



2018 College Outreach Program Rules and Regulations

Submission

Chapters participating in the DLPA Registration Challenge will be required to submit an awards package to Rowan University's Public Relations Student Society of America (PRSSA) per its pre-established guidelines.

While the National Organ Donor Awareness Competition (NODAC) submission entry packages will continue to be mailed in hard-copy form to Rowan University's PRSSA chapter for judging, DLPA Registration Challenge submissions are to be uploaded electronically using the submission form on the DLPA Registration Challenge webpage.

Please note that all entries become property of DLPA 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, chapters are agreeing that they both understand and accept these terms.

Budget

Students will not be held to a budget; however, their respective PRSSA chapters will be responsible for funding any and all efforts.

The entrance fee for NODAC 2018 is \$25 per chapter, which will be covered by DLPA for any participating Pennsylvania chapters. There will be no additional fee to enter the DLPA Registration Challenge.

Deadlines

Deadlines for the 2018 competition are as follows:

- **Registration:** March 31, 2018
- **NODAC submission:** May 10, 2018
- **DLPA PA addendum submission:** May 10, 2018
- **Awards announcement:** TBD

Judging

Judging will be based on credentials that have been established by the [Rowan University PRSSA chapter](#). In alignment with these guidelines, all participating chapters

will plan for and execute grassroots campus outreach efforts from April 1 through April 30, 2018 — aligning with National Donate Life Month. While chapters may promote any portion of their campaign prior to April, at a minimum, a single-day event must be held within this time frame.

As part of the DLPA Registration Challenge, participating state chapters will not only be challenged to raise awareness of organ and tissue donation, but will also look to register as many residents as possible during the month of April. All Pennsylvania residents will need to be registered through the state-specific [PennDOT online portal](#), directing any non-Pennsylvania residents to the [Donate Life America national registry](#). While this ask will not be the sole determinant of placing, it will be taken into consideration as part of the overall prize distribution.

Another aspect of the DLPA Registration Challenge will be to promote and raise monetary funds for [the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund](#). Again, this will not be the sole judging consideration but will certainly be reviewed while determining the winning chapters. The collection of funds will be handled by DLPA's advertising agency, Pavone Marketing Group. Checks should be made payable to the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund and can be mailed to the following address:

Pavone
1006 Market Street
Harrisburg, PA 17101

A more comprehensive judging scorecard for the Pennsylvania addendum can be downloaded in PDF form on the DLPA Registration Challenge webpage.

Prizing

Based on the previously referenced judging criteria, winners of the statewide addendum will be chosen independently from NODAC award recipients. These prize allocations will be mailed to the respective chapters via check in the following monetary dominations:

- **First prize:** \$700
- **Second prize:** \$500
- **Third prize:** \$300

Chapters that win the DLPA Registration Challenge prizes are still eligible to win the national NODAC prizes, which are as follows:

- **First prize:** \$400
- **Second prize:** \$300
- **Third prize:** \$200
- **Honorable mention:** \$100

Questions

Should questions arise, please first visit these helpful DLPA online resources:

- [Registration](#)
- [Donation Facts](#)
- [Myths & Misconceptions](#)
- [Why Donate](#)

For any outstanding inquiries, you are welcome to reach out to one of the following DLPA team members.

Western Pennsylvania contact:

- **Contact name:** Francesca Ferrante
- **Email:** fferrante@core.org

Eastern Pennsylvania contact:

- **Contact name:** Taylor Feldschneider
- **Email:** tfeldschneider@donors1.org

Territories are split between western and eastern parts of the state by respective organ procurement organization (OPO). Click [here](#) for a county-by-county breakdown.

About Donate Life Pennsylvania

Donate Life Pennsylvania is a collaborative initiative between the Pennsylvania Departments of Health, Education and Transportation and Pennsylvania's two OPOs, 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 and 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 donatelifepa.org or facebook.com/donatelifepennsylvania.

About CORE

CORE is one of 58 federally designated not-for-profit OPOs in the United States. CORE works closely with donor families and designated health care professionals to coordinate the surgical recovery of organs, tissues and corneas for transplantation. CORE also facilitates the computerized matching of donated organs and placement of corneas. With headquarters in Pittsburgh and an office in Charleston, West Virginia, CORE oversees a region that encompasses 155 hospitals and almost six million people throughout western Pennsylvania, West Virginia and Chemung County, New York.

About GOL

Since 1974, Gift of Life has coordinated more than 46,000 organs for transplant and

approximately one million tissue transplants that have resulted from Gift of Life donors. One organ donor can save the lives of up to eight people, and a tissue donor can enhance the lives of up to 75 others. For more information or to register, visit donors1.org.