lifebox
Saving lives through safer surgery

OPERATION GAME CHALLENGE: GUIDE AND TOOLKIT

Introducing the Operation Game Challenge!

The Operation Game Challenge is an adventurous peer to peer fundraiser that helps raise funds to make surgery safer around the globe. Imagine the thrill as you host your own tournament of the classic game Operation by Hasbro alongside a spirited race against other participating programs, all battling to raise the most funds for Lifebox, merging fun and friendly competition with a noble cause.

Funds raised will benefit Lifebox's safe surgery programs, including Clean Cut, Lifebox's Surgical Site Infection reduction program, and the distribution of the new Lifebox Light, the first powerful, affordable headlamp for safer surgery in low-resource settings.

This guide provides an overview of Lifebox, the Operation Game Challenge, and resources to help you easily put together a fundraiser and event.

This year we have set a goal to raise at least $10,000.

We're here to support you with every step of the way! Contact Alissa Cecala for assistance!

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Introduction to Lifebox

Lifebox was founded to tackle the global crisis of unsafe surgery

One third of human disease requires surgical treatment. Surgical care can treat conditions, from a lifesaving cesarean section or cancer treatment, to injury and infection.

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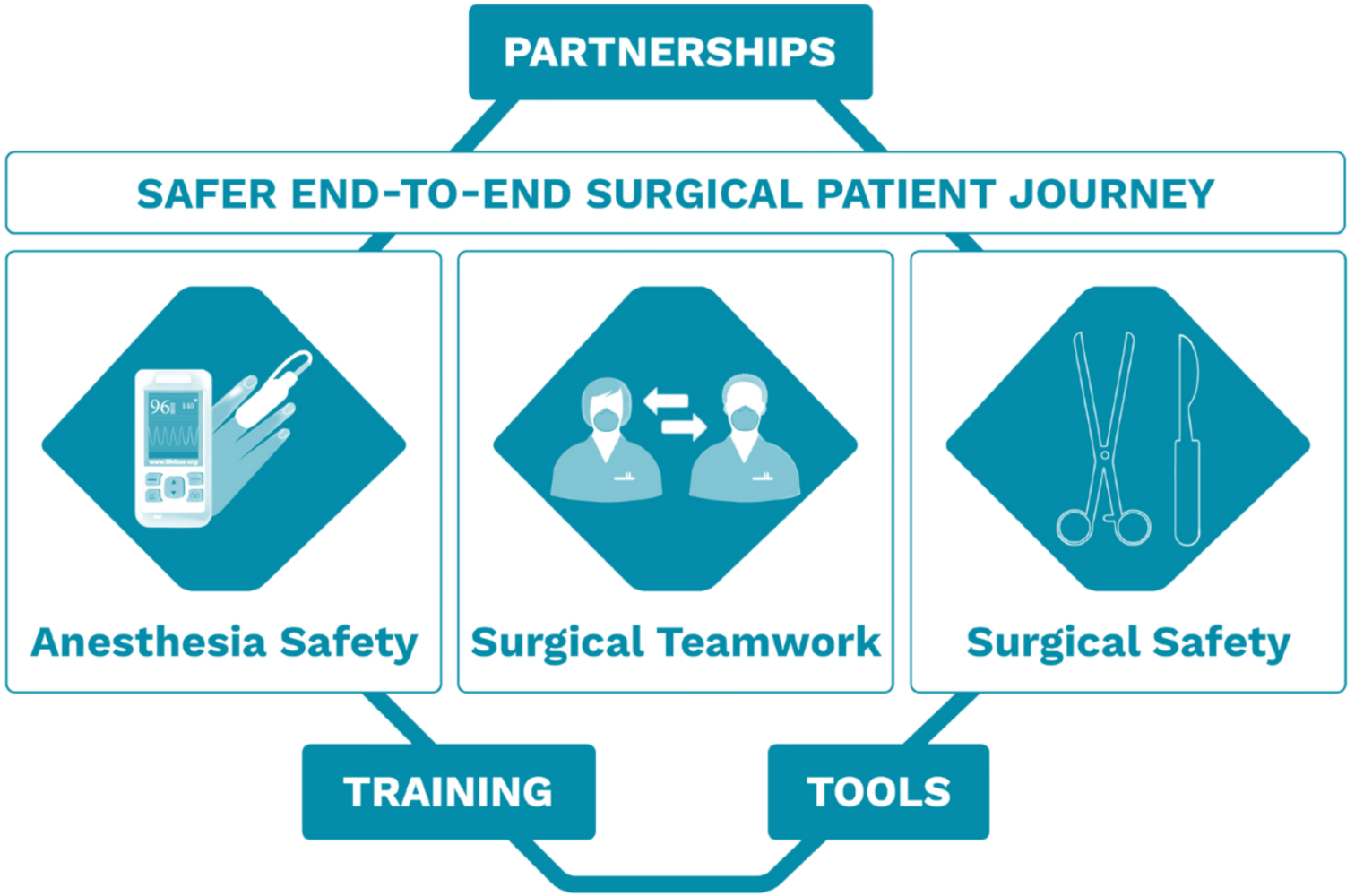
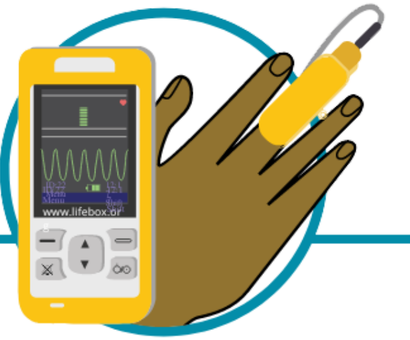
We concentrate on three core areas to make surgery safer:



Since 2011, Lifebox has...

Worked in over **116 countries**

Trained more than **12,000 healthcare providers**



Made surgery safer for **181 million patients**

Read more about Lifebox on our website: lifebox.org

The Power of Donations

$150- Lifebox Light

Poor lighting and power outages cause surgical delays and cancellations, putting an estimated 24 million patients at risk every year. The Lifebox Light is a durable, affordable, high-quality surgical headlight to overcome these lighting constraints.

$250- Lifebox Pulse Oximeter

A pulse oximeter is a minimum standard for safe anesthesia, yet operating rooms across the world still lack this essential device. At $250, you can equip an operating room to provide safer anesthesia for every patient.

$1,000- Smile Train- Lifebox Capnograph

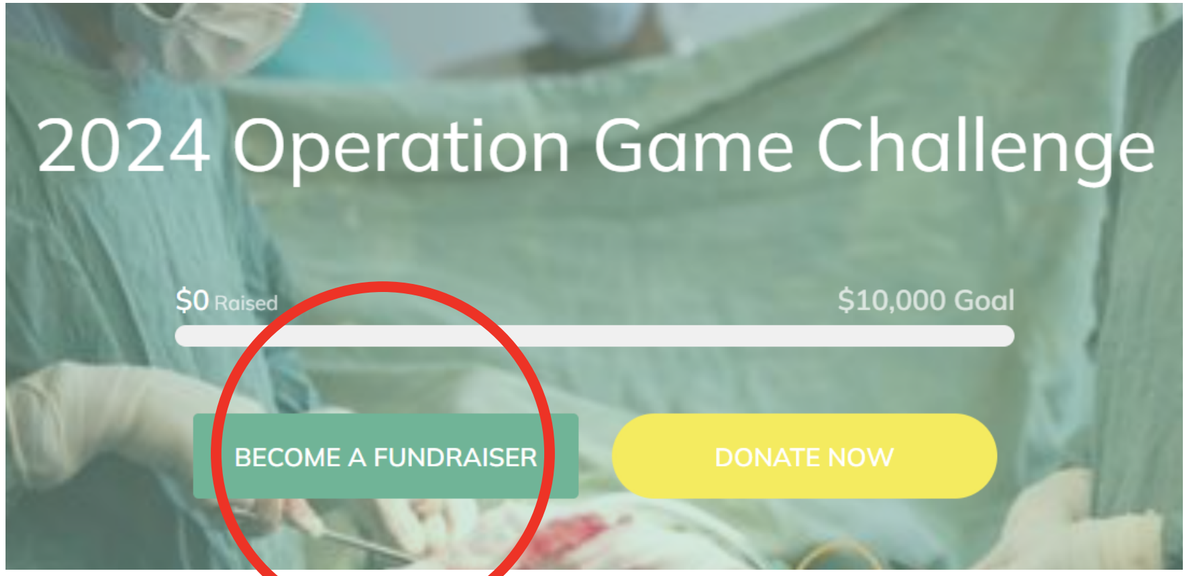
Despite capnography being universally mandated in anesthesia guidelines in high-income countries, it remains largely unavailable across many low-resource settings. At $1000, you can provide a capnograph along with training to an anesthesia provider in need.

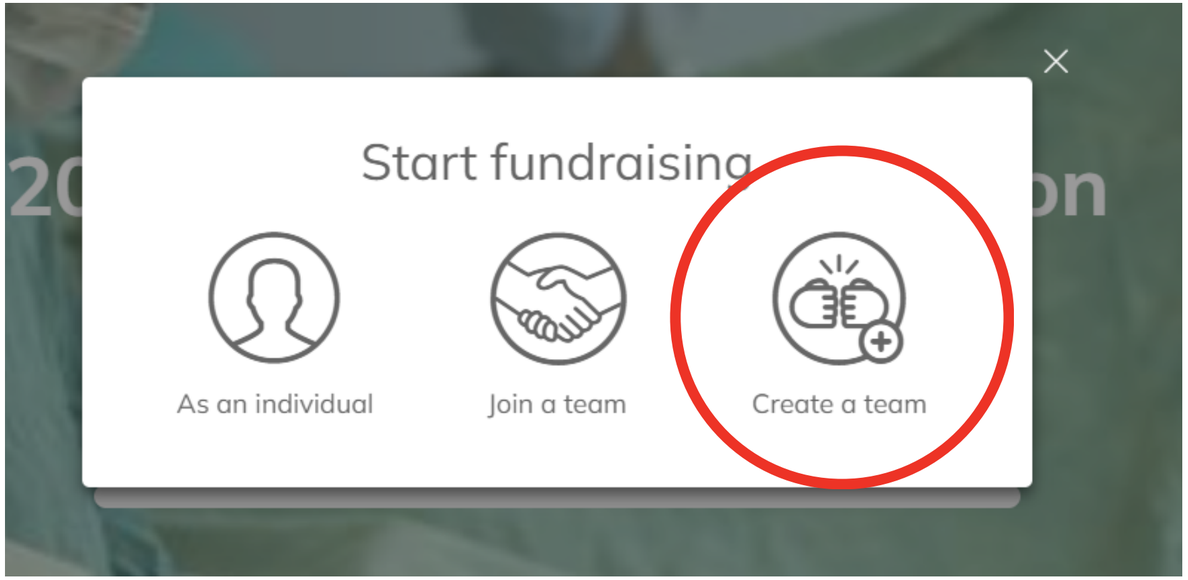
$1,500- Training Workshop

For $1,500, you can support teamwork and training for 10 surgical team members.

Sounds like fun! Let’s get your team started!

Sign your program up as a fundraising team on the landing page

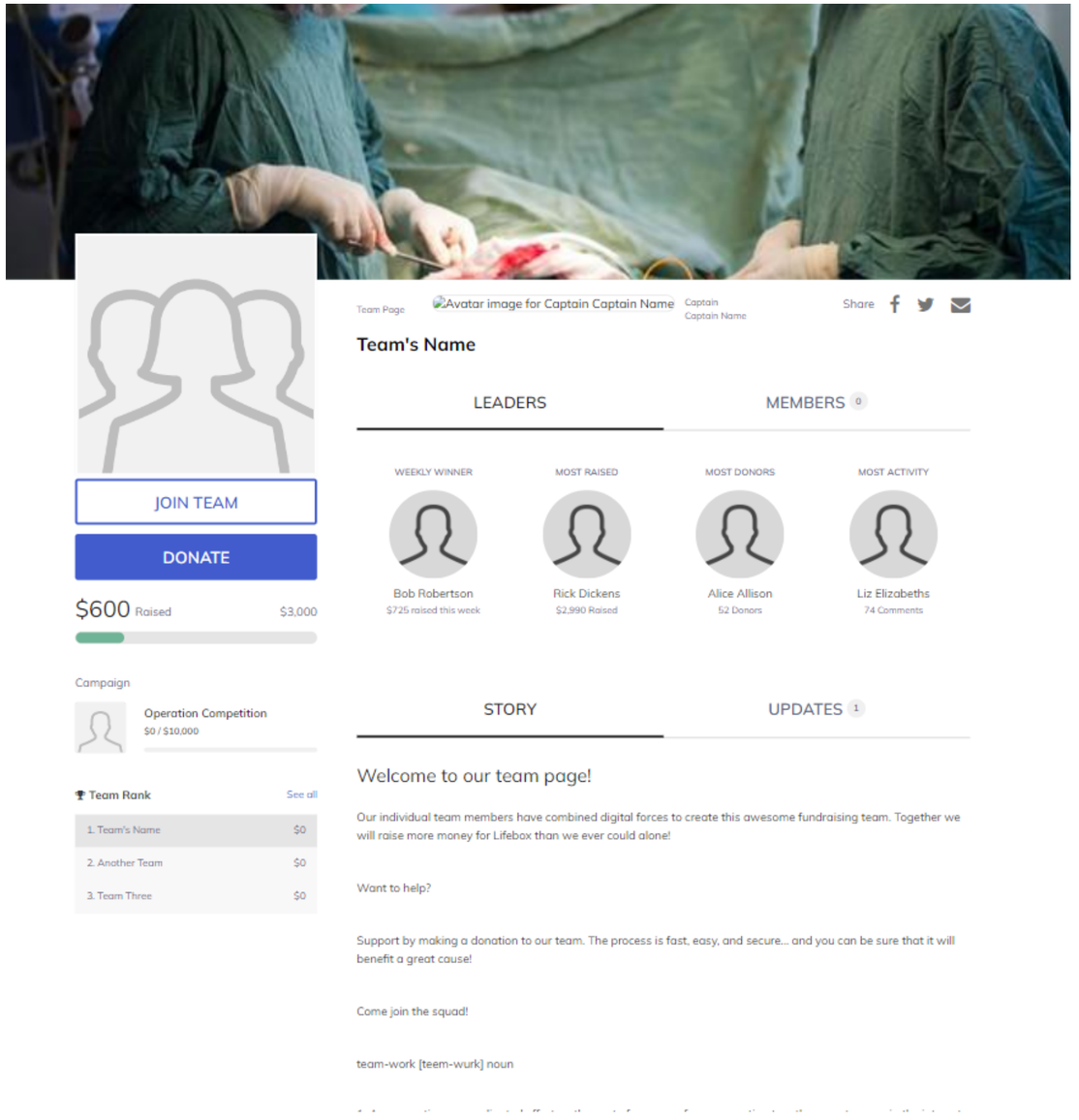




Once your team is signed up, you're ready to start fundraising and planning your tournament!

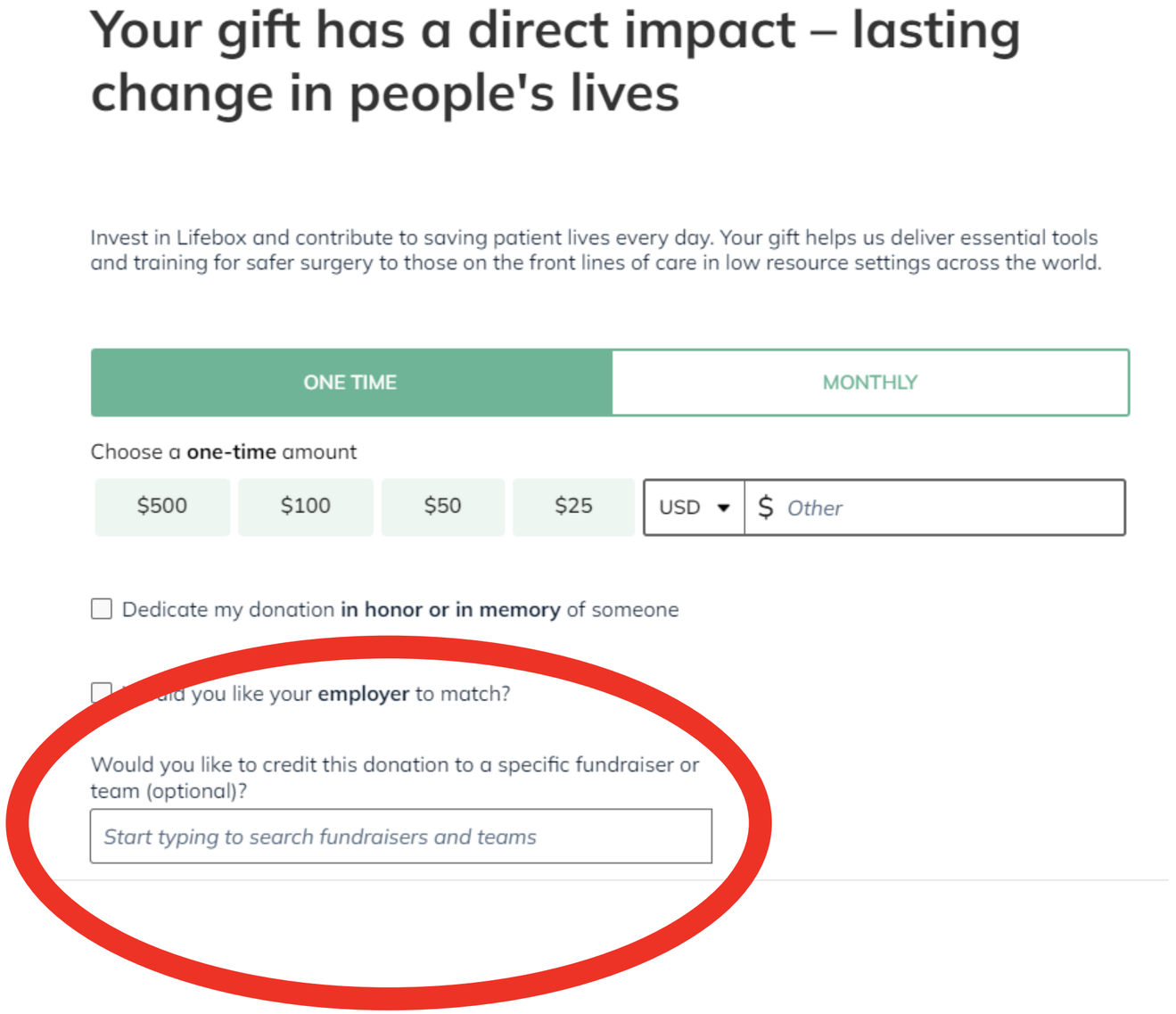
Your Team Page

- Your team page is yours to personalize! Come up with a fun name and team photo!
- You can also share why your team is raising funds for Lifebox and any related personal stories. Your supporters will feel more compelled to give because they understand what Lifebox means to you.
- Share updates to your page as you inch closer to your goal!



How to collect donations?

- Share the landing page or your team page with all potential donors.
- Supporters can click the “Donate” button and will be directed to the donation page.
- Ensure supporters insert your team on the donation page, so your team gets credit. If they forget to do so, contact Alissa Cecala, and she will credit your team.
- Supporters can also donate by check! Contact Alissa Cecala for the best mailing address.



How to run your event

Lifebox will send each participating program 2 operation games to use in their event

You are welcome to run the event and raise funds in any way you would like, but here are some ideas:

Who competes in the Operation Game Challenge events:

- Individual students/residents can compete against each other
- Students/residents can form teams of 2 or more and compete
- Your program can invite faculty, staff, or students from other programs to compete

How to make Operation competitive:

- See who can complete the operation the fastest
- Add time whenever a buzzer goes off

How to run your event

Want an extra challenge?

Try turning the lights off and operating with only a cell phone flashlight-- this is how some operations take place in low-resource settings with lighting constraints

Try different rounds in your competition!

You can have a round with normal lighting, a round using only a cell phone light, and a round with no light.

When to host your event?

- Programs can host their tournament any time between now and December 31
- This could be a one night event or you could have different rounds occurring throughout a week, a month, or whatever time frame works best for you

How to market your event?

- Share your event on social media. This social media guide contains text you can use. You can also try creating a Facebook event and inviting friends!
- Invite friends, family, faculty, and colleagues through email. See this email guide for examples.
- Put up posters advertising your event. Here is a template you can use.
- Promote your event in your program's newsletter. Here's text you can use!

How to raise funds at your event?

- Put out flyers at your event! Here is one you can print. We'll also mail you some when you sign up!
- Try charging a small fee to watch the challenge.
- Place bets on who will win.
- Host a bake sale, auction, or raffle at the event.
- Project this Lifebox presentation throughout your event.
- Have a poster with a QR code at your event to collect donations.

How to raise funds outside of your event?

- Before and after your event, we recommend asking professionals at your hospital, your program staff, friends and family, and anyone else passionate about surgery. Here are some key messages about Lifebox and our work.
- Share your fundraiser on social media. Use the text and tips found in this social media guide.
- Reach out through email. You can use the templates in this email guide.
- Put up flyers wherever you can!

THE DEADLINE FOR RAISING FUNDS IS DECEMBER 31 at 11:59 PM EST

Helpful resources

- Lifebox Flyer
- Event poster
- Lifebox presentation
- About Lifebox - Video
- Lifebox Brand Guidelines
- Lifebox Pulse Oximeter Report
- Lifebox 2022 Annual Report
- Key Messages
- Email templates
- Social templates
- Newsletter text

FAQ

Can those that donate auction items receive tax-deduction?
We can provide a letter with our 501(c)(3) information thanking the donor for their donated item(s), but whether or not it will be tax-deductible will be up to the donor, their accountant, and the IRS.

What do I do with checks?
If someone wants to donate by check, that's great, we can handle checks! Please do the following:
Send Alissa (alissa.cecala@lifebox.org) a short email with program name, contact person, number of checks, name on the check, and amount. Checks can be sent to 495 Henry Street #1001, Brooklyn, NY, 11231

What if people give me cash?
Please convert all cash received to credit card donations, money orders, or checks.

Contact Information

Lifebox contact:

Alissa Cecala

Individual Giving Officer

alissa.cecala@lifebox.org