Donor Recruitment in the Wake of Covid-19

Cliff Numark
Chief of Marketing
4/20/2020
Timeline of Actions/Impacts


- Mar. 12: Joint AABB-ABC-Red Cross Press Release: ‘We Need People to Start Turning Out in Force to Give Blood’: FDA Urging People to Donate Blood as Coronavirus Fears Intensify

- Mar. 17: Red Cross Press Release: American Red Cross Faces Severe Blood Shortage As Coronavirus Outbreak Threatens Availability of Nation’s Supply

- Mar. 19: California “Shelter in Place”


- Mar. 21: NJ/IL “Shelter in Place”
Environmental Scan

- Covid impact will last 3 – 18 months
- Distributions will decline by 20 – 30%
- Schools represent 50% of lost units
- Trend continues challenges with mobiles
- Fewer people in person at institutions

<table>
<thead>
<tr>
<th>Day</th>
<th>Prior 90 days</th>
<th>Last week</th>
<th>Percent reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>5178</td>
<td>4334</td>
<td>-16%</td>
</tr>
<tr>
<td>Tuesday</td>
<td>4484</td>
<td>3276</td>
<td>-27%</td>
</tr>
<tr>
<td>Wednesday</td>
<td>4608</td>
<td>3799</td>
<td>-18%</td>
</tr>
<tr>
<td>Thursday</td>
<td>4426</td>
<td>3195</td>
<td>-28%</td>
</tr>
</tbody>
</table>

Chart 13: Suppression vs. Mitigation vs. Do Nothing — early on

Decline of Church Attendance

Out of Office

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Original attendance</th>
<th>Change</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management, business and finance</td>
<td>123,456</td>
<td>84,532</td>
<td>47.7%</td>
</tr>
<tr>
<td>Service</td>
<td>74,567</td>
<td>72,345</td>
<td>3.1%</td>
</tr>
<tr>
<td>Sales</td>
<td>67,890</td>
<td>65,234</td>
<td>4.0%</td>
</tr>
<tr>
<td>Education, research, technical</td>
<td>56,789</td>
<td>43,265</td>
<td>23.2%</td>
</tr>
<tr>
<td>Office and administrative support</td>
<td>45,678</td>
<td>37,654</td>
<td>21.8%</td>
</tr>
<tr>
<td>Computer, engineering and science</td>
<td>32,123</td>
<td>23,456</td>
<td>26.6%</td>
</tr>
<tr>
<td>Production, transportation and repair</td>
<td>123,456</td>
<td>92,345</td>
<td>24.7%</td>
</tr>
<tr>
<td>Construction and extraction</td>
<td>81,234</td>
<td>67,567</td>
<td>16.8%</td>
</tr>
<tr>
<td>Installation, maintenance and repair</td>
<td>56,789</td>
<td>45,678</td>
<td>23.1%</td>
</tr>
<tr>
<td>Health care</td>
<td>15,678</td>
<td>10,567</td>
<td>32.8%</td>
</tr>
</tbody>
</table>

Source: Vitalant
Environmental Scan

- Vulnerability from 16-22 year olds
  - 200K units from mobiles
- Vulnerability from 65+ year olds
  - 200K units
- Bloodmobiles may have challenges due to perceived donor safety
- Proportionately Vitalant has largest national network of fixed sites
  - Fixed sites have demonstrated capable of significant output – 65% or more of total
Mobile Production

Collections by Week - All Divisions, All Regions, All Facilities

Data Refreshed:
4/20/2020 6:14:58 AM

Week Start (Sunday)
Donation Center Production

Collections by Week - All Divisions, All Regions, All Facilities

Data Refreshed: 4/20/2020 6:14:58 AM

Week Start (Sunday)

Collections by Week - All Divisions, All Regions, All Facilities

Data Refreshed: 4/20/2020 6:14:58 AM
Path Forward

- Maximize safety of all operations, including fixed sites
  - Temperature check employees/Masks
  - 6 feet social distancing, limit bloodmobile draws per hour
  - Donors bring own blankets (or single use blankets)
  - Appointment only (for a period of time)
- Adjust hours, days and staffing for fixed sites to maximize production
- Develop “appointment science”, aligning appointments needed with particular production goals, and add days/hours/staff to fixed sites
- Add new RSMOs in areas outside of fixed site radii
- Maximize production of mobiles between 30 to 100 units (not mega-drives)
  - Increase frequency
  - Run drives at location
  - Run drives at alternative location if site is shut down
  - Large mobiles > 100 won’t be able to run in near to medium term
- Develop strategy/toolkit for BDCs
  - BDCs who cannot run drives at normal location: schedule donors at fixed sites/RSMOs (technical issue: need to determine how to execute)
  - Develop path for accountability (first hold DRR for division goals then develop accounting methodology; new donor)
Path Forward

- Continue to move forward with short term production plan (subsequent slides)
- Execute Eloqua for systemwide execution
- Develop direct marketing campaign for driving donors directly
  - Ask: Donate at least 3 times per year
    - 500,000 22 – 65 year olds at 3 times per year = 1.5M
  - LRW Group: pro bono/at cost assistance
- Develop omni-channel package for use by donors, coordinators, partners
  - Post on website
  - Revise/amplify Vitalant social media presence