



Uniting Oklahoma's workforce for organ, eye and tissue donation.

 A LIFESHARE INITIATIVE

CAMPAIGN TOOLKIT

Your guide to engaging your employees in the lifesaving mission of organ, eye and tissue donation.



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ABOUT THE CAMPAIGN

Give Life OK is a year-round workplace partnership campaign led by LifeShare Oklahoma to inspire organizations to support organ, eye and tissue donation.

Running annually from **May 1 – April 30**, the campaign empowers workplaces to:

- Educate employees about donation
- Encourage donor registration
- Honor donors, recipients and their families
- Engage in meaningful, mission-driven activities

At the end of the campaign, awards are given based on total points—recognizing workplaces making a lifesaving impact.

April (Donate Life Month) serves as the final push for engagement, and award winners are celebrated at the kickoff of the following campaign year.

Register for **Give Life OK** here to receive your official scorecard and get in touch with your LifeShare contact.



WHY SHOULD YOU JOIN?

Participating in [Give Life OK](#) allows your organization to:

- **Save lives** by increasing donor registrations
- **Engage employees** in a meaningful, purpose-driven initiative
- **Strengthen company culture** through shared impact
- **Gain recognition** as a community leader
- **Honor those impacted** by donation and transplantation
- **Build partnerships** with other mission-driven organizations

This is more than a campaign — it's a chance to create a lasting legacy.



**Think you're too old or too sick to make a difference? Think again.
The truth: donors of all ages can make an impact.
In fact, the oldest organ donor was 100 years old.**

FAQs

Who can participate?

Any workplace, organization or company in Oklahoma.

Is there a cost to join?

No—participation is free.

How do we earn points?

Points are earned by completing activities across three categories:

Foundation, **Awareness**, and **Engagement**. Ideas for activities are listed on the scorecard.

How are winners determined?

Organizations are recognized based on total points accumulated throughout the campaign year.

When are awards given?

Awards are presented at the kickoff of the next campaign year (May).

Can we create our own activities?

Yes! Custom activities are encouraged and can be submitted for points.



ABOUT THE SCORECARD

Organizations participating in **Give Life OK** earn points across three key categories designed to guide your impact throughout the campaign year:

Foundation

This category focuses on building a solid foundation for your campaign. From enrolling and setting goals to engaging with LifeShare and launching internally, these actions help position your organization for success from day one.

Awareness

Awareness activities are all about education and visibility. Whether through in-person events or digital outreach, these efforts help inform employees and your community about the importance of organ, eye and tissue donation—and how they can take action.

Engagement

This category brings your campaign to life through meaningful participation. From events and challenges to community involvement and recognition opportunities, engagement activities deepen connection to the mission and drive lasting impact.

View the Full Rubric & Scorecard

For a complete list of eligible activities and to track your points throughout the campaign, access the full rubric and scorecard by visiting LifeShareOklahoma.org/Give-Life-OK.

What is the Give Life OK Scorecard?

The **Give Life OK Scorecard** is a tool that outlines eligible campaign activities and their corresponding point values. Use it to track your organization's participation, measure your impact, and monitor progress toward recognition levels throughout the campaign year.

ABOUT THE SCORECARD

When are scorecards due?

Project deadline is **April 30** at the end of the campaign year. Scorecards must be submitted to LifeShare representative by **May 15** to be recognized for your efforts to save lives. You are encouraged to update and submit your progress on a rolling basis to stay on track and maximize your points.

How do we earn points?

Organizations earn points by completing activities listed on the scorecard, all designed to increase awareness and inspire organ, eye and tissue donor registrations within your workplace and community.

Can activities be repeated?

Yes! Activities can be repeated for additional points. Simply track how often each activity is completed to reflect your full level of engagement.

What if we have ideas not listed on the scorecard?

We encourage creativity. Organizations may submit custom activities that align with the mission of **Give Life OK**. A designated section in the scorecard allows you to describe and track these efforts, with opportunities to earn additional points.

How do we submit our scorecard?

At the end of the campaign year—or anytime you are ready to report progress—submit your completed scorecard to your LifeShare Oklahoma contact. Our team will review submissions and ensure your organization receives proper recognition.



TIPS FOR SUCCESS

*Addie, Donor Family and
Teen Board Member*

Start with a solid foundation

The more awareness and education you provide, the greater your impact. Focus first on building understanding—this naturally leads to increased donor registrations.

Keep the mission at the center

Organ, eye and tissue donation impacts real people every day. Bring the mission to life by inviting a LifeShare volunteer to share their story and use pre-made videos and social content to highlight those directly impacted.

Leverage urgency and friendly competition

Create momentum with time-based challenges or internal competitions. Whether it is a 24-hour registration push or a department vs. department challenge, a little urgency can drive big results.

Think beyond your workplace

Expand your reach by encouraging employees to talk with family and friends. Engage visitors, clients, and your broader community by hosting public registration or information tables.

Making it part of your culture year-round

Give Life OK is not just a one-month initiative. Continue sharing, educating, and engaging beyond milestones or goal completion. When donation becomes part of your everyday culture, participation feels less like a task—and more like a reflection of your organization's purpose and values.

ENGAGING EMPLOYEES

Make participation easy, meaningful, and fun:

- **Share real stories** of donors and recipients
- **Host interactive events** (not just informational)
- **Offer incentives** or friendly competition
- **Encourage** team-based participation
- **Highlight employee** involvement internally
- **Provide simple ways** to register as a donor



Rosa, with a photo of her daughter, Jazmyne, donor hero.

ENGAGEMENT CALENDAR

May

- **Older Americans Month** → Emphasize that it is never too late to register as a donor
- **AANHPI Heritage Month** → Highlight the importance of diverse donor representation
- **Mother's Day** → Focus on family-centered storytelling and legacy
- **Ideas:** Campaign kickoff, goal setting, family-focused messaging, donor registration push

June

- **Men's Health Month** → Spotlight the need for more males to register as donors
- **Father's Day** → Connect donation to generational impact and family health
- **Ideas:** Host a STEM father/son activity with hands-on activities about donation

July

- **Independence Day** → "Freedom to live" theme tied to transplantation
- **Ideas:** Patriotic campaigns, community outreach, social media engagement

August

- **National Minority Donor Awareness Month** → Focus on health disparities and the need for diverse donors
- **Back-to-School Season** → Reach new employees, interns and families
- **Ideas:** Educational events, lunch & learns, internal awareness campaigns

September

- **National Hispanic Heritage Month (Sept. 15 – Oct. 15)** → Celebrate culture while raising awareness about donor needs
- **Labor Day** → Recognize workplace impact
- **Ideas:** Registration drives, cultural storytelling, workplace challenges

ENGAGEMENT CALENDAR

October

- **Health Literacy Month** → Educate employees on donation facts
- **Halloween** → Fun, themed engagement (“Life is sweet—register to be a donor”)
- **Ideas:** Wellness campaigns, themed events, internal competitions

November

- **Eye Donation Month** → Raise awareness about cornea and eye tissue donation
- **National Donor Sabbath** → Connect donation with faith and values
- **Giving Tuesday** → Promote donor registration as an act of generosity and make a contribution to the Lifeshare Foundation
- **Ideas:** Gratitude campaigns, donor recognition, faith-based outreach

December

- **Holiday Season** → Emphasize generosity and the gift of life
- **Ideas:** Year-end giving, storytelling, employee recognition, donation messaging

January – New Beginnings

- **New Year's Day** → Encourage donor registration as a resolution
- **Ideas:** Recommit to goals, relaunch internal efforts, registration push

February

- **Black History Month** → Raise awareness about disparities and donor diversity
- **National Donor Day (Feb. 14)** → “Share the love, give life” messaging
- **American Heart Month** → Connect heart health to transplantation

ENGAGEMENT CALENDAR

March

- **National Kidney Month** → Highlight the greatest need on the transplant waiting list
- **Women's History Month** → Spotlight women in transplantation and medical advances
- **First Day of Spring** → "Celebrate the gift of life" seasonal messaging
- **Ideas:** Educational campaigns, speaker events, final push preparation

April

- **National Donate Life Month** → Full campaign activation
- **Blue & Green Spirit Week** → Employee engagement and visibility
- **Blue & Green Day** → Social sharing and workplace participation
- **National Pediatric Transplant Week** → Share powerful pediatric stories
- **Donor Remembrance Day (April 30)** → Honor donor heroes
- **Major events** and registration drives
- **Flag raisings** and recognition ceremonies
- **Social media** campaigns and storytelling
- **Final scorecard** push and celebration

Ongoing Opportunities (Year-Round)

- **Employee onboarding** & benefits enrollment
- **Volunteer speakers** (donor families, recipients, living donors)
- **LifeShare tours** and webinars
- **Social media** storytelling
- **Internal recognition** and milestone celebrations

WORKPLACE CHALLENGE IDEAS

- **Department vs. department** competition
- **"Register to Give Life" challenge** – give every employee a 5-minute break to register as an organ, eye and tissue donor
- **Blue & Green Week** spirit contest
- **Wellness + donation** awareness challenge
- **Volunteer hours** challenge
- **Social media** engagement contest
- **Donation trivia** or lunch & learn series

*LifeShare Volunteers
Becky, Mark and Lori*



PRINT & DIGITAL RESOURCES

*Baylor,
Liver Recipient*



The [Give Life OK Resource Hub](#) is your one-stop destination for everything you need to successfully plan, promote, and execute your campaign.

Inside the hub, you will find a full suite of turnkey materials designed to make participation simple while ensuring a cohesive and impactful message across your organization.

Digital Resources

- Turnkey press release for campaign launch
- Social media graphics and ready-to-use content
- Web banners for internal and external platforms
- Email templates for employee communications
- Email signature graphics to showcase participation
- Educational and Testimonial Videos



Print Materials

- Posters for workplace display
- Flyers for events and information tables
- Rack cards for easy distribution



Whether you are hosting an event, sending an internal email, or launching a social campaign, the [Give Life OK Resource Hub](#) provides everything you need to educate, engage and inspire—without starting from scratch.

Access the Resource Hub:

LifeShareOklahoma.org/Give-Life-OK-Resource-Hub

RECOGNITION

[Give Life OK](#) celebrates participating workplaces each year for their commitment to saving lives through organ, eye and tissue donation.

Organizations earn recognition based on their total scorecard points and are awarded one of four levels: **Bronze, Silver, Gold, or Platinum.**

After submitting your final scorecard at the end of the campaign year to your LifeShare contact, your organization will receive a recognition package designed to help you celebrate and share your impact, including:

- **A turnkey press release** to announce your achievement
- **Social media graphics** to highlight your participation and award level
- **A commemorative plaque** with space to add a new marker each year you are recognized

This ongoing recognition allows your organization to showcase its commitment year after year—building a visible legacy of impact within your workplace and community. Whether you are just getting started or reaching Platinum status, every level represents meaningful action toward giving more Oklahomans the gift of life.

Are you ready to help save lives and inspire hope? Register for [Give Life OK](#) here to receive your official scorecard and get in touch with your LifeShare contact.





THANK YOU

GiveLifeOK

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 A LIFESHARE INITIATIVE

405-840-5551

LifeShareOklahoma.org/Give-Life-OK