

“Donate Life ECHO: Every Community Has Opportunity... #HearMyStoryOf” Video Contest Rules

Endowed by Donate Life America (DLA)
DonateLife.net | 804-377-3580

Theme “Donate Life ECHO: Every Community Has Opportunity...#HearMyStoryOf”

...hope, waiting, LIFE, or inspiration for registering to be a donor. What’s your story about? This year’s Donate Life ECHO video contest theme is #HearMyStoryOf. Storytelling spans time and cultures as a way to communicate, entertain and instill values. It is through stories that messages about donation can be heard deeper and resonate louder, especially within multicultural communities. In one minute or less, use your creativity to share your donation or transplantation story, spread the ECHO message and tell others to register to be organ, eye and tissue donors.

Timing Videos may be posted through an app on DLA’s Facebook page from **July 11 – 22**. Videos posted on July 11 will be eligible for a special early bird prize. Contest winners will be notified on or about July 28, 2017.

Sponsors Donate Life America (DLA) is a 501(c)3 not-for-profit alliance of national organizations and Donate Life State Teams across the United States committed to saving and healing lives through increased organ, eye and tissue donation. Donate Life America, with the help of its corporate partners, is dedicated to spreading the word about the importance of being a registered donor so that others may live. Our vision is a nation that embraces organ, eye and tissue donation as a fundamental human responsibility. Donate Life America manages and promotes the national brand for donation, Donate LifeSM; assists Donate Life State Teams and national partners in facilitating high-performing donor registries; develops and executes effective multimedia donor education programs; and motivates the American public to register as organ, eye and tissue donors.

The Association for Multicultural Affairs in Transplantation (AMAT) works to save lives by increasing organ and tissue donation among multicultural communities. AMAT has been at the forefront of advocating for and sharing best practices in the donation and transplantation community aimed at closing the donation gap among African American, Asian and Pacific Islander and Latino communities. Through research initiatives, shared best practices and professional development opportunities, AMAT offers support to hundreds of transplant and donation professionals by working toward creation and implementation of a donation culture that transcends all boundaries.

Judging Leadership from AMAT and Donate Life America

Prizes One \$500 Amazon Gift Card – First prize
One \$250 Amazon Gift Card – Second prize
One \$100 Amazon Gift Card – Third prize
Special \$100 Amazon Gift Card – Early Bird prize (best video submitted on July 11)

Rules Participants must follow ALL competition rules. Entrants will be disqualified if the video is longer than one (1) minute, if it is not original or if the submission is late.

“Donate Life ECHO: Every Community Has Opportunity... #HearMyStoryOf” Video Contest Rules

1. Video entries must be based on the theme **“Donate Life ECHO: Every Community Has Opportunity...#HearMyStoryOf”** and encourage donor registration. Videos should share an individual’s or group’s donation or transplantation story and should include #HearMyStoryOf. For example: #HearMyStoryOf #Hope, #HearMyStoryOf #Waiting, #HearMyStoryOf #LIFE, to speak on a personal level about the importance of a community, especially multicultural communities, registering their decisions to be organ, eye and tissue donors.
2. Video entries **must** be no longer than one (1) minute.
3. Each entrant may submit more than one video.
4. Videos must be original material. It must not infringe upon any material protected by copyright. No entry shall contain a performance that has been broadcast or streamed, published or televised or as part of a recording of a motion picture film or television program. Any entry deemed inappropriate or unsuitable, at Donate Life America’s or AMAT’s discretion, will be disqualified.
5. The criteria for judging the videos are:
 - a. 50% is determined by effective communication of the theme **“Donate Life ECHO: Every Community Has Opportunity...#HearMyStoryOf”** - Does the video include an inspirational, heartfelt story or message, include “#HearMyStoryOf”; address a community; encourage others to ECHO the donor designation message; and encourage viewers to register as donors
 - b. 25% is determined by the video’s quality, creativity and originality
 - c. 25% is determined by the number of people who “vote” for the video **via Donate Life America’s Facebook page**
6. Entries must be uploaded to the contest on **Donate Life America’s Facebook page, [Facebook.com/DonateLife/](https://www.facebook.com/DonateLife/), beginning Tuesday, July 11 and ending at 5 pm Eastern Time on Saturday, July 22, 2017**. Date and time when the video was posted will govern eligibility. Participant must upload video format in .mp4, .m4v or .mov files. Contact the Donate Life America office (804-377-3580) with any questions about uploading files.
7. A panel of judges will include leaders from Donate Life America and AMAT. One first-place contest winner will be awarded a \$500 Amazon Gift Card, one second-place contest winner will be awarded a \$250 Amazon Gift Card and one third-place contest winner will be awarded a \$100 Amazon Gift Card. **Public voting will take place from July 11 – July 25**. Winners will be announced on **July 28**. There will also be one \$100 Amazon Gift Card Early Bird prize awarded to the best video that is posted on the first day, July 11. This winner will **not** be excluded from consideration of the other prizes. All judges’ decisions are final.
8. All videos and all rights to their publication become the property of Donate Life America, which may use, edit, and excerpt these entries for promotional or any other purpose, including placing them on the web without attribution or compensation, additional or otherwise.