

# 2023 CORE COLLEGE CHALLENGE



NOW IS YOUR CHANCE

# LIVE & GIVE

**HELP SAVE LIVES.  
BECOME AN ORGAN DONOR.**

Register today, and you can help save as many as eight lives and help countless more through organ, tissue and cornea donation.

**MAKE A DIFFERENCE IN A MEANINGFUL WAY.**

Register today at [core.org/register](https://core.org/register).



# 2023 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 9, 2023, 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 2023 competition are as follows:

**Registration Deadline:** February 9, 2023

**Competition Start:** February 14, 2023

**Competition End:** April 14, 2023

## Scoring

All participating organizations must plan and execute grassroots campus outreach efforts from February 14 through April 14, 2023 — 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 Nicole Lazaro. 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

**It only takes 30 seconds to make a  
difference that will last a lifetime.  
Become an organ and tissue donor today.**

## 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)

*5 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

5 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 Coordinator:*

**Contact Name:** Nicole Lazaro

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

## Mailing Address:

Center for Organ Recovery & Education  
Attn: Nicole Lazaro  
204 Sigma Drive  
RIDC Park  
Pittsburgh, PA 15238



## About CORE

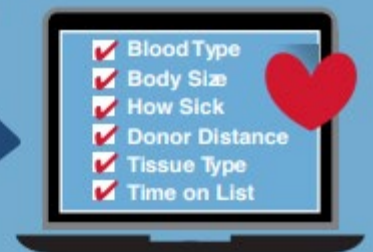
The Center for Organ Recovery & Education (CORE) is one of 57 federally designated notfor-profit organ procurement organizations (OPOs) in the United States, serving more than five million people in western Pennsylvania, West Virginia and Chemung County, NY. CORE partners with more than 150 hospitals 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 lifesaving 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

## HOW DOES THE PROCESS WORK?

### 1. WAITING FOR A TRANSPLANT



When someone's organ is failing, he or she is placed on the national organ transplant waiting list. The list is very long, and not everyone survives while waiting for an organ.



The national system finds potential matches between a donated organ and someone on the waiting list. Race, celebrity, gender, income and social status are never considered.

### 2. MATCH FOUND

### 3. LIFE SAVED



Once a match is found, the patient is contacted by his or her transplant team.

The organ is recovered from the deceased donor with care and respect, and transported to a hospital for transplantation.