



## **2021 CORE College Challenge Program Rules and Regulations**

### **Registration**

Organizations participating in the Center for Organ Recovery & Education's (CORE) College Challenge will be required to complete a registration form. Registration form can be found [HERE](#).

Completed registration must include the successful submission of a team roster, which would list all active organizational members. Registration must be completed by February 12, 2021, to ensure that your team will receive supplies by the start of the challenge.

Please note that all challenge entries become property of CORE 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.

### **Budget**

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

CORE will provide each participating student with educational resources and promotional giveaways to help make their initiatives successful.

There is no fee to register.

### **Deadlines**

Deadlines for the 2021 competition are as follows:

**Registration Deadline:** February 12, 2021

**Competition Start:** February 14, 2021

**Competition End:** April 16, 2021

### **Scoring**

All participating organizations must plan and execute grassroots campus outreach efforts from February 14 through April 16, 2021 — aligning with Donate Life America's National Donor Day and National Blue & Green Day. All outreach activities must be submitted

with appropriate supporting documentation, which may include a photo or flyer from an event, a screen shot of a social media post, or proof of fundraising dollars, to accurately depict completion of activities. Submissions must be made through email to [CollegeChallenge@core.org](mailto:CollegeChallenge@core.org).

As part of the CORE College Challenge, participating organizations will not only be challenged to raise awareness of organ, tissue and cornea donation, but will also look to register as many new organ, tissue and cornea donors as possible during the competition. Donor registration must be submitted online at [registerme.org/COREcollegechallenge](http://registerme.org/COREcollegechallenge).

Another aspect of the Challenge will be to promote and raise monetary funds for the purpose of supporting CORE's mission and programming. Funds should be submitted either by participating in a Facebook Fundraiser and selecting the Center for Organ Recovery & Education as the beneficiary, or by mailing a check payable to CORE to the attention of Francesca Ferrante. Feel free to get creative with virtual fundraising! Please attach photos of checks or screenshots of online fundraising completion for supporting documentation when entering the fundraising activity for points.

Points can be earned in the following ways:

- **Donor Designation Drive:** 20 points (100 points maximum)  
*Host a table on campus or a virtual event (ex. on February 14th from 7-9pm have a special "push" online where all of your members drive registration to the website) Must include "virtual donor designation drive" in the language and involve materials to educate, raise awareness and register new donors.*
- **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 (ex. include a speaker, audience participation (Q&A, Kahoot, etc.) media coverage, entrance fee, etc.*
- **Social Media Post:** 5 points per post (100 points maximum)  
*Five points may be awarded for each unique social media post on an organization's social media page, with 100 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. You must tag CORE (@COREDonateLife) and use the hashtag #CORECollegeChallenge. \*\*Virtual Donor Designation Drives can double dip as a Donor Designation Drive and Social Media Post.*
- **Fundraiser:** 5 points per \$50 raised for CORE  
*Fundraisers may be held virtually or in-person. All dollars must be submitted by selecting "The Center for Organ Recovery & Education" under the charity selection on Facebook or by checks made out to CORE.*
- **New Donor Registration:** 5 points  
*Five points will be earned for each new organ donor registration. Donor registration must be submitted online at [registerme.org/COREcollegechallenge](http://registerme.org/COREcollegechallenge).*

## **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 CORE College Challenge prizes are still eligible to win the following bonus prize for registering the most new organ, tissue and cornea donors:

**Most donor designations bonus:** \$500

## **Questions**

For any inquiries, please contact CORE's Program and Financial Coordinator:

**Contact Name:** Francesca Ferrante

**Email:** [CollegeChallenge@core.org](mailto:CollegeChallenge@core.org)

## **Mailing Address**

Center for Organ Recovery & Education

Attn: Francesca Ferrante

204 Sigma Drive

RIDC Park

Pittsburgh, PA 15238

## **About CORE**

The Center for Organ Recovery & Education (CORE) is one of 57 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. Our hope is that by fostering a greater understanding of donation and transplantation, we offer hope to those waiting, while also honoring the truest 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.