

HEROES FOR HOPE



MISSION MAP 2020

Complete activities to earn points and achieve levels!

Platinum = 100 pts.
 Gold = 75 pts.
 Silver = 50 pts.
 Bronze = 25 pts.

Complete this activity on your own!

Resource available on HeroesForHopeAZ.org!

Earn more points by completing this activity more than once!


YOUR ORGANIZATION'S PERSONALIZED REGISTRATION LINK: www.DonateLifeAZ.org/ _____









This link pre-selects your organization in the online form so all registrations are counted toward your organization! If you have questions, please contact your Donor Network of Arizona coordinator or Miranda.Reddy@dnaz.org.

POINTS	POINTS COMPLETED	COMMUNICATION AND SOCIAL MEDIA
1 point per post <i>5 points max</i>		Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to share your participation in Heroes for Hope. Post your organization's personalized registration link and encourage registration. Include fun photos from your event to grab your followers' attention! Tag @donatelifeaz!
1 point		Change your personal and/or organizational Facebook cover photo.
10 points		Help gain positive coverage about donation in the media! There are many ways you can do this, and we understand earning media coverage is never a guarantee. To complete this activity, try one of the following examples or connect with your media department for other ideas: <ul style="list-style-type: none"> - Pitch donation/transplant articles with your organization's personalized registration link to local print/online publication or forums. Consider featuring a donor family and/or transplant recipient. - Submit a letter to the editor of an area publication, urging donation registration and providing your organization's personalized registration link. - Put your media department in touch with media@dnaz.org to collaborate!
5 points		Create a short video on donation and transplantation. Example: work with hospital staff to make a video disproving common donation myths.
2 points		Publish donation and transplantation articles, with your organization's personalized registration link details, in internal newsletters, intranet or message boards.
2 points		Add your personalized registration link to your organization's website.
2 points		Display flyer advertising your event(s) in high-traffic public and employee areas, including in elevators, cafeteria, lobby and restrooms.
2 points		Display your leadership poster in a high-traffic public or employee area.

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POINTS	POINTS COMPLETED	COMMUNICATION AND SOCIAL MEDIA
2 points		Add campaign goal marker/barometer tracking your Mission Map points progress to your website and/or post in public and/or staff area.  
5 points per email <i>15 points max</i>		Send email(s) from hospital CEO/other leaders to staff, announcing the campaign, encouraging participation and registration, providing campaign updates and including organization's personalized registration link.  
1 point per text/email <i>5 points max</i>		Text or email friends, family and/or co-workers your organization's personalized registration link.   
1 point		Place a campaign web banner and your personalized registration link on internal email signatures and web sites for the duration of the campaign. 

POINTS	POINTS COMPLETED	EVENTS AND COMMUNITY OUTREACH
2 points		Meet others who are participating and learn about the challenge! Attend the kickoff breakfast Thursday, Feb. 13. Can't make it? Join the webinar on Feb. 19.
2 points		Download and use the Swipe to Donate Life app to register and reaffirm people on behalf of your organization. Send your full name and email to Ashley.Siegel@dnaz.org for download instructions. 
15 points		Hold a donor registry drive (tabling event) in a high-traffic area.  
10 points		Hold a donation flag-raising ceremony for employees. Increase the impact by inviting community members. 
1 point		Discuss Heroes for Hope at a department and/or committee meeting. Share your goals with the group! 
5 points		Review the educational PowerPoint at www.HeroesforHopeAZ.org/resources . Then show how much you know by completing the quiz!  
10 points		Hold a donor memorial service, candle-lighting ceremony, honor walk, Tree of Life or other donation celebration.
5 points per rounding <i>10 points max</i>		Round units with a Donate Life cart to encourage staff registrations. Include Donate Life swag, registration cards, treats, etc. Try doing a rounding for both day and night shift! 
5 points		Provide donation information and registration opportunities at community health fairs/screening events. Partner with local blood centers, mobile screening units, health department offices and other community health organizations.
5 points		Partner with your municipality, chamber of commerce, local businesses and fraternal organizations (e.g., veterans, Rotary Club, Kiwanis) to engage new partners and help host donor registration drive(s).

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POINTS	POINTS COMPLETED	EVENTS AND COMMUNITY OUTREACH
5 points		Partner with local police, firefighters, EMS and other first responders to engage new partners and help host donor registration drive(s).
1 point		Participate as a hospital team (or individual) in a community walk/run promoting organ donation awareness. You can wear your Heroes for Hope shirts to show your support for the gift of life! (e.g. Liver Life Walk, Kidney Walk, Laura's Run, Pat's Run, March for Babies, etc.) 
1 point		Place donation-related posters with your organization's personalized registration link in local businesses. (e.g. coffee shop, library, grocery store, etc.) 
1 point		Host a meeting, event, lunch, etc. with transplant recipients, donor family members, transplant professionals and/or living donors to talk about the campaign and the importance of donation registration.

POINTS	POINTS COMPLETED	DONATION PRIDE
2 points		Participate in National Blue and Green Day Friday, April 17. Not sure how to participate? Try encouraging staff to wear blue and green, decorate their workspace, hand out blue and green treats, etc. Optional: enter Donate Life America's photo contest at www.donatelife.net/blue-green-day .
2 points		Brainstorm ideas! Host a planning meeting at your organization.
2 points		Wear your Heroes for Hope shirts and post a group picture online.
2 points		Create a photo opportunity with a fun backdrop.
2 points		Decorate a nurses' station, cafeteria, hallway or other area. Optional: hold a competition between units to see who can be the most creative!
2 points		Create your own decorative registration boxes. Optional: hold a competition between units to see who can be the most creative!
2 points		Hand out donation-themed treats or giveaways.
2 points		Complete one of your own activities not listed above.

POINTS	POINTS COMPLETED	REGISTRATION GOAL
25 points*		<p>Hit your goal for new registrations!</p> <p><i>*Completion of registration goal is required to achieve Platinum level</i></p> <p>New registration goals:</p> <ul style="list-style-type: none"> Small hospital (< 200 beds) - 10 new registrations Medium hospital (200 - 500 beds) - 25 new registrations Large hospital (501+ beds) - 50 new registrations. <p>Not a hospital? Set a goal with your Donor Network of Arizona coordinator.</p>

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THANKS FOR BEING A HERO!

Full Name:

Organization:

Email:

**TOTAL POINTS
COMPLETED:**

Platinum = 100 pts. Gold = 75 pts. Silver = 50 pts. Bronze = 25 pts.

**Completion of registration goal is required to achieve Platinum level*

**LEVEL
ACHIEVED:**

FINAL STEP:

Click the button below to submit your completed Mission Map by May 6.
Have questions? Reach out to your hospital coordinator or email
Miranda.Reddy@dnaz.org.

SUBMIT