



America's Blood<sup>®</sup>  
Centers  
It's About *Life*.

# ABC Marketing Communications e-Newsletter

STAY CURRENT WITH HOW ABC IS WORKING FOR YOU

Issue No. 66, June 26, 2008

The ABC Marketing Communications e-Newsletter is a free monthly information bulletin published by America's Blood Centers for exclusive use of its members. For questions or comments, or if you wish not to receive this publication, please contact Abbey Spittle at (202) 654-2980.

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## Project Updates

### Barbershop Harmony Society North American Blood Drive Results

The Barbershop Harmony Society (BHS), in partnership with America's Blood Centers, successfully completed its first annual "Singing for Life" North American Blood Drive. In order to ensure the continued success of this event in the future and at the request of BHS, ABC recently collected results from this year's drive to provide both to the membership and BHS.

Of the 28 members who replied to the survey, 22 participated in BHS events. Through these drives nearly 800 units of blood were collected. The top collecting centers include Héma-Québec (180 units), Michigan Community Blood Centers (120 units) and United Blood Services – Las Vegas (84 units). The majority of participating members felt that there was plenty of planning time provided for the events, however, most did not use the PSAs developed by BHS. Some additional suggestions and comments included:

- "I think having one year under our belt will help us improve next year. The groups were fun to have around."
- "Donors loved this!"
- "It was an absolute pleasure to work with the local BHS chapter."

ABC will continue to work with BHS to plan and promote the continuation of this event in upcoming years. With suggestions from both our members and their chapter representatives, we believe that the relationship between BHS and community blood centers across North

America will continue to grow and improve. Contact Abbey at [aspittle@americasblood.org](mailto:aspittle@americasblood.org) with any additional comments or suggestions.

### Media Highlights

ABC recently issued a news release announcing World Blood Donor Day and *Life Across America 2008*, a 50-day bicycle ride from Oregon to New Hampshire featuring Larry Frederick, which covers 3,360 miles.

Additionally, staff facilitated interviews with reporters from *The New York Times* and *FDA Week* for articles addressing donor motivation and hepatitis B testing respectively.

### Donor Recruitment and Communications Workshop Proves to be an Overwhelming Success

With more than 120 attendees, this year's Donor Recruitment and Communications Workshop proved to be an overwhelming success. Held in Las Vegas, NV, June 9-11, the workshop brought community blood bankers from across the US and Canada together to learn, network and have a great time! Communications topics such as media relations, new social media, and relationship building were discussed, as well as pertinent donor recruitment issues including tools of the trade, incentives, youth recruitment and recruitment for automated collections.

While in Las Vegas, attendees also had the opportunity to visit the United Blood Services – Las Vegas blood center. Participants were broken into small groups and given personalized tours of

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## Project Updates (cont'd)

the center by UBS staff. After the tours were completed and all questions answered, attendees hopped back on the buses and were off to a meet and greet dinner at Lombardi's Restaurant, joined by surprise guests Elvis and two Las Vegas showgirls. As they dined, attendees had the chance to network with colleagues and catch up with old friends, all the while being serenaded with a live performance of Elvis' top hits!



Workshop attendees enjoyed a live performance by Elvis and two show girls at the meet and greet dinner held at Lombardi's restaurant.

Survey results thus far show that, overall, attendees were satisfied with the outcome of the workshop, rating a majority of the categories with a 5 or higher on a 7-point scale. Seventy-six percent of the respondents said they would attend the workshop next year, with the remaining 24 percent being undecided. All respondents indicated that they would recommend the event to a colleague.

The marketing and member services department will continue to collect survey results and feedback from those who attended the workshop. If you did attend and have not yet replied to the survey, please do so no later than July 3. We will use these results to continue to improve the workshop and determine a location for next year. For any questions or comments please contact Abbey at [aspittle@americasblood.org](mailto:aspittle@americasblood.org).

### Upcoming Webinars

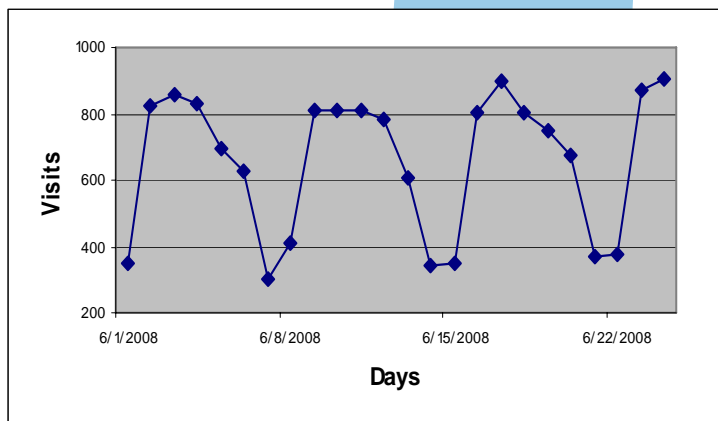
*Introducing the ABC Multicultural Market Entry Plan – July 10, 2 PM ET.*

*Emerging Issues: Clear Answers for the Media and the Public – August 20, 3 PM ET.*

Call information will be provided a week prior to the Webinar.

## Monthly Web site Statistics

Through [AmericasBlood.org](http://AmericasBlood.org) and 1-888-USBLOOD, potential blood donors can learn more about blood, locate the community blood center in their area and register to donate. We recently switched to using Google Analytics to track Web site statistics. This tracking tool provides us with more detailed information and we highly recommend using this free tool to track your own center's Web site. From June 1-24, [AmericasBlood.org](http://AmericasBlood.org) received over 15,800 visits, with an average of 660.25 visits per day. Readers viewed an average of 3.16 pages, spending about 1 minute and 50 seconds, on average, on the site. (Please note: 1-888-USBLOOD statistics will be published on a quarterly basis.)



## Notes from the DR and Communications Committees' June Conference Calls:

- The Committees were generally pleased with the turnout at this year's Donor Recruitment and Communications Workshop held in Las Vegas, NV.
- Each Committee has selected a member to serve as a representative on the Data Warehouse's Operational Users Group. The representative will assist with the development of metrics and reports, while gaining input and feedback from Committee members.
- The Communications Committee will be conducting an audit on all national statistics provided by member centers. ABC staff and Committee members will review statistics for accuracy and sources, with the goal of creating a repository of statistics to share with the membership.



## Project Updates (cont'd)

### Where Do We Work?

A look inside the ABC Office



Marketing and Member Services Department: Matt, Abbey and Mack

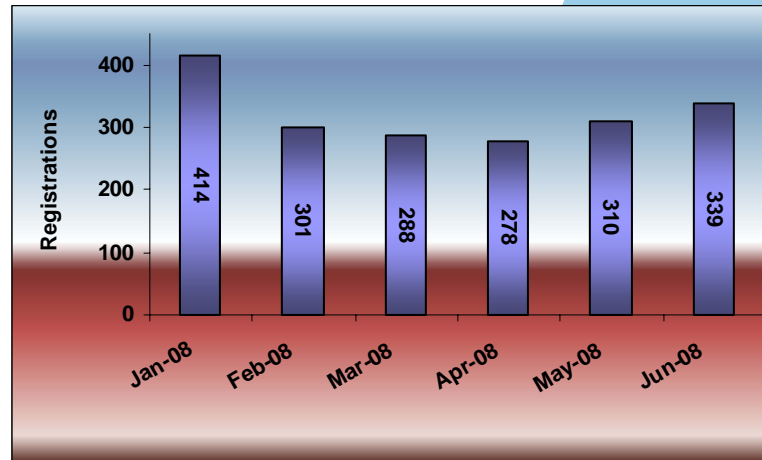
When meeting members, we are often faced with questions about ABC's office in Washington, DC. Since most of the time our staff travels to you at your blood center, we thought we would give you an inside look at our offices.

ABC is located in the heart of Washington, DC, our nation's capital. Just steps away from the White House, the commute to ABC is loaded with landmarks and historical sites. While perusing 15<sup>th</sup> street, visitors get a spectacular view of the Washington Monument, and with a short Metro ride or leisurely walk, can find themselves at the foot of the Lincoln Memorial, surrounded by our capital's most famous museums and parks.

Our offices are situated on the 7<sup>th</sup> and 9<sup>th</sup> floors of the Folger Nolan Building located on 15<sup>th</sup> street. Fourteen ABC (three employees telecommute) and two GSABC employees set up permanent residence at these offices. The Foundation for America's Blood Centers now operates in Fort Collins, CO, and Dallas, TX. The building is old, some may say historical, and has a unique layout. Each floor has one hallway leading to sectioned office space, where you will find clusters of offices, usually broken down by department. The set-up is not elaborate, but provides employees with a warm and open working environment.

Members are always welcome to plan a trip to visit ABC or just stop by while in the area. For more information contact Matt at [mgranato@americasblood.org](mailto:mgranato@americasblood.org).

## National Blood Donor Registry



339 donors registered in June, a 9.35 percent increase over the previous month. The states that received the most registrations were California (52) and Florida (48), with a combined 29.49 percent of June registrations. The ABC member with the highest number of individual donor registrations was United Blood Services, followed by New York Blood Center.

## My Blood, Your Blood News

For over five years, many ABC members have used the high-school module of the *MBYB* program. Some use *MBYB* as a training tool for new employees, some use it in the classroom and others use it to supplement high-school blood drive campaigns. To help your center use the program to its best ability, the Donor Recruitment Committee is planning to conduct a research study on *MBYB* when used in connection with high-school blood drives. With the results of this study, we hope to gain valuable knowledge on the educational and behavioral benefits of using the program at a high-school blood drive and also determine the most effective ways to use the program.

To eliminate any bias, we are looking to work with a center that has not used the *MBYB* program in the past. ABC staff along with consultants will work with the center to select two high schools to participate in the study. After the blood center and the schools are selected, ABC staff will familiarize the blood center with the program and then the staff will present the program prior to the schools' scheduled blood drives. Students will be divided into four categories: group exposure to *MBYB*, small class exposure to *MBYB*, group exposure to a standard blood center presentation and small class exposure to a standard blood center presentation.

Students will be tested on their knowledge of blood biology and blood donation before and after the presentations are given. They will then be given an additional survey post-donation. ABC will gather and evaluate the responses, and compile a research report with the findings to distribute to the membership. If your center has not used *MBYB* in recent years and is interested in working with the study, contact Abbey at [aspittle@americasblood.org](mailto:aspittle@americasblood.org).