CORE College Challenge
Rules and Regulations

CORE College Challenge Program

The CORE College Challenge invites students at universities and colleges across CORE's service area to rally their organizations to increase awareness, encourage organ donor sign ups and raise funds to support CORE's mission.

Remember, all activities must occur between **March 1, 2026 and April 30, 2026**. Submissions and proof of activities should also be sent to CollegeChallenge@core.org by **May 8**. Participating students should read through all Rules and Regulations to understand how the competition operates.

College Challenge Registration:

Organizations participating in the Center for Organ Recovery & Education's (CORE) College Challenge will be required to complete a registration form no later than **February 14, 2026 (the last day to register)**. Completed registration must include the successful submission of a team roster, which would list all active organizational members. There is no fee to register for the CORE College Challenge.

CLICK HERE FOR CORE COLLEGE CHALLENGE REGISTRATION FORM

Please note that all challenge entries become property of CORE and Donate Life West Virginia (DLWV) 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.

Who Can Participate?

We encourage all organizations, courses, and PRSSA Chapters to participate in this campaign. 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:

Deadlines for the 2025 competition are as follows:

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 any efforts. CORE will provide each participating student with educational resources and promotional giveaways, and creative assets to use during the competition. There is no fee to register.

Scoring & Submission:
All participating organizations must plan and execute virtual and grassroots campus outreach efforts from **March 1 through April 30, 2026**. All outreach activities must be submitted with appropriate supporting documentation, which may include a photo or flyer from an event, a screenshot 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 registerme.org/College.

Upon request, CORE and its affiliates can review and provide feedback of participating organization's creative ideas and activities. To request review and feedback of activities and ideas, please contact CORE's marketing contact at Gatesman@core.org.

As part of the CORE College Challenge, participating organizations will work to raise awareness about organ, tissue and cornea donation while also aiming to sign up as many new donors as possible throughout the competition. Donor registration must be submitted online at registerme.org/College and organizations must keep a running count of new donors you register. The honor system will be enforced when submitting your final number of total registered donors during the competition.

Another aspect of the Challenge will be to promote and raise monetary funds to support 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 with "College Challenge" and your school's name listed in the memo. Checks can be mailed to the following address:

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

Feel free to think creatively with your virtual fundraising! Please attach photos of checks or screenshots of online fundraising completion for supporting documentation when entering the fundraising activity for points.

Must be made through the CORE College Challenge submission form. For questions, email CollegeChallenge@core.org. 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 Designation Drive:** 20 points (100 points maximum)

Host a table on campus or a virtual event (i.e. during Donate Life Month 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 sign up 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 (i.e. include a speaking opportunity, audience participation, media coverage, craft/game, etc.)

3. **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. It is recommended to request that students who register online to comment or send a direct message to confirm their registration for the competition. **Virtual Donor Designation Drives can double dip as a Donor Designation Drive and Social Media Post.**

4. **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/College or through Donor Designation Card mailed to CORE. **Please write your school name and activity on the back of each Donor Designation Card.** Mail Donor Designation Cards to:

CORE

204 Sigma Drive
Pittsburgh, PA 15238

Prizes:

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

Winner: $2,500
Honorable Mention: $1,000

Organizations that win the CORE 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 RegisterMe.org/College

Questions:

For any inquiries, please contact CORE Community Outreach at CollegeChallenge@core.org, or at the following mailing address:

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

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 Donate Life West Virginia (DLWV):

Donate Life West Virginia is composed of four federally designated organ procurement organizations (OPOs) that are dedicated to promoting and coordinating the donation of organs and tissue for transplantation: CORE, Lifeline of Ohio, Kentucky Organ Donor Affiliates and LifeNet Health. More information is available at https://donatelifewv.org or https://www.facebook.com/donatelifewv.