



Donate Life ECHO Video Contest

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

- Theme** **Donate Life ECHO: Every Community Has Opportunity...to Donate Life.**
- Timing** Videos may be posted on DLA's Facebook page between **July 12 – 23, 2016**. Videos posted on July 12 will be eligible for a special early bird prize. Contest winners will be notified on or about July 27, 2016.
- 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 12
- 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 Video Contest Rules

1. Video entries **must** be no longer than one (1) minute on the theme “**Donate Life ECHO: Every Community Has Opportunity...to Donate Life.**”
2. Each entrant may submit more than one video.
3. 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 on television or as part of a recording of a motion picture film or television program. Any entry deemed inappropriate or unsuitable, in Donate Life America’s or AMAT’s discretion, will be disqualified.
4. The criteria for judging the videos are:
 - a. 35% is determined by effective communication of the theme “Donate Life ECHO: Every Community Has Opportunity” - Does the video communicates one’s decision to be a donor, address one’s community in an all-inclusive manner and encourages others to ECHO one’s donor designation
 - b. 20% is determined by the video’s inspirational message and if there is a clear call to action to get others to take action and register as donors
 - c. 20% is determined by the video’s creativity and originality
 - d. 10% is determined by the video’s quality
 - e. 15% is determined by the number of people who “vote” for a video **via Donate Life America’s Facebook** page.
5. Suggestions (not requirements) for your video:
 - a. State your first name to make it personal.
 - b. Explain your connection to donation and transplantation (Are you a registered donor, donor family, patient waiting, recipient, recipient family, living donor, concerned citizen, etc.) to help explain why you feel being a donor is important.
 - c. Describe the community you are a part of/are addressing (e.g., culture, friends, family, sports, school, workplace, church/temple/mosque, neighborhood, city, state, volunteer group, etc.)
 - d. Encourage viewers to “Register to be an organ, eye and tissue donor at RegisterMe.org (or your state donor registry).”
 - e. Include “ECHO me” (or “ECHO us” if more than one person in the video).
 - f. Challenge at least three family members/friends to ECHO you (and register, spread the word, make a video, etc.).
 - g. Wear Donate Life blue and green for an added boost.
 - h. Check out DonateLife.net/ECHO for additional resources, inspiration, ideas and sample videos!
 - i. Include hashtags: #DonateLifeECHO, #DoneVidaECO, #DonateLife, #ECHOme
6. Entries must be uploaded to **Donate Life America’s Facebook page**, <https://www.facebook.com/DonateLife/>, **beginning Tuesday, July 12 and ending at 5 pm Eastern Time on Saturday, July 23, 2016**. Date and time when the video was posted will govern eligibility. Participant must upload video format in .mp4, .m4v or .mov 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 12 – July 23**. Winners will be announced on or about **July 27**. There will also be one special \$100 Amazon Gift Card Early Bird prize awarded to the best video that is posted on the first day, July 12. 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.