

# *WPFL 2009 Campus Challenge*

- Spearheaded by the U.S. Department of Health and Human Services, Workplace Partnership for Life
- National drive to increase organ donor designations
- Target audience: administration, faculty, staff, and students at universities, colleges and other institutions of higher learning
- Developed with the WPFL Leadership Team, with representatives from national donation organizations, including DLA, AOPO, UNOS, AATB, EBBA and others

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- Annual implementation options
  - Phase I: February – April, 2009
  - Phase II: August – November, 2009
- Internal campaign roll-out to OPOs/DLAs on January LS Call
- Links National University and Collegiate Workplace Partners with OPO/DLA affiliates to implement key strategies and actions

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- *New Challenge Strategic Plan*
- *Includes National Partner and OPO/DLA Implementation Guides*
- *New Campaign Tool Kit*
- *Suggested measurement and evaluation strategies*

# *WPFL 2009 Campus Challenge*

- Gear Up and Get Ready to Go!
  - Make sure your organization is on-board!
  - Join the next LS Call, November 19 at 2:00 p.m. EST
  - Spread the news about the upcoming *2009 Campus Challenge* with your organization and post-secondary Campus Partners!
  - For more information, contact [shelly@akoyaonline.com](mailto:shelly@akoyaonline.com)