



2019 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 forms can be found at <https://www.core.org/community-outreach/community-education/youth-education/core-college-challenge/> or on the CORE College Challenge's free mobile app for iPhone and Android users (searchable in the app store by CORE College Challenge).

Completed registration must include the successful upload of a team roster, which would list all active organizational members, and T-shirt sizes. Registration must be completed by January 21, 2018, 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 a T-shirt, educational resources and promotional giveaways to help make their initiatives successful.

There is no fee to register.

Deadlines

Deadlines for the 2019 competition are as follows:

Registration Deadline: January 21, 2019

Competition Start: February 14, 2019

Competition End: April 12, 2019

Awards announcement: April 26, 2019

Scoring

All participating organizations must plan and execute grassroots campus outreach efforts from February 14 through April 12, 2019 — 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 the CORE College Challenge mobile app, by completing the “Submit an Activity” form.

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 cards must be correctly completed and received by CORE no later than Tuesday, April 16 for consideration of points (four days after the official end date for activities).

Another aspect of the Challenge will be to promote and raise monetary funds for the purpose of supporting CORE’s mission and programing. 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 Nancy Stiger. Please attach photos of checks or screenshots of online fundraising completion for supporting documentation when entering the fundraising activity for points on the mobile app.

Points can be earned in the following ways:

- **Donor Designation Drive:** 20 points
Host a table on campus with 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, for example, include a speaking opportunity, audience participation, media coverage, entrance fee, etc.
- **Social Media Post:** 5 points per post (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. You must tag CORE (@COREDonateLife) and use the hashtag #CORECollegeChallenge.
- **Fundraiser:** 10 points per \$100 raised for CORE
Fundraisers may be held on Facebook 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. Registration cards must be correctly completed with attribution to organization and received by CORE by Tuesday, April 16, 2019.

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: \$250

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 outstanding inquiries, please contact CORE's Volunteer Coordinator:

Contact name: Nancy Stiger

Email: nstiger@core.org

Mailing Address

Center for Organ Recovery & Education

Attn: Nancy Stiger

204 Sigma Drive

RIDC Park

Pittsburgh, PA 15238

About CORE

The Center for Organ Recovery & Education (CORE) is one of 58 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 the staff from 150 hospitals, 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.