

Title:

Type Matters

Overview:

Have you ever dreamed it possible to have enough of the right type of blood on your shelves to meet the needs of area patients?

This session will be an interactive look into Gulf Coast Regional Blood Center's progressive new strategy to convert donors to the right product type through marketing and conversation.

We will review the old strategies that led to appeals, inconsistent messaging and low inventory, as well as our new approach that educates donors and reinforces our message with every touch point on their unique ability to assist the patients we serve.

Our goal is to educate each donor on the type of donation that we need from them and how truly special they are to the recipient. In other words, their type matters.

Venue:

South Central Association of Blood Banks, **2010**

Association of Donor Recruitment Professionals, **2010**

America's Blood Centers Fund Development, Communications and Donor Recruitment Workshop, **2010**

Presenters:

Billie Johnson
Vice President, New Client Results
Incept

Annetta Morris
Director, *Commit for Life*
Gulf Coast Regional Blood Center

Eric J. Poerschke
Managing Partner
NextLevel Thinking