials (posters, social media posts, current statistics, etc.) are available for download at www.iowadonornetwork.org/professional-partners/inspire-iowa. Contact your IDN representative with questions.

2021 Inspire Iowa Scorecard Points

PLATINUM LEVEL
1000 POINTS

GOLD LEVEL
700 POINTS

SILVER LEVEL
400 POINTS

BRONZE LEVEL
100 POINTS

ORGANIZATION NAME:

CONTACT TITLE:

ORGANIZATION CONTACT:

PHONE NUMBER:

EMAIL:

2021 Inspire Iowa Scorecard

Set the tone of your campaign by setting your goals below. Each new registered donor earns 15 points.

2021 Activity Goal	Section 1: Goal setting	2021 New Registrations Goal
	Set a goal for the number of activity/events you feel you can commit to as well as the number of new registrations you want to reach through your campaign. Earn 15 points per new registered donor.	

# of each activity complete	Points per Activity	Total Points	Section 2: In Your Hospital Activities to Engage and Inspire	New Registrations At Event
	100		Send email from organization's CEO/other leader to all staff, announcing the campaign, encouraging participation and registration, providing campaign updates, and including a link to state donor registry.	
	100		Set up a holiday tree in the hospital lobby. Provide ornaments or tags for people to dedicate to a loved one affected by donation and transplantation and hang on the tree. Hang an ornament for each organ and/or tissue donor your hospital had in 2020 (do not include donor names).	
	100		Make an announcement about Donate Life Month and the importance of donation on the hospital's PA system.	
	100		Participate in National Blue and Green Day and share photos on social media.	
	100		Display campaign posters in high-traffic public and employee areas including on bulletin boards, in elevators, cafeteria, lobby, and restrooms.	
	100		Provide Inspire Iowa t-shirts to staff.	
	100		Hold a fundraiser for Iowa Donor Network (ie: jeans day, Inspire Iowa t-shirt day, etc.).	
	100		Hang signs or create a temporary mural to honor each organ and/or tissue donor at your hospital in 2020 (do not include donor names).	
	100		Share IDN's social media posts from your hospital social media accounts.	
	100		Hold contests for Blue/Green Day.	
	100		Publish donation/transplant articles, with registry link details, in community newspaper or other local print/online publication or forum. A sample press release is available.	
	100		Share and utilize Honor Life with 30 Days of Kindness calendar.	
	100		Have a blue/green theme in the hospital gift shop. Give away Donate Life pins with every purchase.	
	100		Fly the Donate Life flag.	
	100		Hold a donation flag-raising ceremony for employees. Stream live on your social media or record and post the video.	
PAGE 1 TOTAL POINTS:			PAGE 1 TOTAL NEW REGISTRATIONS:	

# of each activity complete	Points Per Activity	Total Points	Section 3: In Your Community Activities to Engage and Inspire	New Registrations at Event
	100		Create signs to place in the yard or landscaping of the hospital to recognize Donate Life Month and celebrate the gift of life. Encourage local businesses to do the same.	
	100		Place an ad/PSA about organ, tissue, and eye donation with a link to the state registry in local media (news, radio, tv).	
	100		Participate in Iowa Donor Network's "Light Up for Life" campaign and light the exterior of your building in green lights for the month of April.	
	100		Add a state registry link to your website. Individuals can register at www.iowaDonorNetwork.org/register .	
	100		Utilize organization'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 IDN's YouTube Channel.	
	100		Send letter/email from organization's President/CEO to hospitals, businesses, schools, organizations or community groups encouraging them to join the campaign, with links to resources and state registry. Encourage them to share posters and flyers.	
	100		Host a donation education program or segment with your local television or radio station.	
	100		Take pictures of your staff celebrating Donate Life Month and share with IDN.	
	100		Include donation information in public-area monitor displays throughout the hospital.	
	100		Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events, provide link to state registry, and encourage registration. Use #InspireIowa2021.	
	100		Partner with local police, fire, and EMS agencies to engage new partners in the campaign.	
	100		Place donation-related posters with state registry details in local businesses.	
	100		Enter a description of one or more of your own activities not listed above:	

**PAGE 2
TOTAL
POINTS:**

PAGE 2 TOTAL NEW REGISTRATIONS:

Total Activity Points:

Total New Registration Points:

Total Activity Points + Total Registration Points = Total Scorecard Points: