Name of project: Staff Recognition Bulletin Board	
"Thank you to our internal HEROES who make organ donation happen at *So-and-so* Hospital!" Post quotes from both hospital staff and donor families (from surveys) about the good that comes from organ/tissue/eye donation in the hospital. Post photos of various care teams that are involved to showcase that it really *does* take a village to make this happen. Feature a story from a donor family or recipient (and a donor quilt if available) to make it personal. Showcase the prior year's donation results from this hospital. Allow space for a small table with donation information materials.	
Star Power:	*(Check one)* □ 3 Stars (generates media, registry sign-ups and educates people about donation and the registry) □ 2 Stars (generates registry sign-ups and educates people about donation and the registry) □ 1 Star (educates people about donation and the registry)
Planning Time Intensive:	*Approx 2- in person meetings and several emails. Plan to start eight weeks ahead of event.*
Execution Time Intensive:	*The board could remain up as little as week or as long as month. The longer the better!*
Potential costs may include:	• *Marketing production creation time/printing* • *Meeting time for staff involved in the planning/execution*
Number/type of people needed to execute:	• *1 Hospital PR/Marketing staff* • *3 Hospital donation champions/committee members* • *1 UW OTD staff member* • *Hospital IT staff member*
Tool kit items needed:	• *Donor story and photo* • *Donate Life Logo*
OPO involvement may include:	*Participate in planning meetings Supply donor family and hospital staff survey quotes from case follow-up surveys* *Supply hospital donation statistics from prior year* *Supply donation materials for the info table* *Help secure a donation quilt if available*
How to do this idea even BIGGER:	• *Publish an article about the board in the hospital newsletter with donor registry information* • *Have department heads send an email to staff thanking them for their role in saving lives and requesting they sign up as a donor via attached registry URL links* • *Planning Committee invite recognized teams to come to the board for a large-group photo that can be used in future publications*
"Let Life Bloom" Strategy:	*25 pts – Post donation information to hospital bulletins and inside elevators, etc.* *35 pts – Publish article in hospital newsletter w/ registry information.* *15 pts per department – have dept heads send a thank you to staff for their involvement in donation, and encourage them to register as a donor as well as visit the board!*
Other:	

"How to" instructions

Step 1:	*Reserve the bulletin board space in a prominent area of the hospital (lobby, cafeteria, common space).*
Step 2:	*Identify the hospital "teams" that make donation happen – ie: Resource Team, Trauma/ED staff, ICU nursing, Intensivists/Pulmonologists/Neurologists,Cardiologists, RT, Pastoral Care, Lab, Radiology, OR team, Security, etc.*

Step 3:	*Divvy up these groups amongst committee members to target with the following goals:*
Step 4:	*1. Get a photo of teams who participate in working with donors/donor families*
Step 5:	*2. Solicit quotes from members of each team to answer:* • *why they support donation* • *how donation helps families* • *what their involvement in the donation process has meant to them* • *etc.*
Step 6:	*Provide photos and quotes to hospital Marketing / PR committee member in time for creation/production deadline*
Step 7:	*PR to create images and quote blurbs, and table of data with hospital outcomes*
Step 8:	*Committee members schedule setup/takedown of materials on board*
Step 9:	*Take pictures of the board, including pics of committee working on it / showcasing it.*
Step 10:	*Store materials for future use in a safe/dry place.*