



**Sign up to give the gift of life.**  
Register as an organ, eye, and tissue donor.

WORKPLACE PARTNERSHIP FOR LIFE



## **Backgrounder: Workplace Partnership for Life (WPFL) Hospital Campaign**

*Become a Hospital Campaign Partner and help save lives.*

### **What Is the WPFL Hospital Campaign?**

Launched in June 2011, the WPFL Hospital Campaign brings the public relations and hospital development staffs at organ, eye, and tissue donation organizations together with hospital public relations staff and other employees to increase donor registration within their facilities and local communities.

- Hospitals are a highly credible source for health information and have a unique ability to educate patients, visitors, staff, vendors, and the entire hospital community about the importance of organ donor designation.
- Hospital partners work together to create fun donation registration drives, social media campaigns, and other events to encourage people to register as organ, eye, and tissue donors.
- The national goal is to register 300,000 new donors by ~~April 30, 2012~~.

WPFL is a national initiative that joins the U.S. Department of Health and Human Services with the donation community. Created in 2001, WPFL counts more than 11,000 member companies and organizations.

### **Sign Up. Become a WPFL Hospital Campaign Partner Today.**

Hospitals and other health care institutions, along with national health care organizations and associations, can join and get involved in the WPFL Hospital Campaign as "Hospital Partners" or "National Partners."

- Hospital Partners participate by implementing campaign activities throughout the hospital environment and local community. Such activities include special events, competitions, public relations and social media campaigns, donor registration drives, and poster campaigns to raise awareness about the importance of organ and tissue donation and encourage donation registration.
- National Partners participate by promoting the WPFL Hospital Campaign to their membership and encouraging members to support the campaign.
  - American Hospital Association 
  - American Society of Transplantation 
  - American Society of Transplant Surgeons 
  - Association for Multicultural Affairs in Transplantation 
  - Association of Organ Procurement Organizations
  - Donate Life America

- [Donation and Transplantation Community of Practice](#)
- [Organ Donation and Transplantation Alliance](#)

### **How to Engage Your Hospital Community?**

- Enlist the support and participation of fellow employees and groups within the hospital.
- Contact hospital administration (President and Vice President's Office, Head of Nursing, Communications/Media Relations) to request high-level hospital support of the campaign.
- Partner with your [local organ, eye, and tissue donation organizations](#). They can support your hospital's donor registration efforts with additional ideas, resources, and materials.
- Use the [Hospital Partners Tool Kit](#) materials as guides to support your hospital's campaign.
- Get connected. The WPFL Hospital Campaign's Leadership Team hosts monthly call-in learning and networking sessions for partners to share strategies, successes, and challenges—a key energizing component of the campaign.

### **Materials and Resources**

Check out the WPFL Hospital Campaign Tool Kit, containing a wide array of written and visual materials, including posters and tent cards, web banners, news release templates, public service announcements, e-mails, and letters, along with strategies and suggestions for planning and promoting a successful campaign. For more information, visit [www.organdonor.gov](http://www.organdonor.gov).