



## Donate Life Pennsylvania College Challenge 2026 Regulations and Submission

### **COLLEGE CHALLENGE REGISTRATION**

Organizations participating in the Donate Life Pennsylvania (DLPA) College Challenge will be required to complete a registration form no later than **February 14, 2026 (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 agree that they both understand and accept these terms.

**[CLICK HERE FOR DLPA CHALLENGE REGISTRATION FORM](#)**

All participating organizations must plan and execute virtual/grassroots campus outreach efforts from **March 1 through April 30, 2026** —aligning with: **National Blue & Green Day, April 11, 2026**

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 be challenged to raise awareness of organ and tissue donation and register as many new donors as possible during the competition by driving people to **<https://donatelifepa.org/student-registration/>**

### **WHO CAN PARTICIPATE?**

We encourage all organizations, courses, and PRSSA Chapters to participate in this campaign. This will reach students from different backgrounds and fields of study.

Participants can be from:

- PRSSA Chapters
- Marketing, communication, nursing, healthcare, or other classes
- College-recognized clubs and organizations, including Greek organizations

## **TIMELINE FOR 2026 COMPETITION ARE AS FOLLOWS:**

Deadlines for the 2025 competition are as follows:

- Registration Opens:** November 1, 2025
- Registration Deadline:** Saturday, February 14, 2026
- Competition Start:** Sunday, March 1, 2026
- National Donate Life Month:** April 1-April 30, 2026
- Competition End:** Thursday, April 30, 2026
- Submissions Due:** Friday, May 8, 2026
- Awards announcement:** Friday, May 22, 2026

## **BUDGET**

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

## **SCORING AND SUBMISSION**

Must be made through the DLPA submission form. For questions, email [dlpa@thebravogroup.com](mailto:dlpa@thebravogroup.com). Submissions may not be sent later than **Friday, May 8, 2026**.

Submission/Campaign Report should be no longer than 2-pages\* and 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 Registration Drive (20 points per drive)**  
*Host a table or virtual donor registration drive on campus with materials to educate, raise awareness and register new donors.*
  2. **Special Event (25 points per event)**  
*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 but 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 DLPA and keep screenshot records of each post to submit with your overall submission.*
  4. **New Donor Registration (5 points per new donor registered)**  
*Five points will be earned for each new organ donor registered. Please keep a running count of new donors you register using the [student registration form](#). This link can be shared throughout your campaign. The honor system will be enforced when entering your final number of total registered donors during the competition.*

**\*No evidence, no points!**

Proof (i.e., photos/videos) is required to be counted for points. 2-page limit *does not* include photos.

## **PRIZES**

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

**Eastern PA Winner:** \$2,500

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**Eastern PA Honorable Mention:** \$1,000

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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 Registrations:** \$1,500 – *for most new organ donors registered*

Be sure to use this website for donor designations: <https://donatelifepa.org/student-registration/>

## **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

- Nicole Lazaro, Center for Organ Recovery & Education, [collegechallenge@core.org](mailto:collegechallenge@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

- Dwendy Johnson, Gift of Life Donor Program, [djohnson@donors1.org](mailto:djohnson@donors1.org)
- Safayat Rasfiq, Gift of Life Donor Program, [srasfiq@donors1.org](mailto:srasfiq@donors1.org)
- [students@donors1.org](mailto:students@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 more than 50 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 partners with more than 150 hospitals and health care facilities to deliver the gift of life, as well as funeral directors, coroners and medical examiners, to offer hope and a second chance at life to the thousands of people who are waiting nationwide for life-saving and healing organ, tissue and cornea transplants. Like all OPOs, CORE coordinates the recovery and matching of organs, tissues and corneas for transplant within our service region. CORE is also entrusted with the privilege of supporting donor families during the donation process and beyond. Through public education initiatives, awareness events and media campaigns, CORE works tirelessly to create a culture of donation within the hospitals and communities we serve. By fostering a greater understanding of donation and transplantation, we offer hope to those waiting, while also honoring the utmost heroes of donation: the donors and their families. CORE's goal is to end the deaths of those on the transplant waiting list, all the while maintaining integrity for the donation process, dignity for the organ, tissue and cornea donors and compassion for their families.

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

[Gift of Life Donor Program](#), founded in 1974 and headquartered in Philadelphia, is the federally designated organ procurement organization (OPO) for the eastern half of Pennsylvania, southern New Jersey, and Delaware, serving 11.3 million people. It works with the acute care hospitals and transplant centers in its region, as well as more than 100 transplant centers throughout the country, to provide the most comprehensive array of services available in the U.S. to the donation and transplantation community. Thanks to the generosity of its community, Gift of Life has coordinated the most donors and organs for transplant of any OPO in the country since the inception of our national donation system in 1988.