## **Blood Donation Marketing**

**Situation** – A recent USA Today article pointed out that an aging donor population has blood banks nationwide trying new ways to lure your donors. Some states (including Washington, Kansas, and Georgia) have dropped the minimum donation age to 16. Others are using networking sites, recruiting at rock concerts, and raffling off iPod<sup>TM</sup>.

## **How the Promotion Works**

**Step 1** – Music download cards are handed out at the time of donation.

- Promote the free music downloads on banners and posters placed around the mobile blood collection event.
- 4-color process card will reinforce the blood centers image and recall.



**Sten 3 (Ontional)** – Collect donor's contact information for future campaigns.

- Data collection is quick, easy to complete, and in expensive to set up and administer.
- Data collection can be made optional or mandatory in order for cardholder to download their FREE music.



**Promotion** – Blood banks around the country have successfully used music download cards and cell phone entertainment cards to attract and encourage young donors. A recent Piper Jaffray's survey of high school students noted that 82% of students currently download music. Rewarding students and young adults with a product they currently purchase is a strong incentive.



**Step 2** – Drive donors to the blood center's website.

• Donor clicks on music download link to begin the process.

F	Find out if you've won!
E	nter your information below and your rize information will be emailed to you.
	First name
	Last name
	Email address
	Home address: (No P.O. box numbers please.)
	City, State, ZIP
	Date of birth or Red Cross donor ID  Submit
	Do Good. Feel Good. Red Cross
	Give Blood.

**Step 4** – Donors select from over 2.5 million songs to download to their iPods or MP3 players.

• Add excitement by varying the number of downloads on the cards or by giving away an iPod.