

ADRP MEMBERS SHOW SUPPORT FOR WORLD BLOOD DONOR DAY



World Blood Donor Day aims to raise awareness of the need for safe blood and to thank those who give blood regularly on a voluntary,

unpaid basis. This year the Board of the Association of Donor Recruitment Professionals (ADRP) asked members to help promote and celebrate World Blood Donor Day (WBDD) – and the members wholeheartedly responded.

ADRP officially announced the WBDD campaign during its May conference. The association had developed an initial WBDD kit, which AABP's Donor Recruitment/Public Relations Committee (DR/PR Committee) voted to underwrite. AABP provided the funds to print and mail the kit, which included press releases, a CD with the materials, and WBDD balloons.

ADRP's board had initially authorized the development of a promotional kit on World Blood Donor Day at its January meeting. Immediate Past President Sue Churchill shared a sample of the kit, which includes fact sheets, press releases and world-

colored balloons with imprints of ADRP's logo with the AABP DR/PR Committee at its March meeting.

"The DR/PR Committee has been debating how to publicize World Blood Donor Day. We were so pleased with ADRP's work that the committee asked if the kit could be co-branded with AABP's logo," said Kathleen Connolly. "This is a great opportunity for our two groups to collaborate on a worthwhile cause."

Churchill and current ADRP President Gavin Evans said the ADRP Executive Committee concurred, approving the cobranding of the kit. "The kit gave ADRP the ability to reach out to such a larger audience for an event we consider critical," Evans added.

"The day also served as an opportunity to encourage people to start donating as there is a very real and immediate need for blood across the globe," said Churchill.

So far, the following ADRP members

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ADRP and AABP announce a joint WBDD Campaign at ADRP's Annual Conference in Baltimore.

ADRP's MISSION:

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

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Association of Donor Recruitment Professionals

ADRP

WHY DO PEOPLE HELP OTHERS?

*"It is twice blest
It blesseth him that gives and him that takes"*



by Gavin Evans
2007-08 ADRP President

*Portia's famous soliloquy on the quality of mercy, from Shakespeare's *The Merchant of Venice*, reminds us that giving blood is not an entirely altruistic act. However, blood donation has been called the "purest example of altruistic behaviour" and generally most observers seem to agree that there is a deep-seated set of altruistic motivations. These cause individuals to behave in a manner that provides an intrinsic reward for giving for the benefit of others; so called, "pro-social" behaviour.*

Although people do have a strong motivation to help others, behaviourists have long recognised that motivation is translated into behaviour only after the individual has completed a decision-making process.

In this my first article as President, I would like to explore this process.

Understanding why people help each other is a useful backdrop to the daily decisions we make regarding what marketing tools and techniques we should deploy to encourage donation.

The basic steps in this process are as follows:

Awareness that Another Person Needs Help:

This process is triggered when an individual notices that someone else is in a situation in which undesirable consequences are probable. We can trigger this through appropriate use of media, or using recipients directly or in promotional materials to represent others who are suffering. Perhaps

Understanding why people help each other is a useful backdrop to the daily decisions we make regarding what marketing tools and techniques we should deploy to encourage donation.

even more effectively, we can build a network of individuals who are willing to carry the plea to others.

Donors are our most effective recruiters even without any assistance: provide encouragement and tools for them – a "member-get-member" approach – and imagine the possibilities.

Interpretation of the Situation:

Although the awareness stage triggers the process, the remainder largely depends on how the individual interprets the situation. This interpretation is in terms of the intensity and urgency of the need, the potential consequences to the individual in need (and the helper), the extent to which the individual in need may be worthy or deserving of help, and the behaviour of others who are aware of the situation.

We need to be clear and unambiguous on all these points when we promote donation, particularly bearing in mind that response will be more likely if emphasis can be made that help is required *now*.

Positive consequences for the helping behaviour should be emphasised, and the old cliché "sell the sizzle not the steak" should set us

on the right track here. But do remember that the donor's need satisfaction comes from the help given to the needy and not the help given to the intermediary, so perhaps downplay the role of the blood centre in favour of the patient. And whilst shining light on a less attractive side of human nature, studies have shown that people are actually quite choosy about who they help: they like to help those in need who are like themselves and are considered to be "we" rather than "they." Being sensitive to this increases our chance of success.

Recognition of Personal Responsibility:

Once an individual determines that *someone* should help, we must be persuasive in our suggestion that he or she is the one who must act. Appeals to an anonymous "occupant" or pleas for "someone" to help are likely to elicit little response, but appeals that are tailored to an individual by name and that treat the individual as unique are more likely to engender the desired reaction.

This has implications for the way in which direct marketing programmes are structured but can be a tough challenge if promoting donation to

large audiences, where the concept of diffusion of responsibility – or “social-loafing” – allows potential donors to look at their shoes when the ask is being made.

Many studies have shown that in almost any helping situation – from true emergencies to picking up coins – the more people that are present when an appeal for help is made, the *less* likely it is that an individual will help. Consider ways to frame and deliver your request to overcome this phenomenon.

Perception of Ability or Competence to Help:

The desire to help and the ability to help are two entirely different things. This is one of the trump cards for us in the recruitment and retention of donors. We might want to help alleviate suffering in Africa but feel impotent in our ability to affect the situation there. But offering people the opportunity to give blood is to give them a direct line to saving or significantly improving someone’s life. Be sensitive though to a natural nervousness towards all things new, and particularly to a fear of looking foolish, perhaps by fainting. Explain and demystify the process and people will be more comfortable with stepping through the door.

Implementation of Helping Action:

The final step is engaging in the appropriate helping behaviour. As with any linkage between intention and actual behaviour, environmental factors such as time, physical barriers or even the weather may impact. Here our service offering is important; is

the donation opportunity nearby, regular, and at convenient times? Not only do we need to ensure that we deliver operationally to make this a reality, but our communication with the potential donor needs to make this

To what extent do you make it clear that blood donation is a great way to satisfy the intrinsic need to help others?

evident. If people strongly perceive both the intensity and urgency of the need they will overcome almost any barrier, but pragmatically we do need to reduce or remove these barriers if we want to optimise our recruitment efforts and get the merely well-intentioned to become active donors.

To what extent do you make it clear that blood donation is a great way to satisfy the intrinsic need to help others? How can you make it more widely understood in your communities that the need for blood is not just lifesaving but urgent? What more can you do to encourage prospective donors to feel a sense of personal responsibility and make it clear that they are able and competent to help? What might you change in the manner of your “ask” to give the



greatest chance of success? And last but by no means least, what more can you – both as an individual and together with colleagues – do to identify and remove any barriers to donation?

ADRP’s VISION:

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

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Association of Donor
Recruitment Professionals

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BaltiMORE 2007
MORE Donors, MORE Often



ADRP CELEBRATES SEVERAL FIRSTS DURING 2007 CONFERENCE IN BALTIMORE

The members of the Association of Donor Recruitment Professionals celebrated several firsts during their 2007 ADRP Conference from May 1-5 in Baltimore, Maryland.

The association members elected their first non-North American president. ADRP also had more than 100 attendees from the National Marrow Donor Program join the association and attend the conference. In addition, conference registrations exceeded 500 for the first time, with just under 525 individuals attending the conference.

“I am so proud of ADRP’s successful past, but even more positive about its future,” said 2006-07 outgoing President Susan Churchill. “With a stronger, growing membership base, an international presence through 2007-08, with President Gavin Evans, and a full-time executive director, ADRP is certain to reach new heights.”



Evans, who is head of marketing for England’s National Blood Service (NBS) was elected 2007-08 President of ADRP during the association’s annual meeting. He joined Churchill in predicting a bright future for ADRP. During the next year, Evans said ADRP has the opportunity to grow and become

even more international. “We have the chance to embrace those involved in donor recruitment outside of the blood environment. We also have several opportunities to reach out to countries that do not currently have recruiters who belong to ADRP,” he added. Evans said the board will be working to hold a fall conference in Australia by 2008.

He also pointed to the addition of more than 100 members from the National Marrow Donor Program as testimony to ADRP’s membership growth potential. “Our core skills are, after all, incredibly similar and creating the environment for knowledge sharing amongst like minded professionals is a very large part of what ADRP is about.”

Other goals Evans has for his presidency include the development of professional accreditation programs, training packages, and donor tracking products, as well as laying the ground work for future international programs. Evans also wants to continue to add value and services for members.





CONGRATULATIONS ADRP 2007 SCHOLARSHIP & AWARD RECIPIENTS!

The 2007 ADRP Scholarships and Awards were presented by Sue Churchill 2006-07 ADRP President on Friday, May 4 during the Annual Conference in Baltimore, Maryland. Awards Co-Chairs Marsha Belgrade of LifeSouth Community Blood Centers and Christine Foran of New York Blood Center announced the honors in four different categories: four scholarships, seven awards, four Daniel J. Eberts Film/Radio Awards and six Tools of the Trade Awards (recruitment printed materials).

SCHOLARSHIPS

Nancy J. Chapman Scholarship **Dr. Yusuf Adama**

National Voluntary Blood Donor Organisation



Dr. Yusuf Adama, born on June 28, 1953 in Muyuka, South West province of Cameroon, was reared in a highly disciplined and spiritually sound

household by parents who believed in the value of hard work, responsibility and intellectual development. His interests spread across Medicine, Diplomacy and Policy Analysis. In 1996, he founded and chaired the Cameroon Association for Education, Health and Development and in 1990 he founded and chaired the National Voluntary Blood Donors Organisation (NVBDO) in Cameroon. He is president of the Cameroon Red Cross in Yaounde Fifth District and the Cameroon Association of Diplomacy and Development. He works in partnership with Human Rights and Blood Donor Organisations in Canada, Finland, Hungary and Saudi Arabia. Dr. Adama was an associate member of the International Federation of Blood Donor Organisations (FIODS) in France and a member of the American Association of Blood Banks for seven years.

(See Nancy J. Chapman Essay by Dr. Adama, page 12)

Presidential Scholarship

Marie Grumetza

*Community Development Coordinator
Canadian Blood Services, Saskatoon*



Marie Grumetza began her career with Canadian Blood Services in the fall of 1999 as a volunteer. Her involvement in the blood program is truly a labour of love. On March 28, 1996, her 15-year-old son Devin was diagnosed with a malignant tumor on his right femur and was told that he had Osteogenic Sarcoma. Throughout a three and a half year battle Devin had to have more than 50 units of blood and blood products. Marie's current job as Community Development Coordinator is much more than a job. It is her mission, passion and personal full time commitment to recruit, reward, educate and encourage donors to make "giving blood" a life-long endeavor.

(See Presidential Essay by Ms. Grumetza, page 13)

Hughes Scholarship

Whitney Thompson

*Promotions Coordinator
Florida Blood Services, Tampa, Florida*

Whitney Thompson is a highly motivated individual who respects tradition, and yet is not encumbered by the past in developing new ideas. Some have described her as one who thinks outside the box, while others say there is no box in her way of thinking. Blood banking is far more than a professional interest for Whitney, it is a driving passion. Whitney currently works at Florida Blood Services as their Promotions Coordinator and says this about why she chose blood banking as her career: "You can teach anyone to do a task, but you can't teach passion. Passion and dedicated commitment makes the difference between getting the job done and reaching the vision of the organization. For me, my passion and motivation comes from knowing that I can make a difference. This isn't just a job to me. I see it as being a part of a much bigger picture. It's through the work driven by vision that we do change the world."



Marilyn Hughes and Bob Hughes with Whitney Thompson (center).

Charles Drew Scholarship

Trevor Finch

*Community Development Coordinator
Canadian Blood Services, Winnipeg,
Manitoba*



Trevor Finch is a Community Development Coordinator with Canadian Blood Services in Winnipeg, Canada. Trevor has a Bachelor's Degree in Communications from the University of Winnipeg and a diploma in Creative Communications from Red River College. Trevor has ten years experience in communications and marketing in both corporate and not-for-profit environments. Trevor joined Canadian Blood Services two years ago.

In his position, Trevor has worked with many ethnic donor groups, most notably the Winnipeg Sikh community. In June of 2005, Trevor developed a Sikh Blood Drive that focused on a set of key values of the Sikh community and in one weekend, doubled the attendance of the Sikh donors. That program has continued to grow.

AWARDS

Donor Recruiter of the Year

Robin Friehling

*Account Manager
New York Blood Center, Hudson
Valley Region*



It was while Robin Friehling was working at her first job in Human Resources at Montefiore Medical Center that she made the decision to overcome her fear of blood and needles and become a blood donor. Walking around the hospital, she saw many sick people; many with blood bags hanging from the poles attached to their gurneys. It was at that time Robin decided to get over her fear and help others.

It has been three years since Robin began work with NYBC and she is as passionate about the mission as she was the day that she became a blood donor herself.

Robin has had great success targeting middle and elementary schools to embrace the Little Doctors Program – so much so that she now finds kids following her around local supermarkets and malls working up the nerve to ask her, “Aren’t you the lady who came to my school to talk about blood?” In the past three years, Robin’s territory has seen growth in collections totaling an outstanding 33 percent.

Manager of the Year

Betsy B. Ward

*Director, Donor Recruitment
Memorial Blood Centers, St. Paul,
Minnesota*

What drew Betsy to beginning her career in blood banking was a desire for a relationship type of sales position. Betsy joined the American Red Cross North Central Region, St. Paul, Minnesota as a donor recruitment representative in 1999. Her joy was instantaneous as she called on her volunteer sponsors, dedicated to the mission of saving lives.

Betsy was promoted to District Manager and was responsible for managing in the “Donor Services” model both a team of donor recruiters and a team of collections supervisors.

Betsy developed an enthusiasm for helping her recruiters and collection leaders see opportunities by realizing their full potential by working together, to best serve our sponsors.



Awards Continued on page 8

AWARDS (Continued)

Organization of the Year
Safaricom Limited of Kenya
Nominated by Bloodlink Foundation, Nairobi, Kenya



Safaricom through partnership with Bloodlink Foundation and the National Blood Transfusion Services launched a series of seven five-day nationwide blood donation drives within seven regions in the country dubbed “Safaricom Blood For Life Drive.” The main objective of this campaign was to ensure adequate safe blood supply in the blood centers country wide. Safaricom worked with the Bloodlink Foundation to address the problem by increasing awareness on this critical need for blood; targeting the adult population; addressing the shortages during the holiday months; and increasing the supply of safe blood 12 percent by December 2006 and 25 percent by December 2007.

Previously blood donor recruitment activities have been conducted exclusively with government and external donor funding. The private sector has only been involved in facilitating donation by its employees. Safaricom Limited has opened the way for other corporations and already GlaxoSmithKline Pharmaceuticals has joined the campaign.

Media of the Year
KUVN-TV Channel 23 Univision Spanish Television
Dallas/Fort Worth, Texas
Nominated by Carter BloodCare, Bedford, Texas

Since 2005, KUVN-TV Channel 23 Univision has partnered with Carter BloodCare to increase awareness about the lifesaving impact Hispanic and Latino communities can have on area blood supplies.

With a significant dedication of airtime, production resources and station personnel, Univision has embraced an annual blood drive initiative that fosters education, creates awareness and hosts a blood drive event giving viewers an opportunity to donate blood, many for the first time. Since the program’s inception, almost 200 Hispanic and Latino donors have participated in the blood drive and almost 50 have registered for the National Marrow Donor Program. Through the Univision drives, Carter BloodCare has also identified a rare Diego B negative donor, an extremely important contributor to the center’s rare donor registry.



Chairperson of the Year
Kathy Caudell
Director of Workforce and Diversity Boyd Gaming of Las Vegas
Nominated by United Blood Services, Las Vegas, Nevada



When Kathy was approached by United Blood Services in 2001 to plan a blood drive, she set a goal to hold the largest and best blood drive in the city. While other casinos were holding employee drives, Kathy knew that if she could entice the casino guests to participate she could score a huge win for the blood bank, the company and the community. Kathy realized that to encourage participation of the community she needed to make the drive exciting and fun. She decided to hold her first blood drive during Independence Day weekend because it would provide blood to the community blood bank during a critical time of year.

The community answered the call in record numbers with 834 donations of red blood cells being collected during the three-day event. Kathy found a winning recipe for success and she has continued to improve upon that initial plan.

Ronald O. Gilcher, MD Award

Robert F. Fechner

Chief Operating Officer

*Carolinas Blood Services Region,
American Red Cross*

Robert F. (Bob) Fechner, Chief Executive Officer of the American Red Cross Carolinas Blood Services Region, nurtures a culture that fosters a high performing organization, focused on providing outstanding service to blood donors, sponsors, hospital customers and regional staff.

In 1996 “Team Carolinas” received the American Red Cross Turn Around Region of the Year award. Since then, Team Carolinas has continued to lead all Red Cross blood regions in annual whole blood collections. This year, Team Carolinas will exceed the 400,000 unit threshold, while simultaneously collecting more than 50,000 single donor apheresis platelet products. Bob was appointed regional chief executive officer in July, 2001.



Dr. John Armitage, 2005-06 ADRP President (right) presents Bob Fechner with his award.

Ron Franzmeier Lifetime

Achievement Award

Joyce Kleist

Director of Donor Recruitment

Carter BloodCare, Bedford, Texas



Joyce Kleist has worked for nearly 24 years in the blood banking industry. Her career began at the Community Blood Center in Dayton, Ohio where she worked for 16 years as a Donor Services Manager. To be closer to family, Joyce accepted the position of Director of Donor Recruitment with Northwest Florida Blood Center in Pensacola. In 2004, she joined Carter BloodCare in Bedford, Texas where she currently works as Director of Donor Recruitment.

From the first day she began working as a donor recruiter, Joyce knew recruiting blood donors would become her mission in life, and her love for the profession continues to grow. “Making a difference and saving lives is what it’s all about. I’ve never wanted to do anything else – anywhere,” she says.

Joyce is also quick to recognize the support she has received from her colleagues equally devoted to the mission. “I’ve always had a great team supporting me in this wonderful profession, and in an industry that does not always come with much fanfare, this has helped tremendously through the ups and downs.”

Spotlighting the Top in Recruitment

Each year, ADRP recognizes the commitment and achievements of individuals in the recruitment field and applaud the innovation of organizations dedicated to advancing our organization’s mission. Check out the <http://www.adrp.org/advance-career/individual-awards/> for specific details on ADRP’s annual awards.

Scholarships for Recruiters

In an effort to help advance the education of members, ADRP has developed four scholarships designed for recruiters in management, seasoned recruiters, the beginning recruiter and recruiters focused on minority donor recruitment. The scholarships provide the winners with (at a minimum) a complimentary registration to the Annual ADRP Conference, as well as two nights lodging in the host hotel. The scholarships also seek to share the experiences of these individuals with the rest of the membership by publishing the winning essays in *the Drop*. Check out <http://www.adrp.org/advance-career/scholarships/> for specific details.

DANIEL J. EBERTS FILM / RADIO AWARDS:

View and hear these online at www.adrp.org

Recruitment Video: HOLMBERG EXPERIMENT
Submitted by Virginia Blood Services, Richmond, VA

Direct Market Video: THE CIRCLE
Submitted by National Blood Service, United Kingdom

Television Public Service Announcement: PIED PIPER
Submitted by Oklahoma Blood Institute, Oklahoma City, OK

Radio Public Service Announcement: MEADE
Submitted by Indiana Blood Center, Indianapolis, IN

TOOLS OF THE TRADE AWARDS:

Best Poster/Flyer: “Your Blood Saves Lives”
(A Happy Together split screen campaign)
Submitted by South African National Blood Service, Gauteng, South Africa



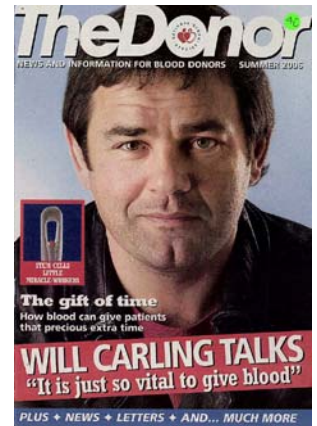
Best Postcard Mailer: “Connect”
(A holiday donor campaign)
Submitted by American Red Cross Blood Services – Pomona, California



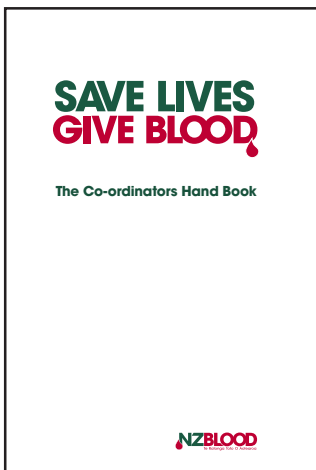
Every 56 days you can save a life.



Best Newsletter: “The Donor”
(Bi-annual publication sent to donors)
Submitted by National Blood Service, United Kingdom

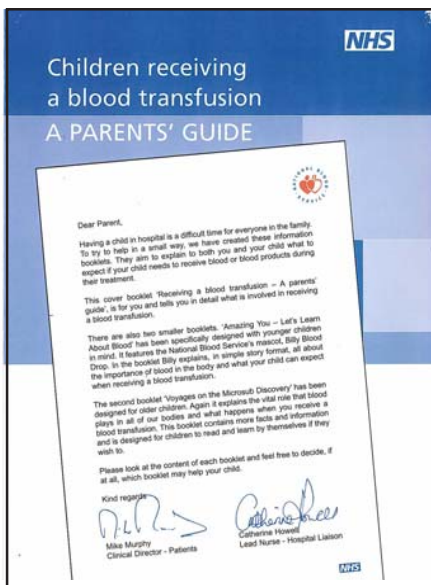
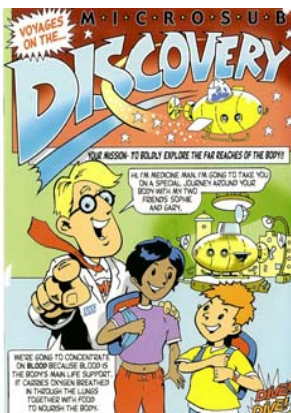
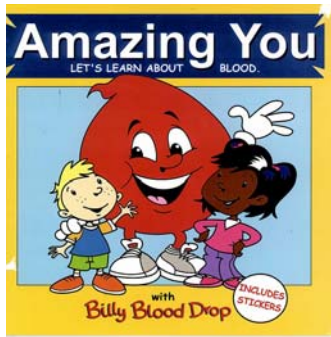


Best Advertisement: “Don’t Let Us Run Out of Blood – Don’t Wait Donate”
(Street pole campaign using 3 sequential poles made to look like a blood bag running out of blood)
Submitted by South African National Blood Service, Gauteng, South Africa



Best Brochure: “How Your Team Can Save Lives – Give Blood”
(An informative blood drive packet includes CEO letter, a handbook and Annual Report)
Submitted by New Zealand Blood Service, Auckland, New Zealand

Best Educational Materials: “A Parents Guide – Children Receiving a Blood Transfusion” (An informational booklet for parents given out in hospitals containing a children’s comic book and teen comic book) Submitted by National Blood Service, United Kingdom



Thank you for your submissions!

2007 ADRP Daniel J. Eberts Film / Radio Awards

Categories and number of submissions: Donor Recruitment-19; Direct Market-9; Television PSA-15; Radio PSA-4 (47 submissions were received from the 21 different blood banking institutions listed below)

- American Red Cross Blood Services – CT Region - Farmington, CT
- American Red Cross, Greater Chesapeake & Potomac Region - Baltimore, MD
- Appalachian Blood Services, American Red Cross - Roanoke, VA
- Blood Bank of the Redwoods - Santa Rosa, CA
- Canadian Blood Services – Atlantic Region - Halifax, Nova Scotia, Canada
- Central Kentucky Blood Center - Lexington, KY
- Community Blood Bank - Sioux Falls, SD
- Finnish Red Cross Blood Service – Helsinki, Finland
- Florida Blood Services - St. Petersburg, FL
- Indiana Blood Center - Indianapolis, IN
- Mississippi Valley Regional Blood Center - Maryland Heights, Missouri
- National Blood Service – United Kingdom
- New York Blood Center - Elmsford, NY
- New York Blood Center - New York, NY
- New Zealand Blood Service - Auckland, New Zealand
- Okalahoma Blood Institute - Oklahoma City
- South African National Blood Service - Gauteng, South Africa
- St. Mary’s Advanced Medicine Pavilion Regional Blood Center - Grand Junction, CO
- The Blood Center - New Orleans, LA
- United Blood Services – Albuquerque, NM
- Virginia Blood Services - Richmond, VA

2007 ADRP Tools of the Trade Awards

Categories and number of submissions: Poster / Flyer-58; Brochure-19; Postcard / Mailer-30; Newsletter-5; Advertisement-24; Educational Materials-13 (149 submissions were received from the 30 different blood banking institutions listed below)

- American Red Cross Blood Services - Pomona, CA
- American Red Cross Blood Services, CT Region – Farmington, CT
- American Red Cross, Greater Chesapeake & Potomac Region - Baltimore, MD
- American Red Cross, Penn-Jersey Region - Philadelphia, PA
- Armed Forces Blood Program/Lockheed Martin Corporation - Alexandria, VA
- Canadian “Blood Services – Central Ontario - Toronto, Ontario, Canada
- Canadian Blood Services - Edmonton, AB Canada
- Canadian Blood Services - Ottawa, Ontario, Canada
- Canadian Blood Services, Thunder Bay Donor Clinic - Thunder Bay, Ontario Canada
- Carter BloodCare - Bedford, TX
- Central Blood Bank - Pittsburgh, PA
- Dak-Minn Blood Bank - Grand Forks, ND
- Florida Blood Services - Tampa, FL
- Gulf Coast Regional Blood Center - Houston, TX
- Indiana Blood Center - Indianapolis, IN
- Inland Northwest Blood Center - Spokane, WA
- Inova Blood Donor Services - Sterling, VA
- LifeSource, Chicagoland’s Blood Center - Glenview, IL
- Mayo Clinic - Rochester, MN
- Medic Regional Blood Center - Knoxville, TN
- National Blood Service – United Kingdom
- National Blood Service Zimbabwe - Harare, Zimbabwe
- National Institutes of Health - Bethesda, MD
- New York Blood Center - New York, NY
- New Zealand Blood Service - Auckland
- NHS Blood and Transplant - Almondsbury, Bristol, United Kingdom
- Rock River Valley Blood Center - Rockford, IL
- Siouxland Community Blood Bank - Sioux City, SD
- South African National Blood Service - Gauteng, South Africa
- St. Mary’s Advanced Medicine Pavilion Regional Blood Center - Grand Junction, CO
- The Blood Center - New Orleans, LA

Please submit again for 2008...

Visit www.adrp.org for more information

WINNING ESSAY

Nancy J. Chapman Scholarship

Dr. Yusuf Adama

National Voluntary Blood Donor Organisation



Blood donation is, and will always be, one of the most noble and privileged ways of rendering service to humanity. My organisation sturdily believes that blood donation should be part of every individual's personal philosophy, a philosophy that in turn, builds into the common culture of humanity.

Donor recruitment thus seems central to the challenges raised by common imbalances often

observed between donors and recipients. It is therefore apparent that donor recruitment is the most fundamental aspect of blood donation. It is clear that without a pool of blood donors, the blood bank cannot exist.

With the AIDS pandemic and its ravaging effects, most especially in Sub-Saharan Africa, donor recruitment is facing the fiercest challenges.

In order to enhance donor recruitment therefore, my organization will first and foremost, identify potential groups of donors with low risk of HIV/AIDS contamination. Such low risk groups in Cameroon include certain religious groups like the Pentecostal Christians; that is, Full Gospel, Apostolic, Seven days Adventist, inter alia and students in blood donor clubs in secondary schools and universities.

Futhermore, after having identified these groups, they will be screened for HIV and other blood borne transmissible diseases. They will also be sensitised on the necessity of being HIV free and to continue to donate blood to save lives.

But what do these donors stand to gain in return? They stand to gain a lot. They are prioritized during consultations, especially when they are unwell; they pay only 50% of the laboratory charges and receive some beverages after every blood donation session.

This scholarship scheme is going to help build the capacity of member donors taking into consideration continuous education, which is important for any organization. Such knowledge can only be acquired through seminars, workshops and conferences.

In addition, knowledge acquired needs to be handed down to other members of the organization who are not opportune to participate in the training workshops or seminars or conferences. This brings us to the notion of training of trainers, which is capital for the growth of this organization.

In conclusion, donor recruitment is indispensable to the success of any blood donor organization. The methods of recruiting donors are not static but dynamic. They are usually based on the spacio-temporal and socio-cultural set-up of the community, the educational level of its inhabitants and above all, the familiarity of blood donor professionals with the point at issue.

Nancy J. Chapman Scholarship

Established 1991

Nancy Chapman joined the Oklahoma Blood Institute as a donor recruiter and became director of donor resources in 1982. The American Association of Blood Banks (AABB) named her the outstanding Donor Recruiter in 1988. Nancy served as president of the Association of Donor Recruitment Professions in 1987 and as a district director of the South Central Association of Blood Banks (SCABB) from 1987-1988. Nancy, who died in an automobile accident on her way to work on August 15, 1988, was known for her dedication to the goals of donor recruitment, for her great sense of humor and the joy she got from playing practical jokes. For information on scholarship benefits and to apply for 2008, please go to: <http://www.adrp.org/advance-career/scholarships/>

WINNING ESSAY

Presidential Scholarship

Marie Grumetza
Community Development Coordinator
Canadian Blood Services, Saskatoon, SK



I am asking you to please consider my application for the ADRP Presidential 2007 Scholarship. I believe that my attendance at your Annual Conference will enhance my ability to do my job as a Community Development Coordinator for Canadian Blood Services.

First of all I must clarify that my position with Canadian Blood Services is much more than a job. It is my mission and my passion!



On March 28, 1996, our son Devin, age 15 was diagnosed with bone cancer in his right leg. In the course of his three and a half year battle, he had to have three surgeries on his leg. The first surgery took seven hours and seven units of blood. The last surgery in which he had his leg amputated took 13 hours and 13 units of blood.

The cancer then metastasized to his lungs

and he needed two more surgeries to remove the tumors there and once again needed blood transfusions. In the midst of all of this he was given many sessions of chemotherapy destroying most of his blood cells hence having no immunity and a low count of platelets.

With thankful hearts for faithful blood donors, there was always a supply of blood on hand. As a result, our son was able to go on living and keep on fighting! However, on August 1, 1999, his oncologist told Devin that the cancer was out of control and there was nothing more they could do but for him to go home and make the best of the days he had left.

On September 1, Devin lay dying on a hospital bed in our living room and he told me the words that changed the rest of my life!

He said, "Mom, tell people not to give me flowers at my funeral but instead please tell them to become blood donors." Hence, my mission!

Obviously, I became a blood donor.

One day when I was donating blood I was telling one of the staff members how I just loved every blood donor and how their donation gave me three and a half extra years with my son. What mother would not be "on fire?" The staff member asked if I would mind sharing my son's story in high school classrooms as a volunteer. I readily accepted this opportunity and enjoyed it immensely even though it was difficult to do.

Some time later I was approached again and asked if I would consider employment with Canadian Blood Services. I had quit my previous job when our son became ill so I was glad to go back into the work force.

I have been employed with Canadian Blood Services for six years now and have enjoyed every minute. I have attended provincial and regional conferences in the past and feel I am ready for the next step up. I believe by attending this conference I will become more knowledgeable and acquire more skills for blood donor recruitment. Hence I will become even more effective in bringing new blood donors on board and retaining the ones we have!

Presidential Scholarship

Established 1995

Encouraged by the growth of membership and industry reputation of the ADRP, the board of directors voted to expand the scholarship program. ADRP established the Presidential Scholarship in 1995 to recognize excellence among the membership and provide another opportunity for a member to participate in the education and networking opportunities by attending an ADRP conference.

For information on scholarship benefits and to apply for 2008, please go to:

<http://www.adrp.org/advance-career/scholarships/>

Parkers Continue Mission To Donate in Every State

Donate platelets at the Aquidneck Donor Center in Rhode Island

*Submitted by
Frank Prosnitz,
Manager of Community
Development,
Rhode Island Blood Center,*

For Linda Parker, this incredible journey to promote blood donation is perhaps, first a love story. For James Parker, it is a journey built on a challenge from some high school seniors, and reinforced by the notion of returning a favor.

It has taken this Kansas couple to more than 30 states, and by the time they finish next summer they will have donated blood in all 52. Their mission is to raise awareness of blood shortages nationally, hoping to especially reach young people so they too embrace the importance of blood donation.

“Donating blood is free,” said Linda Parker. “America is full of home grown blood donors.”

...by the time they finish next summer they will have donated blood in all 52.

Recently, the Parkers arrived at the Rhode Island Blood Center’s Aquidneck Donor Center, the 35th state for Linda and 33rd for James. Each donated platelets, and once again became first time donors in a new state.

James, a retired school administrator, is amazed at how few first-time donors actually return for a second donation, and is quick to share



statistics with local reporters. The Parkers’ determination and passion for blood donation has at times moved TV and print cameramen from behind the cameras to the donating table, and has motivated at least one print journalist to return later that day to donate blood.

Blood donation was not always important to James. In fact, he was convinced that he would never become a blood donor.

But as a 37-year-old high school principal, he was confronted by several members of the senior class who challenged him to donate, promising that at least half the class would donate if he did.

“I bit the bullet, did my donation, and half the class donated,” he said. At the time, he didn’t realize that this was the start of a mission that 31 years later would bring him to nearly 200 blood donations.

When Linda began donating whole blood, she was a single mother,

teaching in an elementary school. She spotted James when he came to her school to teach, but “knew I didn’t have a chance if I didn’t become a blood donor.” Now she’s reached more than 120 donations.

Several years later, in 2002, the Parkers were visiting Salt Lake City, during the winter Olympics. They spotted a special blood donation pin, but were unable to get one. Upon arriving back home in Kansas they were able to contact someone at the Red Cross, who was able to get them the pin. James realized later that the individual who helped them was responsible for platelet donor recruitment. To return the favor, he and Linda became platelet donors.

Now several hundred donations later, the Parkers remain on their mission to promote blood donation, and Linda remains “grateful” for the opportunity to donate blood, the romance and the marriage.

ADRP MEMBER NEWS

St. Louis Cardinals Fans Kick Off “Step Up To The Plate and Donate” Campaign

From the casual fan to the president of the St. Louis Cardinals, a steady flow of donors came out to help kick off the American Red Cross’ *Step Up To The Plate and Donate* campaign throughout the Missouri-Illinois Blood Services Region. The kick-off blood drive brought in 451 units of blood. This included 47 first-time donors.

“The timing of this campaign was carefully thought out to help boost the blood supply throughout the Region and help save patients’ lives during the typically difficult summer months,” said Jim Williams, Manager of Communications for the American Red Cross Missouri-Illinois Blood Services Region. All donors at all participating Red Cross blood drives and at all 11 donation centers through the month of July were given a Busch Stadium/St. Louis Cardinals World Champions T-shirt specially designed by artist John Pils.

President Signs Bill to Modernize Red Cross Governance Structure

President George Bush signed legislation that will modernize the governance structure of the American Red Cross and enhance the Red Cross Board of Governors’ ability to support the critical mission of the Red Cross.

Last year, the Red Cross initiated a comprehensive assessment of its governance structure that culminated in the publication of a 156-page report entitled, “American Red Cross Governance for the 21st Century.” Throughout the review process, a group of independent governance experts, led by Karen Hastie Williams, generously donated their time and expertise to the Red Cross Board. Based on this report and its unanimously approved recommendations, the board sought urgent Congressional approval of its recommendations.

New York Blood Center Partnered with Mets for 16th Annual Blood Drive

The New York Mets, along with New York Blood Center, asked loyal Mets fans to save lives and donate blood this summer. This semi-annual blood drive marked the 16th year New York Blood Center and the New York Mets collaborated to spread awareness about the continual need for blood donations, especially during the critical summer months. Each day, New York Blood Center must collect 2,000 units of lifesaving blood to treat patients in hospitals across New York and New Jersey. Over the summer, blood donations typically decrease by 20 percent.

Canadian Blood Services News

CBS’ Summer Campaign “Save Lives, Make Memories” runs June 18 to the end of August. The preliminary component – a direct mail piece to youth donors 17-24 years went out in May. All donors attending clinics during this campaign will be eligible to win one of several digital cameras. No donation is necessary. Donors will also be encouraged to visit us online to post a story about donating blood and saving lives.

New national collateral has been developed and made available to CBS regions around all Emergency Services Challenges – under the ‘Sirens for Life’ banner.

Red Cross Teams up with Stewart’s To Send the “Give Blood” Message



Cancer survivors know how important receiving blood donations is. Cancer survivor Denise Romand said, “It was a tremendous feeling, everytime I got a unit, and I thought about the people who go to blood drives, and do they really know that they’re giving the gift of life.”

Romand was diagnosed with Hodgkin’s Lymphoma when she was 31. Chad Kirkmon, 22, had a more aggressive form of lymphoma. They are living examples of people who needed blood donations to save their lives. They’re hoping to inspire people to roll up their sleeves, as part of a joint effort with the Red Cross and Stewart’s. Now the “Give Blood” message will be on the sides of milk cartons throughout New York and Vermont.

The need is constant, because people who are sick have fewer red blood cells than healthy people. Romand and Kirkmon said without red cells, they barely had the energy to get out of their hospital beds.

“Both of us, because of the nature of our cancer, needed bone marrow transplants. Bone marrow is the factory that makes your blood, and therefore we needed a lot of support from blood donors to get through our cancer and to live through it,” said Romand.

Kirkmon said, “I received blood every day I was at Saratoga Hospital and Albany Med. When the cancer came back the next year, I had more blood during my transplant. It probably took 4,000 people to keep me alive.”

The hope is that with the message on milk cartons all over the state, people will take notice and decide to give, especially during the summer months, when blood donations are at their lowest for the year.

ADRP now posts articles from across the globe on its website. The latest Donor Recruitment News can be found on the home page of ADRP. These news stories continue and are archived on the Donor Recruitment News subpage. Below you will find portions of some articles. The rest of the articles can be found by searching key words in the article at <http://www.adrp.org/publications-and-media/news/donor-recruitment-news/>.

Malaria in North Korea Affecting Blood Supply in South

Malaria in North Korea is reducing available blood donations in the South. Northern Korea has been designated a limited malaria risk area by the World Health Organization, except Mt. Baekdu on the Chinese border, and the malaria risk zone is growing into North Gyeonggi Province near the DMZ. Residents and soldiers serving in malaria risk areas are disqualified as blood donors since infection cannot be ruled out. This explains a recent sharp reduction in blood donations from soldiers. The South Korean Red Cross says 182,350 soldiers will be disqualified as blood donors since the malaria risk area has expanded. Residents and soldiers in risk areas are banned from donating blood for three years after they move elsewhere.

UK Donor Campaign Makes a Difference

More than 1,200 people in and around Basingstoke have pledged to pass on the gift of life to others by supporting a Hampshire *Gazette* campaign and signing up to the UK Organ Donor Register. Figures released by UK Transplant show that the number of residents in the area on the donor register has increased from 23,083, at the end of 2006, to 24,359 by July 31. *Read more online.*

AABB: U.S. Blood Donor Crisis Looms

Estimates of the number of people who can donate blood are off by as much as one-third, meaning blood banks may have to work harder to recruit donors, a new study reports. The study in *Transfusion*, the journal of the American Association of Blood Banks, estimates that 66 million fewer people are eligible to donate blood — only about 37 percent of the U.S. population. *Read more online.*

Couple Sets Up India Bone Marrow Registry

Venture capitalist Tim Dutta spent a morning scraping the insides of employees' cheeks at one of India's biggest software firms as he tried to save other people from a disease that almost killed his wife. Dutta aims to create the

world's largest registry of South Asian bone marrow and stem cell donors after discovering the current shortage the hard way: his wife Pia developed leukemia in 2002 at the age of 27 and the couple struggled to find a matching donor to save her life. "We were devastated," recalls 36-year-old Dutta, who was born in India but now lives in New Jersey in the United States. *Read more online*

Change in Scottish Law Urged To Cure Organs Shortage

Labour MSP George Foulkes is to ask the Scottish Parliament to change the law on organ donations as the waiting list for transplants continues to grow. The Lothians backbencher wants to introduce an "opt out" system so medical staff can assume a dead person's organs are available to save other people's lives unless the individual has expressly said otherwise. MSPs rejected such a move in the last session of parliament. But Mr. Foulkes said he believed it was worth trying again. The number of people on the transplant waiting list in Scotland stands at 818, compared with 695 in September 2005. In Lothian, 135 people are waiting for an organ transplant. *Read more online.*

U.S. Defense Department Looking for Test-Tube Blood Development

The Defense Department's research department is asking businesses to come up with an unusual product: blood. In a recent solicitation, the Defense Advanced Research Projects Agency (DARPA), said it wants to replace the system of using donor blood for transfusions with an idea called "Blood Pharming," or making blood cells using samples taken from humans as starting material. "The vision for the Blood Pharming Program is to develop novel technologies to enable in vitro production of red blood cells that are untainted, readily available and free of storage lesions," the solicitation says. Storage lesions are the result of damage blood undergoes during long-term storage. *Read more online.*

Ireland Needs Effective Kidney Donor Program

Ireland needs to look at ways to increase the number of kidney donations for transplantation. "Our kidney donor waiting list will only continue to grow unless we develop the live donor programme," says Dr Catherine Wall, a consultant nephrologist at Dublin's Tallaght Hospital. "This country must look at ways of dialysing patients better because patients are going to be waiting longer for kidneys." *Read more online.*

ONE RECIPIENT'S STORY

Submitted by Margie Boraz
Regional Automation
Recruitment Manager
Missouri / Illinois American Red Cross
Blood Services,

It all started with one question, "Is there anything I can do?"

When our Miki got sick, we didn't know how to answer that. We didn't know what to do. Then, we learned that it was extremely difficult to find the blood she so desperately needed to recover from her devastating strokes.

That question was answered with a text message to just a few people: "We need blood."

I thought I was asking way too much of my friends. But, we were desperate.

Instead of rejection, we received an outpouring of love, support, prayers and, of course, lifesaving blood. Our family lives one day at a time as Miki recovers. The fact that the employees of the American Red Cross and CW11 would care so much about a young woman most had never met was enough to lift our spirits for yet another precious day. Miki needed blood, but we — the rest of her family — needed to see that someone cared.

Shahieda, Miki's sister, always talks about how she loves St. Louis. The people who came out simply because they saw a flyer or a commercial are a glowing example of why.

I know that there were a number of people who tried to donate, but were rejected. I just encourage you to keep trying. Miki

could not accept every donor's blood. But another family can. Please remember them.

Miki is recovering very quickly for someone who suffered her brain injuries. She is already starting to speak several words. She is chewing and swallowing whole foods. She is recovering voluntary control of all her limbs. The other night, she was lip-synching "Since You've Been Gone" by Kelly Clarkson as she watched Country Music Television.

She is now in a nursing home where she will complete her therapy. Once she recovers her independence, she will return home to us. I know that then, she will call and thank you herself.

I'm trying my best to thank each of you for the coverage, the words of encouragement and the blood. I just don't know how to do it right. These



words just don't feel like enough. Just know that if there is anything I can do for any of you, text me.

Thanks so much, and may God bless each of you,

*For the Hudson Family
Kim Hudson*

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World Blood Donor Day

Canada Hosts the World -- 14 June 2007

Canada's blood agencies, Canadian Blood Services and Héma-Québec, hosted the international celebration of World Blood Donor Day on June 14.

Events took place across the country to profile the contributions of blood donors as part of Canada's National Blood Donor Week (NBDW) celebrations, which coincides annually with World Blood Donor Day (WBDD). In order to integrate the two events – National Blood Donor Week (June 11-16) and World Blood Donor Day (June 14) a common theme was chosen -Because of You.

Canada's National Blood Donor Week and World Blood Donor Day events generated 146 media stories and an estimated 11 million impressions. The World Health Organization has proclaimed Canada's hosting of World Blood Donor Day to be an immense success, and are considering using the donor tribute song, *We Shine As One*, as the theme song for future World Blood Donor Day events, and additional international recruitment properties.

Across the Nation

In order to link the events in the minds and hearts of Canadians, a series of promotional events and activities were planned in accordance with the Because of You theme. NBDW celebrations were coordinated in major markets across Canada featuring recipients thanking and celebrating with donors.

These celebrations featured unique partnerships with entertainment personalities, government, and sports teams (just to name a few) and also featured unique and distinguished Canadian landmarks like Niagara

Falls and Signal Hill in Newfoundland.

The Big Day – June 14

As international host for the global launch of World Blood Donor Day, Canada hosted a celebration event in the nation's capital, Ottawa, overlooking Parliament Hill. The event showcased the importance of blood donation with speeches of thanks and inspiration, musical tributes, and recipient stories.

Working directly with the World Health Organization, the public celebration event was hosted by Canadian Blood Services and Héma-Québec in collaboration with Health Canada and the Public Health Agency of Canada.

Images and video clips from the National Blood Donor Week regional events were incorporated into a multimedia presentation which was aired on June 14 at the event launch. The multi-media presentation, which also included international footage from blood agencies around the world, was set to the music of a special donor tribute song, written and produced by influential Canadian artists (including Juno award winners) – which was then performed live for the first time at the World Blood Donor Day event. Copies of the song entitled *We Shine As One* were included in media kits, given to event attendees, and sent to targeted radio stations as part of the media strategy to support WBDD.

We were EVERYWHERE

The sheer magnitude of the event was reflected by the presence of the event across a number of consumer touch-points:

- **Sympatico/MSN** – entry page take-over on June 14, big box ad units for entry point into MSN. This generated 19.7 million impressions and 20,979 clicks through to www.blood.ca,

Canada's National Blood Donor Week and World Blood Donor Day events generated 146 media stories and an estimated 11 million impressions.

- **www.blood.ca** - website take-over on June 14, splash and home page ads and dedicated event pages. Visits to www.blood.ca during the week of June 11-16 increased 60 percent. On June 14 the average number of unique visitors to our site spiked to an unprecedented 633 percent increase over the daily average.
- **Newspaper: National Post** – an eight-page **Because of You** partnership feature appeared in the June 11 *National Post*. Supported by corporations engaged in our cause, the insert allowed us to profile donors, recipients, and partners as well as educate the public about the need for more committed donors.
- **National / Local Radio** - Two radio spots: a national spot, focused on a thank you to blood donors in conjunction with NBDW and another run locally in Ottawa to support the World Blood Donor Day event on June 14.
- **Partner Outreach Tools** - A series of tools to help promote NBDW and WBDD were created specifically for partners and

stakeholders of Canadian Blood Services. These tools included employee e-mailers, web banner ads, and mat newsletter articles.

- **Fleet Advertising** - Decals affixed to Canadian Blood Services' vehicles across the country (150 vehicles) helped build awareness of National Blood Donor Week
- **Provincial and Mayoral Proclamations** - Four Provinces and more than 35 cities declared National Blood Donor Week in Canada.
- **Live Webcast** – blood donor organizations around the world were encouraged to celebrate with Canada via our webcast of the event live from the nation's capital. The webcast is now archived and can be viewed by following the links on www.blood.ca/celebrate.
- **Youth Street Team** – a group of youth volunteers supported promotion of the event via Facebook and distribution of collateral in the downtown core. On June 14 they “chalked up” interest by “grafting” the market with the event logo and arrows leading to Major's Hill Park

**Our Donor Tribute Song:
*We Shine As One***

A special feature of Canada's WBDD event was the first live performance of a brand new inspirational single called *We Shine As One*. The song features an impressive ensemble cast that lent their voices to the recording aimed to pay tribute to blood donors everywhere.

We Shine As One was commissioned by Canadian Blood Services and Héma-Québec for World Blood Donor Day 2007 and in honour of blood donors around the world. It was written and produced by Eric Mercury, co-produced by Eddie Bullen, and performed by a host of talented and award winning Canadian musicians. To download *We Shine As One* visit www.blood.ca/celebrate.

Canada's Focus on Safe Blood for Safe Motherhood

A woman who has had a perfectly healthy pregnancy can die within two hours from postpartum bleeding. Each year, half a million women die during pregnancy around the globe, and approximately one quarter of them could be prevented if they had access to a safe supply of blood. Thirty-four per cent of mothers in Africa, 31 percent in Asia and 21 percent in Latin America and the Caribbean who suffer severe bleeding during or after childbirth, do not survive.

The World Health Organization (WHO) has designated “Safe Blood for Safe Motherhood” as the international theme to focus global attention on the urgent need to save these lives.

While Canada has one of the lowest maternal mortality rates in the world, due in part to the safety of its blood system, women in Canada are not immune to complications of pregnancy and childbirth. They are some of the many who rely on the generosity of donors of blood and its derivatives.

However, few Canadians realize that the blood they give can help a mother or her child. In a recent Ipsos-Reid poll, only four percent of Canadians listed pregnancy and childbirth as one of the applications for blood and blood products. On the other hand, the need for blood during pregnancy is not uncommon, with **one in eight Canadian women requiring blood products to ensure the safety of their baby** with incompatible blood types. Many more require emergency transfusions following complications from childbirth.

Stephanie Christink is an Ottawa mother whose life was saved by anonymous blood donors. After a routine pregnancy and delivery in February 2006, Stephanie's blood pressure slumped and she slipped in and out of consciousness. Doctors at the Queensway Carleton Hospital gave her multiple units of blood and blood products before performing emergency surgery to repair a 10 cm tear in her uterus.



Stephanie made a complete recovery. She shared her personal story as part of World Blood Donor Day to give special thanks to the millions of voluntary blood donors around the globe.



ADRP MEMBERS SHOW SUPPORT FOR WBDD (Continued)

have sent reports and photos from their WBDD activities:

American Red Cross—Appalachian Region

Roanoke, VA, USA



In celebration of WBDD, the American Red Cross Appalachian Region conducted blood drives at its Virginia Blood Donor Center and New River Valley Donor Center

Canadian Blood Services

(See page 18-19)

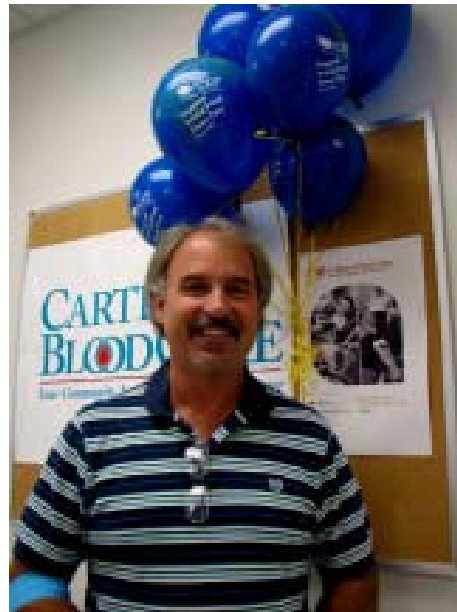
Canadian Blood Services-Halifax, Nova Scotia

Halifax, Nova Scotia, Canada

Canadian Blood Services-Nova Scotia held an “East Coast Kitchen Party” on June 12 with the well-known and well-loved Halifax folk band, *McGinty*. The event was held on June 12 because it was being filmed as part of a multimedia celebration that aired in Ottawa on June 14th. They collected 257 units of blood at their permanent sites and mobile clinics across the province.

Carter BloodCare

Bedford, TX, USA



Carter BloodCare celebrated WBDD at two of its clinics.

Ethiopian Red Cross Society

Ethiopia

They conducted a blood donation campaign at the center and at the Economic Commission for Africa. In addition, they delivered a tripartite press release from the Ministry of Health, WHO Country Office and the Ethiopian Red Cross Society National Blood Bank Service to both electronic and print media. As a result of the drive, they collected 181 units of whole blood.

Florida Blood Services

St. Petersburg, Florida, USA

Mailed a postcard to 5,000 center donors. They tied the mailing and day into Flag Day using the brief article from the CD supplied by ADRP. Individuals who had donated blood and brought the card to the center between June 11 and 14 received a free USA flag. In addition, if they donated blood during the visit, they

received a T-shirt and were entered into a drawing to win a pair of tickets to the Pepsi 400 at Daytona that included two nights at the Hilton hotel and a free shuttle to and from the race.

FLAG DAY
JUNE 14



and
WORLD BLOOD DONOR DAY

Thank You For Being A Red Blooded American Blood Donor!

Bring This Card Into Any FBS Donor Center

Between 8 am and 7 pm

Monday, June 11 through Thursday, June 14

FOR A FREE US FLAG!

Also, if you choose to donate you will receive a T-shirt and entry into a drawing to win a pair of tickets to the Pepsi 400 at Daytona, including 2 nights at the Hilton Hotel and FREE shuttle to and from the race!

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Gulf Coast Regional Blood Center

Houston, TX, USA

The Gulf Coast Regional Blood Center conducted a blood drive at its Bill T. Teague Neighborhood Donor Center, their headquarters location at 1400 La Concha in Houston, Texas.



These are just a few of the images submitted by ADRP members for WBDD Activities, go to <http://www.adrp.org/getting-people-involved/world-blood-donor-day/> and click on each organization's name for more pictures and details. -- SEND IN YOUR PHOTOS AND INFO TODAY to dswift@adrp.org

Michigan Community Blood Centers

Michigan, USA

Michigan conducted blood drives on World Blood Donor Day in several centers.



Mississippi Valley Regional Blood Center

Davenport, MS, USA

The Mississippi Valley Regional Blood Center, which serves 53 hospitals in 45 counties in Iowa, Illinois, Wisconsin and Missouri, collected from 463 blood donors on WBDD. Photos are from the Moline, IL fixed site donor center and St. Louis Community College/Florissant Valley Campus.



Tanzania National Blood Transfusion Service

The Tanzania National Blood Center opened two blood transfusion centers

that were renovated with the assistance from the US Government under the PEPFAR Programme. They were able to collect 800 blood units. The center also ran a successful media campaign.

New Jersey Blood Services

New Brunswick, NJ, USA

Conducted a chairperson and Volunteer Recognition event at the Hyatt New Brunswick.

New York Blood Center

Elmsford, NY, USA

New York Blood Center partnered with Montefiore Medical Center in the Bronx to honor World Blood Donor Day. The event concluded with donors receiving certificates of appreciation for their commitment, which were hand signed by Bronx Borough President Adolfo Carrión and presented by Tracy McDermott, Director of Community Services for the Bronx Borough.

New Zealand Blood Service

Auckland, New Zealand

New Zealand Blood Service hosted an event at the Auckland Blood Donor Centre, Epsom to celebrate World Blood Donor Day 2007 around the theme Safe Blood for Safe Motherhood. They also used celebrities to gain media coverage of WBDD messages and festivities. The main media event started with a morning tea for celebrity mothers at the main NZ Blood Service blood donor centre in Epsom, Auckland. The



mothers included a couple of long-term anti-D donors and a couple of recipients who got transfusions during childbirth. New Zealand used four case studies to help generate national media regarding the need for blood: one postpartum hemorrhage, one placenta previa, one perinatal bleed and one premature baby.

Oklahoma Blood Center

Oklahoma

Blood

Institute

celebrated

WBDD at 11

centers

across the

state treating

donors to

cake. They

collected 739

units of

whole blood,

platelets and

plasma.



Rhode Island Blood Center

Providence, RI, USA

The center mailed a postcard to help encourage donors to participate on blood drives on WBDD. *(The globe image from the postcard appears on the page one of this newsletter.)*

University of Iowa Degowin

Iowa City, IA, USA

The DeGowin Blood Center celebrated WBDD with several activities. They developed power point screen savers about World Blood Donor Day with facts about blood donations and recipients both on a local and global level. The screen savers appeared on all the computers within the hospital complex starting on Saturday, June 9 and running through the day on June 14. They also developed a display for the main



ADRP MEMBERS SHOW SUPPORT FOR WBDD (Continued)

lobby of the hospital that was displayed on June 14. One of their employees from Kenya was able to obtain bags and created a T-shirt that says “Hakuna Matata” to be given to some of the donors who donated both at the center’s fixed site and at the mobile conducted on June 14th. In addition, she dressed in her traditional clothing to emphasize the need for blood world wide. See www.adrp for Degowin’s other activities.



United Blood Services—Las Vegas, NV

Las Vegas, NV, USA

On WBDD, Las Vegas opened its Main Center, distributing WBDD T-shirts for all blood donors. They also displayed red and white balloons and invited the media to attend. As a result, they collected 150 units in their centers. Normally averaging 91 units during drives over the past few weeks, the center increase donations by 59 units or 65 percent on WBDD!

United Blood Services—Rapid City, SD

Rapid City, SD, USA

Rapid City Mayor Jim Shaw read his proclamation declaring the day as World Blood Donor Day and recognized the United Blood Services

staff and city blood donors during the center’s blood drive. The blood drive included donated foods and recognized both donors and staff. A local radio station (B-102) came on-board as media partner, hosting interviews with Donor Recruiter Bob Garcia and doing a live broadcast on-site. TV station KOTA visited and taped a story for the use on the evening newscast. The center collected the following units during the drive: RBCs -31, Platelets-15, Plasma-2.

Other Reports (Includes: American Red Cross—Connecticut; Memorial Blood Center; Mayo Clinic; MD Anderson Cancer Center; Music Saves Lives)

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BIDDING A FOND FAREWELL TO A FRIEND



During the 2007 Conference, ADRP bid a fond farewell to Mr. Bob Hughes, who has served as the Association of Donor Recruitment Professionals administrative

assistant since 1992. Bob retired as ADRP's Administrator following the conference. He has been replaced by Executive Director Deborah Swift.

2006-07 President Sue Churchill and Rolf Koventsky, 1988-89 President recognized Bob's contributions to ADRP at the end of the Conference Awards Program.

Bob, who was the association's first paid staff member, has been a tireless worker for the association. Working part-time from Grand Prairie, Texas, Bob has maintained the association's database, answered our phones,

fielded member and prospective member questions, and done a host of tasks we can't begin to list. Most of all Bob has been our friend.

We will miss Bob's smile and having him as a daily part of the association. However, we know that his dedication to the donor recruitment field will continue since he regularly volunteers at blood drives. (Of course, when he's not making long 'drives' on the golf course.)

Bob retired from his first career at Grumman Aerospace Corporation in 1992. While employed with Grumman, Bob was a member of the Apollo Program, whose mission was to send a man to the moon. Grumman designed and built the Lunar Landing Module. Bob completed his career with Grumman in the U.S. Navy F-14 program as area manager for the southwestern region.

He graduated from Penn State University with a degree in Electrical Engineering.



SPECIAL THANK YOU TO 2007 CONFERENCE SPONSORS

ADRP would like to thank the following companies for their sponsorships at the 2007 Annual Conference:

- Altivation** -- Sponsor of Donor Recruiter of the Year
- Fenwal** -- ADRP Annual Members Luncheon Sponsor
- Gambro** -- Charles Drew Scholarship Sponsor & Friday Breakfast Sponsor
- Francis Communications** -- Conference Bag Sponsor
- Haemonetics** -- Opening Session Sponsor
- OmniSource** -- Conference Padfolio Sponsor
- United Blood Services** -- Opening Reception Sponsor

2008 Exhibit and Sponsor Sign Up

Information to sign up for exhibit space or sponsorship at the 2008 Conference will be posted online in August

ADRP QUARTERLY *DROP* SEEKS WRITERS

the Drop continually seeks educational and newsworthy material from ADRP members based on their experience and expertise.

The newsletter's mission is to provide readers with timely information about all aspects of donor recruitment. Each quarter the newsletter covers issues and trends relevant to donor recruitment.

The Communications Committee invites ADRP members to submit articles related to the editorial calendar (suggested topics follow), as well as upcoming regular departments:

- Members in the News
- Ask the Experts
- Global News
- One Recipient's Story

This coming year, *the Drop's* Editorial Calendar is as follows:

Fall 2007-- A Time to Give Thanks

- Recognizing Donors
- Corporate Recognition

- Corporate Responsibility
- How To Get Media Attention During the Holidays

Submission Deadline:

September 10

Publish Date: October 15

Winter 2008 -- Breaking in the New Year with New Technology and New Approaches

- Right Type Recruitment
- Recruitment for Automation
- New Technology
- The Future of Donor Recruitment

Submission Deadline: December 6

Publish Date: January 1

Spring 2008-- Education as the Gateway to the Future

- Engaging Youth as Future Donors
- Setting Your Career Path
- Education at the Conference
- Educating the Public

Submission Deadline: March 10

Publish Date: April 1

Summer 2008-- Nuts and Bolts of Recruitment

- Recruitment During Times of Appeals
- Reaching Out to Hospitals and Health Organizations
- Managing the New Donor Representative
- Recap of the Conference and WBDD

Submission Deadline: June 14

Publish Date: July 15

How to Submit an Article

Submit your article to dswift@adrp.org. For questions, call 512.658.9414. While every effort is made to preserve the author's style, *the Drop* reserves the right to edit articles. Check out ADRP's Writers' Guidelines at: <http://adrp.org/publications-and-media/the-drop/>



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