



## Blood Collectors Week Overview and Program Recommendation Guide

### Introduction

Blood Collectors Week is a national recognition week intended to recognize the outstanding contributions of phlebotomists, apheresis operators and all others involved in ensuring blood is available to patients in need. It is co-sponsored by AABB and Fenwal, A Fresenius Kabi Company.

Implementation of the week will take place at a local level with AABB and Fenwal providing turnkey educational, marketing and promotional materials. These materials are available via the Blood Collectors Week website at [www.bloodcollectors.org](http://www.bloodcollectors.org), and many are available for customization.

### Program Goals

- Establish an annual week celebrated by blood centers to recognize this profession as vital to the blood banking community.
- Educate blood collectors on the influence and impact they have on the donation experience.
- Increase blood donations through the promotion of this profession and volunteer blood donation

### Year-Round Recognition

Through “Blood Collector Success Stories” we recognize blood collectors year-around and highlight the importance of this profession in facilitating a positive donation experience. We encourage all blood centers to submit “Blood Collector Success Stories” through the Blood Collectors Week [website](http://www.bloodcollectors.org). Stories are featured on the website and in AABB quarterly newsletters.

☀ Submit your success story via [www.bloodcollectors.org](http://www.bloodcollectors.org) for consideration in *AABB News*. Select stories will be highlighted in an issue of *AABB News* and featured year-round on the Blood Collectors website. Take advantage of this opportunity to recognize blood collectors at your center for going above and beyond in creating a positive donation experience!

### Website Resource

At [www.bloodcollectors.org](http://www.bloodcollectors.org), multiple tools and resources are available to support your Blood Collectors Week recognition and celebratory efforts. Via this resource, you will find turnkey marketing and promotional materials, educational tools, tips for recruiting business sponsors, recognition items, the latest “Blood Collector Success Stories” and much more!

### Getting Started

The first step to launching a successful Blood Collectors Week is good planning and coordination. You will want to assign a project leader for your blood center, such as a representative from your marketing, donor recruitment or public relations team, who will coordinate the recognition and promotional efforts behind this celebratory week.



You will also want to assign a senior management champion, such as your CEO. This person will demonstrate his/her support for the week and the activities and efforts by staff at your blood center.

### **Promoting Blood Collectors Week in Your Blood Center**

- Add Blood Collectors Week to your blood center calendar.
- Educate staff members on the purpose of the week and importance of blood collectors by presenting a Blood Collectors Week overview.
- Hang Blood Collectors Week banners and/or posters in your blood center.
- Place Blood Collectors Week tent cards in your canteen area and/or at mobile drives.
- Publish an article announcing Blood Collectors Week in your internal blood center publication.
- Display “thank you” stars from donors in a Blood Collectors Week-themed area.

☀ Resources on Blood Collectors Week website: Blood Collectors Week logos, template posters, overview presentation, banners, tent cards, “thank you” stars

### **Recognizing Blood Collectors (Week of the Event)**

- Provide recognition certificates to all staff members.
- Host a breakfast or lunch to recognize staff members [invite a local business to sponsor the breakfast(s) or lunch(es) to expand the recognition].
- Ask businesses to sponsor free or discounted food coupons for blood collectors and distribute during the actual week.
- Have a staff “cake day” providing a celebratory cake to each blood center (and a cake or cupcakes for mobile sites).
- Purchase items from the Blood Collectors Week catalog as give-aways for staff members or raffle items (*allow at least 10 working days for the production and delivery of promotional items*).
- Host a special recognition event, inviting senior management representatives to speak. You may also want to invite a local community leader, blood donor and/or patient that received blood to speak at the event and recognize the importance of this profession [see section on generating media and public awareness below and center celebration examples on [www.bloodcollectors.org](http://www.bloodcollectors.org)].
- Fenwal will provide recognition pins for all registered Blood Collectors Week blood centers. Please confirm the number of blood collection staff for your blood center by **June 30th** to ensure the right amount of pins are delivered to your location.

☀ Resources on the Blood Collectors Week website: tips for securing business sponsors, promotional item catalog, business sponsors posters/banners, recognition certificates for staff, and center celebration examples.



### **Creating Awareness and Support from Donors**

- Send donor postcards encouraging individuals to celebrate this week by making a donation, if eligible.
- Provide “Blood Collector Success” story nomination forms for donors to complete and submit.
- Provide stickers/or other giveaways to donors during the week of the event.
- Provide donors with “thank you” stars to recognize their blood collector.

☀ Resources on the Blood Collectors Week website: donor postcards, “Blood Collectors Success” story nomination forms for donors, and “thank you” stars.

### **Generating Media and Public Attention and Participation**

- Distribute press release to generate awareness and momentum for the upcoming recognition week.
- Hold a special recognition ceremony, inviting the blood center CEO or another senior management staff member to speak, along with potentially another community leader, patient or blood collection staff member.
- Invite media to the event and allow them to interview the featured speakers.
- Invite local businesses to sponsor activities/events for Blood Collectors Week, such as by providing free or discounted food coupons to blood center staff members. Provide banners and/or posters for them to display at their location.
- Corporations may also choose to make a monetary donation that could be put towards a special recognition ceremony, lunch/breakfast for staff members, or for raffle items. Provide banners and/or posters for them to display at their location.
- Post information to your website about Blood Collectors Week.

☀ Keep up to date on the latest information. Follow us on twitter @bloodcollectors. We will be sending out tips, stories and information leading up to celebration week. And be sure to share your plans and any celebration photos by using the hash tag #bloodcollectorsweek.

### **Customizing Materials for Your Center**

Marketing materials are provided on the website and are designed to be customized by your center. Alternate file options are available by contacting Melanie Miller at melanie.miller@fresenius-kabi.com.

Public relations materials are provided in Word formats, and recognition certificates and “thank you” stars are provided in PowerPoint templates to also allow easy customization.

*Please see next page for the Blood Collectors Week Checklist*



## Blood Collectors Week Checklist

*Below is a suggested timeline for the activities identified in the document above. Not all activities may apply to your center based on how you choose to promote the week.*

*While not listed below, "Blood Collector Success Stories" from staff and donors are encouraged year-round. To submit a Blood Collector Success story, please visit [www.bloodcollectors.org](http://www.bloodcollectors.org).*

Activity	Owner	Due Date	Status
Confirm primary contact for blood collectors week and # of staff		June 30	

### 7 Weeks Before Blood Collectors Week

Activity	Owner	Due Date	Status
Assign project lead			
Assign sr. management champion			
Add Blood Collectors Week to staff calendar			
Order and post posters and/or banners			
Order and mail donor postcards			
Put out tent cards at mobile and/or fixed sites			
Begin planning for special recognition ceremony (if you are holding one)			
Set out Blood Collector Success Story nomination forms for donors			
Secure business sponsors			
Order posters/banners for business sponsors			
Publish article for internal newsletter			
Promote Blood Collectors Week on your website			



4-6 Weeks Before Blood Collectors Week

Activity	Owner	Due Date	Status
Distribute invitations/notices for special recognition ceremony			
Draft turnkey press release and related media materials			
Order promotional items for staff and donors			
Order cake and/or cupcakes for fixed and mobile site locations to be delivered week of the event and/or preparations for other breakfast(s) or lunch(es) you may host			

1-2 Weeks Before Blood Collectors Week

Activity	Owner	Due Date	Status
Prepare recognition certificates for all blood collection staff members			
Prepare/arrange items that will be provided to blood collectors during Blood Collectors Week			
Finalize count for special recognition event, if needed			
Distribute media alert if hosting a special event			
Distribute press release			
Distribute radio/television PSA			
Make follow up pitches to media			



### Week of the Event

The suggestions below are just some ideas to get you started and may vary based on events/activities planned for your site.

#### Monday

- Host a breakfast, lunch or refreshments for staff and hand out commemorative lapel pin with recognition certificates and other give-aways.

#### Tuesday

- Hold a raffle for Blood Collectors Week promotional items.

#### Wednesday

- Deliver cake/cupcakes to fixed and mobile sites.
- Hold a special recognition ceremony or patient/donor reunion to demonstrate the impact of blood collection.
- Arrange for senior management visits to all fixed sites (and mobiles if you choose).

#### Thursday

- Provide food coupons/discounts to blood collectors from local business sponsors.

#### Friday

- Hold a raffle drawing for a Blood Collectors Week giveaway.