



Opening the Letters
We began in January

- We began presenting each donor with a letter, and telling them that someone besides Carter BloodCare wishes to say 'thank you'
- Staff encouraged the donor to read the letter before going to the canteen or during the canteen
- Overall, donors were receptive and some of them even had tears
- We saw pictures and comments posted on Instagram, Facebook and Twitter

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Opening the Letters
Why the letters?

- The letter is intended to create an emotional connection between the donation just given and the person who might receive it
- By making an emotional connection to an activity, one is more likely to do it again – in this case – give blood
- Call to action: Encourage the donor to give one more time this year
- Making appointments onsite when possible, immediately after donation

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#GiveForLife

Blood donation is about giving life and life moments

- Helping the donor see that the word 'life' can mean different things to different blood recipients.
- We are seeing an increased use of the hash tag #GiveForLife on social media posts
- Drive coordinators are using it in their blood drive promotions on their company's Facebook pages
- And, we're seeing it referenced in the letters we continue to receive from donors and blood recipients

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TellUsYourStory@carterbloodcare.org

Sharing blood donation stories

- It is now possible for people to share their blood stories with us via this email address
- Promoting it on the web site
- Promoting it in our news releases
- Promoting it with blood drive coordinator materials that are given to them by our recruiters
- And, we're asking you to tell people about this opportunity to share your story with us

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Brand Promise

Give Life to the Community.

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11 *Laws of Life*

Laws of Life are the values of our brand promise.

- The brand values are more about why we exist, rather than what we do or how we act as a brand.
- In this campaign, we speak of the values through a different person's story each month. The fundamental truth (brand value) is backed-up by the individual's story of how they are connected with blood donation and why they believe in Carter BloodCare.

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11 *Laws of Life*

Laws of Life are the values of our brand promise.

- The March Law of Life is "Love Springs Life." People who are willing to give their time and give blood, share love with every act they do. Their generosity helps us fulfill our promise to give life to the community.
- Go to LawsOfLife.com landing page and see the videos
- It's Kelly Thomas's story of her daughter's battle with cancer and achieving remission; only to learn immediately of her own cancer diagnosis and a new fight.

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11 *Laws of Life employee badge inserts*



March Video and Others

*Watch the videos of the
11 Laws of Life*

Carterbloodcare.org/givelife
