

## GROUP DIFFERENCE BENEFITS EXPLANATIONS

### **Lives Saved**

Blood drive coordinators will be educated about the impact blood donations have on patient's lives. Each pint of blood can save up to two lives.

### **Difference in Life Workbook**

Coordinators will have access to a Difference in Life Workbook, which provides simple guidelines for hosting a successful blood drive.

### **Access to mySDBB.org/site coordinator**

Coordinators will have access to special recruitment tools on [www.mySDBB.org/sitecoordinator](http://www.mySDBB.org/sitecoordinator). Tools include online scheduling, marketing materials and donor management.

### **Access to Online Drive Coordinator Store**

Coordinators will earn points for hosting each blood drive and bonus points for achieving their blood drive goals.

### **Customized Marketing Materials**

Coordinators will receive customized marketing materials for their specific drives. Materials include email flyers, paper flyers, posters, banners and patient stories.

### **Adopt-a-Patient Program**

Coordinators may select one of the San Diego Blood Bank's many blood recipients to highlight as their blood drive focus patient.

### **Coordinator Help Line (1-800-4MY-SDBB)**

Coordinators will have access to a team of Group Difference customer service representatives who are trained to assist them in all facets of the Group Difference program.

### **Access to "Difference Plus" Telemarketing Team**

The San Diego Blood Bank "Difference Plus" Telemarketing Team will assist blood drive coordinators by recruiting donors to their drives by telephone. The "Difference Plus" team will schedule appointments and place reminder phone calls.

## **GROUP DIFFERENCE BENEFITS EXPLANATIONS**

### **Invitation to “How to Make a Difference” Coordinator Conference**

Coordinators will be invited to a special conference where blood drive coordinators share their best practices for hosting a successful blood drive.

### **Subscription to “Group Difference” E-Newsletter**

Coordinators will receive a bi-annual email newsletter that features helpful articles and inspirational stories about successful blood drives.

### **Quarterly and Annual Goal Statements**

Coordinators will receive a quarterly and annual report that reflects their blood drive collection goals and their actual collection results.

### **Annual Certificate of Appreciation**

The blood drive coordinator and the sponsoring company/organization will be awarded a customized certificate of appreciation from the San Diego Blood Bank for their lifesaving efforts.

### **Recognition on SDBB Web Site**

The sponsoring company/organization’s logo will be displayed in a rotating pop-up window on the Group Difference section of the San Diego Blood Bank’s web site.

### **Two Invitations to Appreciation Event**

Each blood drive coordinator who hosts four successful drives in a 12 month period, will be invited to bring a guest to our annual coordinator appreciation event.

### **Recognition at Appreciation Event**

Drive coordinators who host four drives and meet their annual goal for the year will be presented a special award at the annual coordinator appreciation event.

### **Chance to be Featured in “Group Difference” Television Commercial**

Each quarter, four blood drive coordinators will be selected to be featured in a special Group Difference commercial spot airing on Cox Cable. To be eligible, the coordinators must host at least four drives per year and meet their goals for each drive.