



Association of Donor
Recruitment Professionals

ADRP

Committee Member Responsibilities

- Be committed to the mission.
- Become familiar with Strategic Plan.
- Actively participate in planning and implementing goals.
- Devote time and effort to accomplish objectives.
- Participate in conference calls.
- Fulfill assignments on timely basis.
- Chair should facilitate planning session, tying goals to ADRP's Strategic Plan.
- Chair should document processes and projects to facilitate transfer of knowledge from year to year.

Help Plan Our Future

together we save lives.



2011-12 Board of Directors * Join the Team!

Association Goals

Increase Membership

Strategies:

- Understand target markets and develop strategies to attract them
- Develop marketing campaigns and membership drives
- Increase membership value
- Engage Blood Center Execs
- Enlist CEOs
- Provide recognition for membership longevity

Sustain Organization

Strategies:

- Develop new revenue streams
- Enforce budget planning
- Implement succession plan
- Create association business plan

Broaden International Representation

Strategies:

- Identify market segments
- Develop website resources for international members
- Partner with vendors who want to expand globally; approach vendors about sponsoring international scholarships
- Establish partnerships with ISBT, EBA, ABO, IDLG

Provide Professional Development

Strategies:

- Implement certification program for recruiters and managers
- Continue to develop and refine career center
- Offer consultants and trainers the opportunity to travel to centers and educate or consult
- Offer skill sets to be an executive

Create Brand Identity

Strategies:

- Form strategic alliances with like-minded groups
- Capitalize on AABB repositioning on recruitment
- Conduct ADRP sessions at other venues
- Improve website
- Expand to include collections component

Advocate Field of Recruitment

Strategies:

- Raise profile of recruitment
- Issue position statements on topics relating to recruitment
- Provide resources for professional recruiters

Mission

To provide education, development and resources for the donor recruitment professional.

ADRP Vision

We are the worldwide industry leader in the field of donor recruitment with an ongoing commitment to shaping international policies and standards, and to develop marketing strategies and specialized resources for the donor recruitment profession.

ADRP Committee Responsibilities

Awards Committee

This committee administers the ADRP Award and Scholarship Program according to policies established by the board of directors and is responsible for the promotion of awards and selection of recipients. The Awards Committee sets the deadline for awards and scholarships; determines the promotion schedule and campaign; helps to promote the programs; meets by conference call to vote on award nominations and scholarship applications. Committee members should be able to participate in four to six conference calls.

Determine Award winners for:

- Donor Recruiter of the Year
- Daniel J. Eberts Film/Radio Awards
 - o Best Donor Recruitment Video
 - o Best Direct Market Video
 - o Best TV PSA/Commercial
 - o Best Radio PSA
- Tools of the Trade
- Management Award
- Media Award
- Organization Award
- Chairperson/Volunteer/Coordinator
- Ronald O. Gilcher, M.D. Award
- Ron Franzmeier Lifetime Achievement Award

Determine Scholarship winners for:

- Nancy J. Chapman Scholarship
- Presidential Scholarship
- Hughes Scholarship
- Charles Drew Scholarship

ADRP Accreditation Council

ADRP's Certification Program will be administered and governed by the ADRP Accreditation Council, an independent certifying body of the Association of Donor Recruitment Professionals. The Council will be responsible for awarding the recruitment credentials and is responsible for setting policy and standards related to the CDR program. The Council will be composed of up to five voting members.

Career Development Committee

This committee is responsible for year-round education to advance the professionalism of recruiters worldwide. The committee uses webinars and pre-conference workshops to deliver resource-sharing and education. Committee members should be able to participate in four to six conference calls. It is requested that members be able to attend the conference.

Pre-conference Workshops:

- Review conference evaluations for ideas on workshops.
- Generate ideas for pre-conference sessions.
- Develop a list of possible pre-conference topics and speakers.
- Contact possible speakers.
- Obtain workshop titles, descriptions, and objectives for inclusion in preliminary program.
- Relay above information to Conference Committee Chair.
- Obtain biographical information and final copy for program and send to Conference Committee Chair.

Webinars and Online Training Programs:

- Develop on-line training programs and webinars.

Strategic Planning Committee

The Strategic Planning Committee is charged with developing, and updating the association's Strategic Plan, advising the president on processes for implementing the plan; reviewing association budget priorities for congruence with the plan; and reviewing association's progress toward achieving the goals of the plan.

Communications/Marketing Committee

This committee promotes and markets ADRP to members and nonmembers. It also ensures the association provides members with information about events and initiatives in donor recruitment through ADRP's quarterly newsletter, *the Drop*, and ADRP's website, which includes a Membership Section. Committee members are not responsible for writing articles, but are expected to help solicit writers for *the Drop*. The committee is also charged with harnessing the power of the Internet to more effectively and efficiently deliver information and networking to association members from around the globe. This committee should meet by conference call at least six times a year.

Market ADRP:

- Communicate ADRP's mission and vision.
- Let members and clients know about the opportunities to connect with ADRP and its members.
- Make sure ADRP looks and feels like the premiere recruitment organization of the future.
- Maintain integrity of ADRP logo and market ADRP's mission and vision.
- Help develop other materials to market ADRP.

the Drop (ADRP's quarterly newsletter):

- Solicit articles for ADRP's quarterly newsletter, *the Drop*.

Website:

- Help develop content of ADRP's website and Social Media Initiatives.

Press Releases:

- Help develop press releases on ADRP activities.

Other:

- Update membership brochures under the direction of the Membership Committee.
- Help with other publications/brochures as requested by other committees.

ADRP Committee Responsibilities

Membership Committee

This committee determines methods to recruit and retain association members. The committee also makes recommendations to the Board regarding membership services and benefits and contacts new members to welcome them into the association. Committee members should be able to participate in four to six conference calls. The committee members assist with registration at the annual conference, so members must attend the conference.

Increase Membership:

- Generate ideas to obtain new members.
- Survey membership to determine satisfaction with association services.
- Generate ideas for retaining members.
- Work with the Global Programs Committee to increase international members.
- Determine membership services to be considered.

Membership Promotion:

- Revise membership brochure annually with Communications Committee.
- Determine other methods for membership promotion.

Help with Members Conference Activities:

- Promote committee sign up at conference.
- Provide registration help at the conference.

Conference Committee

This committee helps to plan the program for the Annual Conference and serves as session moderators on-site at the conference. The Conference Committee sets the deadline for the annual call for presentations; recommends new ideas for programming or conference activities; determines the promotion schedule for the conference; helps to promote the conference; meets by conference call to vote on all submissions; works with speakers prior to the conference and onsite. Committee members should be able to participate in four to six conference calls. Committee members must be able to attend the ADRP Conference.

Help Find and Determine Speakers and Content:

- Encourage members to submit abstracts.
- Seek speakers from experts list.

- Help select presenters for the Annual Conference.
- Notify the chosen presenters that they have been selected for a session.
- Confirm that the chosen presenter can still present at the annual ADRP conference.
- Obtain session descriptions and speaker bios.
- Ensure presenters send handouts and presentations by deadline.

Onsite:

- Work with assigned speakers to oversee sessions to help speakers, ensure audio visual and room is set appropriately and help report problems to Chair, Co-Chair and Executive Director.
- Assist moderators.
- Ensure session evaluations are completed by attendees, collected and returned to the staging area.

Global Programs Committee

This committee promotes activities, services and outreach to donor recruitment professionals beyond the United States and Canada. It is also charged with building organizational and industry awareness of worldwide recruitment issues and challenges. Committee members should be able to participate in four to six conference calls.

ADRP Conference:

- Coordinate international reception or other global attendee event at the ADRP Annual Conference.
- Solicit geographically broad-based attendance at and educational content within the ADRP Annual Conference.

International Membership:

- Work with Membership Committee to help recruit international members.
- Facilitate globally based liaisons and special representatives to the ADRP Board.
- Correspond and interact with blood and tissue recruitment/collection agencies and entities around the globe.

International Programs:

- Develop globally relevant initiatives, services, collaborations, etc. independently or in conjunction with other ADRP Committees.
- Oversee ADRP activities for World Blood Donor Day.

Other:

- Assist with organization of ADRP conferences or sponsored events in locations beyond North America.

Nominating Committee

This committee solicits and considers suggestions from the membership for nominations to all elective offices of ADRP. The committee prepares an appropriate slate of candidates for election at the Annual Conference. Committee members should be able to participate in four to six conference calls.

Recruit New Board Members:

- Review the current roster of Board members and identify vacancies that will be created by those Members who will be leaving the Board as regulated by the by-laws.
- Determine individuals for the board.
- Communicate with the proposed slate of officers and members at large to confirm their interest and availability to serve on the board in the new fiscal year.
- Finalize the slate of officers for the next fiscal year and submit to the Board by January.
- Meet as necessary during the year to fill vacancies on the board that occur.
- Promote committee and board membership to the membership at large.