ABOUT ADRP

ADRP, an International Division of America's Blood Centers, has more than 800 subscribers from countries across the globe. It is an association of blood-banking professionals that provides educational opportunities and networking.

The ADRP Annual Conference is held in May and brings together about 400 professionals who work in donor recruitment, donor collections, donor experience and marketing/communications for blood and tissue donation organizations. This three-day conference includes keynote speakers, breakout sessions offered in multiple tracks, round table discussions, workshops and a trade show.
EMAIL PROMOTION

ADRP will send information about your product, service, or event to our subscriber list in a dedicated sponsored promotion email blast.

- Your message, designed by you, sent to the complete list of ADRP subscribers (approximately 800)
- Customize the audience based on country, state or region
- Detailed results provided 72 hours after email delivery

Price: $1,500
SPONSORED WEBINAR

Get in front of your key audience and decision makers, while also showing support to the blood industry. There are two options to expand your brand through our webinar program.

**Webinar Partner**

$1,500

- Promotion of your logo and direct link to your website in all promotions leading up to the webinar (email, website and social media)
- Acknowledgement during the webinar (verbal and on a slide)
- Inclusion in the follow-up email to all ADRP contacts with the on-demand recording.
- On-demand recording posted on the ADRP website for 12 months after webinar

**Webinar Presenter**

$4,000

- Develop the content and choose your speaker (with approval from ADRP Webinar Subcommittee)
- Two email promotion and one inclusion in the ADRP monthly newsletter, The Drop
- Acknowledgement during the webinar (verbal and on a slide)
- Follow-up email to all ADRP contacts with the on-demand recording.
- Posted on the ADRP website for 12 months after webinar
NEWSLETTER OPPORTUNITIES

ADRP’s monthly newsletter, The Drop, is sent to over 1800 donor collections, recruitment, marketing and public relations professionals around the world. This key communication vehicle provides readers with the latest association news and happenings in the industry. Consistently having an open rate of over 23%, this is the newsletter to include your content in to get noticed.

**Sponsored Newsletter Content**

$1,500/issue

- Show your expert knowledge by providing an educational piece, exclusive to one per month, which will help advance the knowledge of the readers. Newsletter will include up to a 150 word “teaser” then will link out to the full article or video of your choice. This is a perfect value-add to the newsletter that is important to the industry. *Content must be approved by ADRP Public Awareness Committee.*

**Newsletter Advertising**

$1,500/issue or $12,000 for 12 months

- Exclusive to one advertiser per month, showcase your product or service to readers of The Drop, in a vibrant and bold way. Your ad will be prominently located after the President’s message, ensuring all readers will view it.

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**Message from the President**

Happy Summer! The weather is warming up, many sales are resuming and if you had to participate in online schooling, that is finally coming to a close. There is still some much uncertainty for the remainder of 2020, but what hasn’t changed is the need for blood donors.

We have released resources for you to use during the week of June 14, to celebrate World Blood Donor Day. We encourage you to use this time to thank your donors as well as educate your audience on why there is an ongoing need for blood and to commit to donate to two more appointments in 2020. Can you imagine what our supplies could look like if that could become a reality?

And let’s not forget about our congress annual conference. Registration is open and we are excited to come together to explore lessons learned, how the landscape of donor collections and communication has changed and what 2021 will look like for our donor centers and our staff.

Lastly, the need for blood and where blood donors come from, known no boundaries. As we head into World Blood Donor Day celebration, let’s continue to evaluate and adapt to the needs of our communities.

Lee Enick, President
CEO, Rock River Valley Blood Center

**Webinar: Strategies to Offset Donor Recruitment Challenges**

Join us as Pete Lux, Director of Donor Services at Mississippi Regional Blood Center, reviews how they are using available technologies to improve collection efficiency and increase frequency to grower donor bases. Lastly, he will review their incentive programs for both donor services and donor recruitment staff.

By attending this webinar, you will be able to:

- Learn how to use data to drive and improve collections
- Utilize Trima to start a donor program before opening a brick and mortar donor center
- Utilize incentives for both the donor services and donor recruitment teams

Learn more and register here.
We look forward to working with you to help you achieve your goals this year. We are always trying to find new ways to help you amplify your message. Please contact us to discuss these opportunities or additional ideas.

For more information, please contact Carla Peterson, Executive Director at cpeterson@adrp.org.