

THE *Group*

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San Diego  Blood Bank
make a difference *in life.*

difference

NEWSLETTER

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SanDiegoBloodBank.org
1-800-4MY-SDBB



All Aboard!

*Life Level Four Group Difference Coordinator Appreciation Event
Sets Sail on Friday, April 11*

The 2008 Life Level Four Coordinator Appreciation Event will take place on Friday, April 11, aboard the Pacific Hornblower. The luxury ship will take its passengers on a relaxing two-and-a-half hour cruise on San Diego Bay, featuring cocktails, delicious hors d'oeuvres and an awards ceremony.

To be invited to this exclusive event, you must be a member of the San Diego Blood Bank's Group Difference program, and host four or more blood drives per year.

Invitations to eligible Life Level Four coordinators are on the way. If you have questions about your eligibility, please call 619-400-8238.

Thank you to Mercer Health & Benefits for their generous sponsorship of the Group Difference program.



SPAWAR employees (left to right) Brigitta Swenberg, first-time donor Carrie Espinoza, Chris Harris and Kenneth Williamson pose outside the bloodmobile with blood drive coordinator and blood recipient Mark Roser (second from right) and SDBB volunteer Rich Julian.

SPAWAR Coordinator Shares Personal Story to Inspire Donors

Mark Roser champions the blood drives that take place every eight to 10 weeks at SPAWAR for a very personal reason; because, without blood transfusions, he wouldn't be alive today.

A few years ago, Mark was unexpectedly diagnosed with stage-four gastric cancer and shockingly told he had a month to live. He immediately began receiving numerous blood transfusions to replace the blood being lost through massive internal bleeding caused by a tumor in his stomach. Doctors felt that his cancer and the effects could not be overcome, but Mark, an avid surfer and runner, teamed up with his wife and refused to give up.

He continued to receive transfusions for a period until doctors moved to stop the transfusions, citing the scarcity of blood and inevitability of Mark's fate. Miraculously, Mark survived long enough to receive radiation treatments meant to stop the bleeding but which also had the unintended effect of slightly shrinking the tumor. So Mark, the strong competitor, made a deal with a daring surgeon that if the tumor was reduced 30% in size by whatever means, the surgeon would try to remove it altogether. Mark began the strongest chemotherapy available and, in time, the tumor shrank! Making good on his promise, the surgeon removed the remaining tumor and today, Mark is cancer free. He battled his disease, with the help of countless donors who gave the blood he received.

"I know how important blood is to patients and I'm compelled to share my story to educate others," said

Mark. "I can't donate because of my cancer treatment, but I do everything I can to recruit others."

Mark coordinates drives at SPAWAR every eight to 10 weeks and the endeavor has grown over the past few years. They now host two-day drives and have added a second location on another campus. Mark uses the marketing tools provided by the San Diego Blood Bank to recruit donors and to encourage them to schedule appointments online. He also inspires his co-workers by sending them a personal email, detailing his story. In addition, Mark places posters in well-traveled areas. The combination of emails and posters, in addition to the "positive peer-pressure" of SPAWAR's loyal donor base, helps recruit new donors at each drive.

"It's really nice to see new donors come out," said Mark. "They feel so good about themselves afterwards. SPAWAR employees really embrace this blood drive because they understand the importance of community."

Mark's drives collected nearly 500 pints of blood in 2007, but he's not satisfied with that. He wants to take on the Chargers Blood Drive, which collects about 2,000 pints of blood each year.

"We have 6,000 employees at SPAWAR and we're a healthy group," said Mark. "There's no reason we can't beat the Chargers!"

Spoken like someone who's beaten the odds before. That's the difference in life!

Group Difference Coordinator Spotlight



Ashleigh Messerman of Jack in the Box

Ashleigh Messerman, the blood drive coordinator at Jack in the Box, is very innovative when it comes to recruitment. She believes in making use of all the tools the San Diego Blood Bank provides, but she also has a few secret weapons of her own that contribute to the growing success of her drives.

Ashleigh, the Administrative Coordinator for Compensation and Benefits in the Human Resources department at the Jack in the Box corporate office in Kearny Mesa, has gone from hosting one drive a year in 2005 to four drives a year in 2008. And, they have increased the length of their drives from five to six hours.

At their first drive this year on February 21, they performed 55 procedures, six of which were Double Red Cell and collected 62 successful units; their highest collection ever!

Ashleigh says she owes her growth and success to a regimented recruitment plan, which includes a special San Diego Blood Bank page on Jack in the Box's corporate Intranet site. She worked with her IT department to develop this marketing tool and the response has been very positive. Employees are able to schedule their blood donation appointments

through their internal Web site and receive appointment reminders. She also finds electronic marketing to be very useful by globally emailing the blood drive notices to all employees at her location. She also distributes printed flyers and uses the large blank posters provided by the blood bank to customize a personal message to the employees, posting them in their cafeteria.



A San Diego Blood Bank banner promoting the drive was hung in the Jack in the Box cafeteria.

In order to increase turnout, Ashleigh and Jack in the Box opted to open their drive to the public and invite donors from neighboring companies.

All Jack in the Box employees who perform a voluntary act of giving back to the community, selflessly donating blood to help save someone's life, are given a full day personal holiday in appreciation for their generous gift of life.

After each drive, Robert Nauman, Ashleigh's Account Marketing Manager from the San Diego Blood Bank, sends her a list of all the employees who attended the drive. Ashleigh then posts the drive results and a special "thank you" to donors in a follow-up story that is shared corporate wide.

Ashleigh's commitment to excellence is a perfect example of how to host successful blood drives, every time. That's the Group Difference in life!



The blood drive committee at Coronado High School worked together to make sure their drive was a big success, collecting 66 pints of lifesaving blood.

Making a Difference...One Student at a Time

Did you know that our local high schools and colleges host approximately 270 drives per year? On average the participation for each of these drives is approximately 38 students – 38 young people who have made a huge difference in our community!

“Working with the students and staff at the local high schools and colleges has been a great learning experience for me and the students,” said Lynn Reis, the San Diego Blood Bank Account Marketing Manager, who is assigned to most of the blood bank’s high school and college drives. “I’ve learned how truly important it is to students to find a way to contribute to their communities. Many of them are so involved with their school activities, homework, family, etc... that trying to find time to fulfill their ambition to make a difference can sometimes be difficult.”

Through the Student and Group Difference programs, the San Diego Blood Bank provides young people the vehicle to make an impact on the community.

“It is humbling to see their reactions after they have donated - their smiles tell the story,” said Lynn. “They are so proud of what they have just accomplished. They look back at the little amount of time they just spent donating blood and know that it will make a world of difference in the lives of others.”

The high schools and colleges who host blood drives do an outstanding job recruiting their students, staff, family and friends to participate in their drives. The San Diego Blood Bank encourages you, your company, organizations and churches, to endorse your local high schools and colleges in their lifesaving efforts.

You can also support them by using the “Donate Points Back” option on the Group Difference Store. All points donated back will be used to offset the cost of our Student Difference program, helping to fund scholarships, educational materials and student awards.

That’s the difference in life!

Are You Taking Advantage of the Group Difference Benefits?

The San Diego Blood Bank's Group Difference program was designed to offer a wide variety of benefits to our blood drive coordinators to help reward them and to increase participation at their drives. The higher your group climbs in the Group Difference Life Levels, the more you accrue. The question is: are you making the most of your benefits?

One of the most exciting benefits of the program is the ability to earn points for each pint your group collects. In addition, you earn bonus points for meeting or exceeding your lifesaving goal. These points can be redeemed on the Group Difference Store for items like car washes, restaurant gift cards, apparel and even an iPod Shuffle. There are also group oriented items like a catered Pat & Oscar's party and multiple movie tickets.



As a coordinator, you can use these items to incentivize your donors and to reward your blood drive committee. For example, Ellen Montgomery from Remec used her Group Difference points to redeem the \$50 Brigantine Gift Card, which she used as a raffle item for donors at her drive. Frank Buttino of Job Corps redeemed the Domino's Pizza coupons and movie tickets for his blood drive

volunteers, and Granite Hills High School ASB Advisor, Bob Wakefield, used his points to purchase Genie Car Wash coupons for the first 55 students at the Granite Hills drive. [Click here to visit the Group Difference Store.](#)

Other benefits of the Group Difference program include a subscription to the Group Difference Newsletter (if you're reading this article,



you've achieved at least Life Level Two and you'll continue to receive this newsletter as long as you maintain that level or beyond); quarterly and annual goal statements that help you track your drives' success throughout the year; recognition on the San Diego Blood Bank's Web site; invitation to our annual coordinator appreciation event and the opportunity to be featured in our Group Difference Life Level Four commercials on Cox Cable.

Different benefits appeal to different people, so please be sure to review all the Group Difference program has to offer. [Click here to view the Benefit Levels.](#)

Thank you for making a difference by coordinating blood drives. The difference in life is you!

Life Saving Support Starts at the Top

BAE SYSTEMS

Statistics show that one of the keys to hosting a successful blood drive is having the support of your group's leaders. If your CEO or other members of upper management take ownership of your group's blood drive, the effect will trickle down to the employees.

The leadership team at BAE Systems demonstrates their commitment to hosting blood drives by donating at each drive and by allowing their staff to take the time off to donate.

"BAE Systems is proud to host regular San Diego

Blood Bank blood drives on its Rancho Bernardo campus," said John Jarman, Vice President & General Manager of BAE Systems, C31 Systems.

"Our employees and contractors recognize the vital role that the blood bank has in our community. Thanks to our many generous donors, BAE Systems routinely exceeds our goals at each of the six blood drives we host during the year. BAE Systems is honored to be part of the San Diego Blood Bank team making a difference in the lives of others."

Life Level Four Members Featured in Group Difference Commercial

The San Diego Blood Bank is honoring our Life Level Four members of the Group Difference program by featuring them in a special series of commercials that will air on Cox Cable in San Diego.

To be eligible to participate in a commercial, the group must have hosted four or more blood drives with the San Diego Blood Bank in 2007 and achieved their annual lifesaving goal.

The purpose of the commercials is to educate the public about the importance of hosting blood drives. Fifty percent of the blood provided by the San Diego Blood Bank is collected at mobile drives. Without the participation of the many companies, organizations,

schools and churches who host blood drives, the blood bank would not be able to fulfill its mission in the community.

The Group Difference commercials will air on Cox Cable over the course of a year, starting in May. Each commercial will feature a high ranking representative from four of our Life Level Four groups. Each representative will have a brief speaking role in which they address the impact their group's blood drives have had on the community.

For more information on the Group Difference commercials, e-mail your San Diego Blood Bank Account Marketing Manager today.

County Begins Planning Month-Long Blood Drive Series



County Blood Drive site coordinators and County Health Department Director Jean Shepard (second row on far right) joined San Diego Blood Bank staff on the steps of the County Administration Center to kick-off the planning efforts for their month-long series of blood drives in April.

Earn Bonus Points by Hosting a Drive on a Critical Date!

The San Diego Blood Bank must collect at least 400 pints of blood nearly every single day of the year, in order to meet the needs of area hospital patients. This is especially challenging over the holidays, when schools and businesses are closed and people are vacationing.

Unfortunately, the need for blood doesn't stop over the holidays; it actually increases. That's why we're asking you, our loyal blood drive coordinators, to consider hosting an additional blood drive this year on one of the Critical Dates listed below.

If you are interested in scheduling a drive on one of these dates, simply click on the link

below and send a brief email to our Director of Donor Recruitment.

Coordinators who host drives on Critical Dates will not only help save the lives of countless hospital patients who will be spending their holidays in the hospital, they'll also earn bonus points for every pint collected that can be redeemed on the Group Difference Store.

Please [click here](#) if you'd like to host a "Critical Date" Blood Drive and include the date you're interested in.

Thank you for making a difference in life!



Share Your "Best Practices" Over Lunch!

In the next few months, our San Diego Blood Bank Account Marketing Managers are going to start hosting a series of Group Difference lunches where blood drive coordinators can share their best practices.

The lunches are meant to be a forum where coordinators from similar industries can learn ways to increase participation at their drives.

If you are interested in participating in these coordinator lunches to share your successes or to learn ways to improve your drive, please contact your Account Marketing Manager today!