



## 2020 Donate Life Pennsylvania College Challenge Program Rules and Regulations

### Registration

Organizations participating in the Donate Life Pennsylvania (DLPA) College Challenge will be required to complete a registration form no later than January 31, 2020 (the last day to register). There is no fee to register for the DLPA College Challenge.

Please note that all challenge entries become property of DLPA, the Center for Organ Recovery & Education (CORE) and Gift of Life Donor Program upon submission, allowing for the repurposing and/or sharing of any deliverables by way of social platforms, media, etc. for future outreach opportunities. By submitting an entry, organizations are agreeing that they both understand and accept these terms.

### [DOWNLOAD CHALLENGE REGISTRATION FORM](#)

### Budget

Students will not be held to a budget; however, their respective organization will be responsible for funding any and all efforts. DLPA, CORE and Gift of Life Donor Program will provide each participating organization with educational resources and creative assets to use during the competition.

### Deadlines

Deadlines for the 2020 competition are as follows:

**Registration Deadline:** January 31, 2020

**Competition Start:** February 14, 2020 (National Donor Day)

**Competition End:** National Blue and Green Day, April 2020 (official date TBA)

**Awards announcement:** April 20, 2020

### Scoring

All participating organizations must plan and execute grassroots campus outreach efforts from February 14 through April 2020 — aligning with Donate Life America's National Donor Day and National Blue & Green Day. All outreach activities must be submitted with appropriate supporting documentation, which may include photos or a flyer from an event, a screen shot of a social media post, or proof of fundraising dollars, to accurately depict completion of activities. Submissions must be made through the DLPA College Challenge mobile app, by completing the "Submit an Activity" form.

As part of the DLPA College Challenge, participating organizations will not only be challenged to raise awareness of organ and tissue donation, but will also look to register as many new donors as possible during the competition by driving people to the [PennDOT registration site](#).

Points can be earned in the following ways:

1. **Donor Designation Drive:** 20 points

*Host a table on campus with materials to educate, raise awareness and register new donors.*

2. **Special Event:** 25 points

*Take your donor drive one step further — a special event is considered an activity with heightened awareness, participation and engagement. This event must have features that are elevated beyond just a tabling event, for example, include a speaking opportunity, audience participation, media coverage, craft/game, etc.*

3. **Social Media Post:** 5 points per post (50 points maximum)

*Five points may be awarded for each unique social media post on an organization's social media page, with 50 points being the maximum number of points able to be earned from posting. The post must serve the purpose of increasing awareness of organ donation through a positive tone. You must use the hashtag #DLPACollegeChallenge.*

4. **New Donor Registration:** 5 points

*Five points will be earned for each new organ donor registered. Please keep a running count of new donors you register. The honor system will be enforced when entering your final number of total registered donors during the competition in the app.*

### Prizes

Prize allocations will be mailed to the respective organizations via check in the following monetary denominations:

**First prize:** \$1,000

**Second prize:** \$500

**Third prize:** \$300

Organizations that win the DLPA College Challenge prizes are still eligible to win the following bonus prize for registering the most organ and tissue donors:

**Most donor designations bonus:** \$500

### National PRSSA Challenge

In partnership with the National Organ Donor Awareness Competition (NODAC), any PRSSA chapter participating in the DLPA College Challenge is also eligible to submit their campaign to the national competition for a chance to win additional cash prizes. If you wish to participate in NODAC, DLPA will cover the \$25 entrance fee. Please email [Kathryn.Britt@tierneyagency.com](mailto:Kathryn.Britt@tierneyagency.com) **no later than Friday, February 14** to let us know if we need to send payment. Chapters who plan to submit their campaign to NODAC are responsible for keeping track of additional rules, deadlines and entry packets. For more information on NODAC and how to register, visit [rowanprssa.org/nodac.html](http://rowanprssa.org/nodac.html).

### Questions

For any outstanding inquiries, please reach out to the below designated contact:

#### Western PA contact

Allegheny, Armstrong, Beaver, Bedford, Blair, Bradford, Butler, Cambria, Cameron, Clarion, Clearfield, Crawford, Elk, Erie, Fayette, Forest, Franklin, Fulton, Greene, Huntingdon, Indiana, Jefferson, Lawrence, McKean, Mercer, Potter, Somerset, Venango, Warren, Washington and Westmoreland counties

- **Nancy Stiger**, Center for Organ Recovery & Education, [nstiger@core.org](mailto:nstiger@core.org)

#### Eastern PA contacts

Adams, Berks, Bucks, Carbon, Centre, Chester, Clinton, Columbia, Cumberland, Dauphin, Delaware, Juniata, Lackawanna, Lancaster, Lebanon, Lehigh, Luzerne, Lycoming, Mifflin, Monroe, Montgomery, Montour, Northampton, Northumberland, Perry, Philadelphia, Pike, Schuylkill, Snyder, Sullivan, Susquehanna, Tioga, Union, Wayne, Wyoming and York counties

- **Taylor Feldschneider**, Gift of Life Donor Program, [tfeldschneider@donors1.org](mailto:tfeldschneider@donors1.org)
- **Dwendy Johnson**, Gift of Life Donor Program, [djohnson@donors1.org](mailto:djohnson@donors1.org)

### **About Donate Life PA**

Donate Life Pennsylvania is a collaborative initiative between the Pennsylvania Departments of Health, Education and Transportation and Pennsylvania's two organ procurement organizations, the Center for Organ Recovery & Education (CORE) and Gift of Life Donor Program (GOL). It is funded by residents of Pennsylvania through voluntary contributions included with driver's license renewals, vehicle registrations and state income tax filings, or through direct check donations to the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund in care of the Pennsylvania Department of Health. Trust Fund contributions are used to educate Pennsylvanians, build awareness about the importance of organ & tissue donation and increase the number of people who sign up to become organ donors on their driver's license or state identification cards. More information is available at <https://www.donatelifepa.org/> or <https://www.facebook.com/donatelifepennsylvania>.

### **About the Center for Organ Recovery & Education (CORE)**

The Center for Organ Recovery & Education (CORE) is one of 58 federally designated not-for-profit organ procurement organizations (OPOs) in the United States, serving more than five million people in western Pennsylvania, West Virginia and Chemung County, NY. CORE coordinates the recovery and matching of organs, tissues and corneas for transplant within our service region and works tirelessly to create a culture of donation within the hospitals and communities we serve. CORE's mission is to save and heal lives through donation, ultimately ending the deaths of those on the transplant waiting list, while maintaining integrity for the donation process, dignity for the donors, and compassion for their families.

### **About Gift of Life Donor Program (GOL)**

Gift of Life Donor Program is the non-profit, federally-designated organ procurement organization, serving 11.2 million people across the eastern half of Pennsylvania, southern New Jersey and Delaware. Its annual donation rate ranks among the highest in the world. Since 1974, Gift of Life has coordinated more than 46,000 life-saving organs for transplant, and approximately one million tissue transplants have resulted from the generosity of donors and their families. One organ donor can save the lives of up to eight people, and a tissue donor can enhance the lives of more than 75 others. For more information or to register, [visit donors1.org](http://visitdonors1.org).