



**2021 *Students Save Lives* Gift of Life College Challenge
Regulations and Submission**

COLLEGE CHALLENGE REGISTRATION

Organizations participating in *the Students Save Lives* Gift of Life College Challenge will be required to complete a registration form no later than **February 1, 2021 (the last day to register)**. There is no fee to register for the *Students Save Lives* Gift of Life College Challenge.

Please note that all challenge entries become property of 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.

[CLICK HERE FOR CHALLENGE REGISTRATION FORM](#)

All participating organizations must plan and execute virtual/ grassroots campus outreach efforts from February 14 through April 18, 2021 —aligning with

Donate Life America's National Donor Day, February 14, 2021
National Blue & Green Day, April 16, 2021

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.

As part of the 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 Gift of Life Donor Program website www.donors1.org

DEADLINES

Deadlines for the 2021 competition are as follows:

Registration Deadline: February 1, 2021

Competition Start: February 14, 2021 (National Donor Day)

Competition End: April 18, 2021

Submissions Due: April 26, 2021

Awards announcement: May 5, 2021

BUDGET

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

SCORING AND SUBMISSION

Must be made through Gift of Life Donor Program – [Dropbox Folder](#), no later than **Monday, April 26, 2021**

Submission should be no longer than 2 - pages include the following information:

- **Introductory:** Summary of your Challenge
- **College Challenge Overview and Objectives:** Include goal, objectives and planning
- **Execution:** How the college challenge was carried out
- **Evaluation/Results and Scorecard:** What results were achieved

Scorecard/ Points can be earned in the following ways:

1. **Donor Resignation Drive (20 points)**

Host a table or virtual donor designation drive 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. Please tag Gift of Life @donors1 and keep screenshot records of each post to submit with your overall submission.

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. [RegisterMe.org/studentssavelives](https://www.registerme.org/studentssavelives). The honor system will be enforced when entering your final number of total registered donors during the competition.

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 *Students Save Lives* Gift of Life 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 – for each new organ donor registered
RegisterMe.org/studentssavelives.

QUESTIONS outstanding inquiries email students@donors1.org

- **Dwendy Johnson**, Gift of Life Donor Program, djohnson@donors1.org
- **Todd Franzen**, Gift of Life Donor Program, tfranzen@donors1.org

National PRSSA Challenge

In partnership with the National Organ Donor Awareness Competition (NODAC), any PRSSA chapter participating in the *Students Save Lives* Gift of Life College Challenge is also eligible to submit their campaign to the national competition for a chance to win additional cash prizes. 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.

Gift of Life Donor Program

Gift of Life Donor Program is the non-profit, federally-designated organ procurement organization, working with 128 acute care hospitals and 15 transplant centers to serve 11.2 million people in the eastern half of Pennsylvania, southern New Jersey and Delaware. Thanks to its compassionate community, for the past 12 years, Gift of Life has coordinated the most life-saving organs for transplant in the United States. Its annual donation rate ranks among the highest in the world. Since 1974, Gift of Life has coordinated more than 50,000 life-saving organs for transplant, and approximately 1.5 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 improve the lives of more than 75 others. For more information or to register, visit donors1.org.