



## Plan Activities, Register Donors, and *Inspire Iowa*

### 2019 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 10, 2019 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](http://www.iowadonornetwork.org/professional-partners/inspire-iowa). Contact your IDN representative with questions.

### 2019 Inspire Iowa Scorecard Points

PLATINUM LEVEL  
1000 POINTS

GOLD LEVEL  
500 POINTS

SILVER LEVEL  
300 POINTS

BRONZE LEVEL  
150 POINTS

ORGANIZATION NAME:

CONTACT TITLE:

ORGANIZATION CONTACT:

PHONE NUMBER:

EMAIL:

## 2019 Inspire Iowa Scorecard

*Set the tone of your campaign by setting your goals below. Each new registered donor earns 10 points.*

2019 Activity Goal	Goal setting	2019 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. Utilize Iowa Donor Network's (IDN) Registry App to register people at your event(s). Contact IDN for more details. <b>Earn 10 points per new registered donor.</b>	

# of each activity complete	Points per Activity	Total Points	<h2 style="text-align: center;">Organization Communication and Events</h2>	New Registrations At Event
			Host an Inspire Iowa Campaign kick-off event or other large scale event that is reported by the media. Consider featuring a donor family or recipient.	
			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.	
			Hold a donor memorial service, candle-lighting ceremony, or other donation celebration.	
			Hold a fundraiser for Iowa Donor Network (ie: 5k, casual day/Inspire Iowa t-shirt day, bake sale, etc.).	
			Place an Inspire Iowa web banner and link to IDN registry page on internal emails and website during Donate Life Month.	
			Host donor registration table in high traffic area of hospital. Register donors electronically using your phone, Ipad, or laptop.	
			Hold a donation flag-raising ceremony for employees. Invite community members.	
			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.	
			Include donation education, registry links/opportunities, and information about the campaign and ways to get involved in new employee orientations.	
			Present plans and goal for the campaign at staff/department meetings. Suggest ways that staff can get involved. Consider inviting a representative from IDN to speak.	
			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.	
			Add campaign goal challenge marker/barometer to your website and/or post in public area.	
			Display campaign posters in 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 newsletters.	
			Participate in National Blue and Green Day and share photos on social media.	
<b>TOTAL POINTS:</b>			<b>TOTAL NEW REGISTRATIONS:</b>	

# of each activity complete	Points Per Activity	Total Points	Community Engagement and Events	New Registrations at Event
			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 city, 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 by setting up a registration table in high-traffic areas in the community. Register donors electronically using your phone, Ipad, or laptop at your event(s).	
			Organize a challenge competition among local universities/colleges.	
			Host a donation education program or segment with your local television or radio station.	
			Participate as an organization in a community walk/run promoting organ and tissue donation awareness.	
			Post donation-related info/stories and link to the state registry on billboards.	
			Place an ad/PSA about organ, tissue, and eye donation with a link to the state registry in local media (news, radio, tv).	
			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.	
			Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events, provide link to state registry, and encourage registration. Use #InspireIowa2019.	
			Create a pro-donation theme and use in community parade, event, and/or health fair.	
			Submit a letter to the editor to an area publication, urging donation registration and providing state registry link.	
			Add a state registry link to your website. Individuals can register at <a href="http://www.IowaDonorNetwork.org/register">www.IowaDonorNetwork.org/register</a> .	
			Publish donation/transplant articles, with registry link details, in community newspaper or other local print/online publication or forum.	
			Place donation-related posters with state registry details in local businesses.	
			Enter a description of one or more of your own activities not listed above:	
<b>TOTAL POINTS:</b>			<b>TOTAL NEW REGISTRATIONS:</b>	
<b>TOTAL SCORECARD POINTS:</b>			<b>TOTAL SCORECARD NEW REGISTRATIONS:</b>	