

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™.

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.



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

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

Step 3 (Optional) – Collect donor's contact information for future campaigns.

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



Find out if you've won!
Enter your information below and your prize 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:

Do Good. Feel Good. 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.