



## Plan Activities, Register Donors, and Inspire Iowa to Donate Life

### 2025 Donate Life Month Scorecard

Plan your organization's Donate Life Month Campaign 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 9, 2025 to receive recognition. Donate Life Month materials (posters, social media posts, current statistics, etc.) are available for download at [IowaDonorNetwork.org/dlm](http://IowaDonorNetwork.org/dlm). Contact your IDN representative with questions.

#### 2025 Donate Life Month Scorecard Points

PLATINUM LEVEL  
1000 POINTS

GOLD LEVEL  
700 POINTS

SILVER LEVEL  
400 POINTS

BRONZE LEVEL  
100 POINTS

ORGANIZATION NAME:  
(No Abbreviations)

CONTACT TITLE:

ORGANIZATION CONTACT:

PHONE NUMBER:

DEPARTMENT OR UNIT:

EMAIL:

### 2025 Donate Life Month Scorecard

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

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2025 Activity Goal	Section 1: Goal Setting	2025 Goal: New Donor Registrations
	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. <b>Earn 15 points per new registered donor.</b>	

# of each activity complete	Points per Activity	Total Points	Section 2: Activities to Recognize and Celebrate Donate Life Month	New Donor Registrations At Event
	100		Send email from organization's leader to all staff, announcing the campaign, encouraging participation and registration, providing campaign updates, and including a link to Iowa's donor registry.	
	100		Set up a holiday tree in your space. Provide ornaments or tags for people to dedicate to a loved one affected by donation and transplantation and hang on the tree. Hospitals: Hang an ornament for each organ and/or tissue donor your hospital cared for in 2024 (do not include donor names).	
	100		Make announcements about Donate Life Month and the importance of donation (in a newsletter, for example).	
	100		Participate in National Blue and Green Day and share photos on social media and with IDN staff.	
	100		Display Donate Life Month campaign posters in high-traffic public and employee areas including on bulletin boards, in elevators, cafeteria, lobby, and restrooms.	
	100		Provide Donate Life t-shirts or apparel to staff.	
	100		Hold a fundraiser for Iowa Donor Network (ie: jeans day, organ and tissue donation t-shirt day, etc.).	
	100		Hang signs or create a temporary mural to honor each organ and/or tissue donor at your hospital in 2024 (do not include donor names).	
	100		Share IDN and/or Iowa Lions Eye Bank's social media posts on your hospital/organization media accounts	
	100		Use the supplies provided by IDN to decorate your space for DLM. This year's theme: Let Life Sing!	
	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 the Donate Life Month Spirit Week calendar.	
	100		Have a blue/green theme in the hospital gift shop. Give away Donate Life stickers with every purchase.	
	100		Fly the Donate Life flag.	
	100		Hold a Donate Life flag-raising ceremony. Stream live on your organization's social media or record and post the video.	
<b>PAGE 1 TOTAL POINTS:</b>			<b>PAGE 1 TOTAL NEW REGISTRATIONS:</b>	

# 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 organization 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 <a href="http://www.IowaDonorNetwork.org/register">www.IowaDonorNetwork.org/register</a> .	
	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 #DonateLifelowa2025.	
	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:	
<b>PAGE 2 TOTAL POINTS:</b>			<b>PAGE 2 TOTAL NEW REGISTRATIONS:</b>	
<b>Total Activity Points:</b>				
<b>Total New Registration Points:</b>				
<b>Total Activity Points + Total Registration Points = Total Scorecard Points:</b>				

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