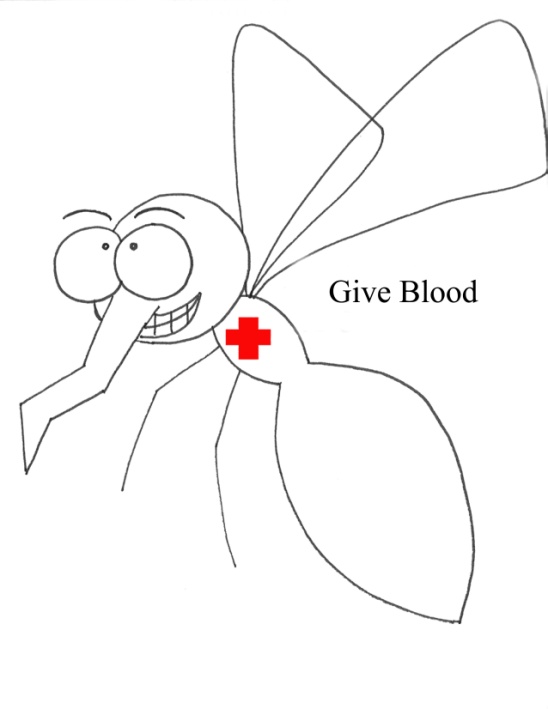
**** Samurai Public Relations Presents: A case study on how to increase blood donations during the summer from or 18-23 year olds

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Bite Me Summer Blood Drive

Executive Summary

In early May, The Lakeland Chapter of the American Red Cross will be launching the very first “Bite Me” Summer Blood Drive Campaign. The target age group is 16-22 year olds, as they are responsible for 20% of blood donations throughout the school year, until it drops to an unfortunate 3% during the summer months. This campaign will serve to raise awareness in this age group of the constant need for blood and also increase the donations in Brown County during the summer.

The campaign will begin with a launch party at the Packer Stadium Atrium to announce the event to the public. Throughout the summer, the created “Bite Me Bunch” volunteers from the American Red Cross will make appearances at popular summer events or public places and engage them face to face, pier to pier as a reminder to give blood. Because of this there is no need for special equipment or talents beyond scheduling and finding the volunteers to attend these events throughout the summer. Donors will be directed to give blood at the Lakeland Chapter main office or at other locations where the blood mobile is scheduled to be already. As a gift donors will receive a discount card for discounts on food and merchandise at local establishments such as Curlys Pub, Green Bay Pizza Company, Shopko, Kohls, Krolls West and area Coaches Corner bar and grills and Macus Theaters. The discount will be for 30% off any purchase during the summer months. The promotion’s success will be based on the measured increase of blood donations by this age group at all the centers in Brown County, with a goal of gaining 90 donations by summer’s end. In addition, other age groups may also experience an increase in donations, as the promotion can also be viewed by the general public. Through boards with the “Molly Mosquito” logo will show how many donations are coming in with the goal of exploding the mosquito with so many donations. These boards will be located throughout Brown County and staged at the locations where local blood drives are taking place.

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**Situational Analysis –**

Young Blood: Persuading Young People to Give Blood by Applying Concepts of Self- perception and social Norms Theories to Recruitment Ads. Thesis presented to the Faculty of the Graduate School University of Missouri-Columbia. In Partial Fulfillment of the Requirements for the Degree Master of Arts – Journalism by Jennifer Olivia Windley August 2006

In her thesis Jennifer Windly states that in 1970 Richard Titmus (1971) wrote the book, The Gift of Relationship: From Human Blood to Social Policy. In it he denounced the idea of paying for blood because the poor people who were getting paid to give blood were less honest regarding their medical histories just so they would still be able to donate and get paid. But this dishonesty often put the recipients of the purchased blood at risk of disease, disability and possibly death. (Titmuss, 1971). Eventually the idea of paying for blood was stopped in favor of donations.

Since then the idea of paying for blood donations has stopped in favor of voluntary donations. This is not an issue during the school year because kids like getting out of class to give blood but when it comes to the summer there is no incentive to take time out to give blood.

The past couple of years the American Red Cross has send postcards and called students, inviting them to come and donate blood. Students have called, emailed or face booked their fellow students encouraging them to come and donate during the summer but goals have been substantially short each year. The past 2 summers they have held blood drives through music concerts and the students have received a free back stage pass by donating blood with a goal of attracting more committed students. Their goal was to attract 80 student donors and they attracted 47 donors.

In the Study: Millennial Generation More Educated, Less Employed. 2/23/2010 Sharon Jayson discusses the background of Millennial’s and discusses how studies from the Pew Research Center (the Gold standard of research) has collected data about Millennial’s over the past two decades and how it shows that they are concerned about other people. These are all based on comparisons of Millennial’s with other generations, over more than two decades of Pew surveys. Our studies show that the Millennial group is very highly educated, confident, upbeat and open to change. Discussions with Rhinnon Kelleher a graduate student intern going for her Masters degree in Social Development through the UWGB Admissions Department say that Millennial’s love to use technology and like to have expectations spelled out for them in order to meet those expectations. They have had their parents watch over them and set schedules so they are very compliable to social norms (4/11/2010). They are more ethnically and racially diverse than their elders and also less religious. Although there is no one size-fits-all description of the individuals within a generation, Pew says its findings show clear distinctive traits for this group, particularly in certain areas. Jayson, 2/23/2010.

Challenge: How to attract more high school and college students to donate during the summer in order to maintain a more stable blood supply.

**Problems and Consequences**

Each year the American Red Cross holds blood drives 2-3 times per school year at local colleges, technical schools and high schools in Brown County. During the year the donations are very high (nearly 5,000 last year) but during the summer the donations fall to less than 2% or 150 donations. The summer becomes very busy for students having fun and working takes priority over blood donations or any other feelings of altruism. However the need for blood is constant. In addition other regular donators are not able to fill the gaps or even keep up regular donations.

The demographic of 16-22 year olds do not group in any way in fact they repel each other. At least the older crowed is repelled by the younger. Because of this when targeting where to meet these specific groups we will have to look at both demographics separately so we can make the most of our time and effort. Our plan is to set a priority of venues to attend and then a second tier of venues if we need them or if we are getting a good response. One other issue we have to be sure of is that our volunteers are older that we want to send out to the events where the older adults will be. Younger volunteers sent to an event where older participants are will not be as effective as matching the volunteers to the events if possible.

Volunteers will be needed to attend events in groups of 2-4 depending on the size of the event. During the summer volunteers become less available so it will be important to contact them and get commitments early before they leave school.

SWOT Analysis

**Strength -**

The Lakeland Chapter of the Red Cross is affiliated with the state, a national and world wide organization and because of the size of the organization it has clout to get people involved because people trust this organization.

This organization is involved in this community with local prominent business people who serve on the board of directors.

Volunteers are available through this organization because it has ties to different areas of the community.

The community is strong and very concerned with other people in the community.

Recognition of the Red Cross is very high in any promotions that are run as a trusted source and a good program to be involved with.

The organization is well respected from the leadership all the way to the volunteers.

They have programs that have touched this community for many years.

The organization has printed material to support any effort they put forth.

Once they get young people to donate blood they usually return to repeat the process again.

Each year the American Red Cross holds blood drives 2-3 times per school year at UWGB, NWTC, St. Norbert College plus 11 high schools in Brown County. Last year this resulted in nearly 5,000 donations.

Students usually run in packs and if they can do a project with someone else they will usually invite others to do the same. Parents have no issues with teens donating blood to this program because they know of the American Red Cross since it has been around the community.

People who donate blood are usually more motivated by altruism to help those in need. This community(Brown county) has shown their compassion to others in need many times over the years.

Individuals now coming of age to donate blood are the “millennials” of Generation Y. It’s the largest birth cohort in American history, consisting of more than 78 million people nation wide born between 1977 and 1994 Leo, J. (2003). The good-news generation. *U.S. News & World Report*, *135*(15), 60.

To illustrate how beneficial establishing donors from this generation could be, one should consider that if a person turning 17 this year begins giving blood every 56 days until the age of 76, he will donate nearly 48 gallons. Since each unit of blood can help save up to three different individuals, the donations from this one routine, lifelong donor would potentially save 1,152 lives (American Red Cross).

**Weakness**

The broad range of target audience spans two specific targets (16-18 and 18-22 year olds) that do not spend time in the same areas and if they do the last thing they want to do is spend time together.

16 year olds need written permission to donate blood and this can cause some issues if they are called in by their friends and the event is not planned for ahead of time.

The people that are helped by this act by the age demographic that we are targeting for this project are helping people who are nameless and faceless even if they are in this community.

There is no substitute for human blood so there will be a constant demand to raise awareness to people who can donate.

The American Red Cross Lakeland chapter is linked to the Regional and National associations which in some cases can limit them in the case of scandals that may rock other chapters.

As with any non-profit budgets are low and demand for people’s attention is high. Trying to find a low cost high impact program to consistently keep awareness of summer shortages of blood is difficult. Completion with outside activities such as the beach and summer activities are difficult to pull people away from in the summer.

Donations of this age group have historically been very low in the summer but they are also the answer to the question of where to get more donations of blood.

The demographic audience of 16-22 year olds does not understand that not all blood is used because of accidents. There are many other factors that the blood is used to save lives.

The most common age group that is currently donating blood on a regular basis are people that are above 65 years old or the baby boomer generation that is increasingly getting older so less and less people are able to donate blood from this demographic.

The donator must endure some physical pain to donate blood.

**Opportunities –**

Use of Facebook by the demographic we are targeting (16-22 year olds) is at an all time high. Statistics tell us that as of September of 2009 there were over 300 million Facebook accounts.

A brief study performed by UWGB admissions through Preble High School DECA provided this data (Scot Wallace present when compiled).

98-100% of students used Facebook to connect and talk to other students

Less than 1% used twitter or linked in

70% viewed Youtube on a regular basis

Less than 1% uploaded video onto YouTube

20% of students used texting to connect with other students

Less than 1% students used MySpace. Consensus was that if you used this site that you were not “cool”.

New audiences

Now 16 year olds can donate with permission

New events in community

* Bullfrogs baseball
* Blizzard football
* Special events
  + Concerts
  + Fairs /Festivals
  + Swimming
  + Parks
  + Entertainment
  + Holiday events
    - 4th of July
* Sports events
  + Local baseball leagues
  + Bullfrog baseball games
  + Golf outings
  + Ice Rinks
* Drivers education classes and DMV
  + Classes at Graduation
  + Show up in the parking lot during the summer of the DMV
* The sun
  + The beach – Ashwabamay Park
  + Places to swim and keep cool

Economy could help the Red Cross because people are staying closer to home and not traveling so much.

First time donors will be influenced by family, friends, or co-workers

They will also be more influenced by personal contact and pier to pier than by traditional media

**Threats –**

Any connection to the national organization or an organization that looks like the American Red Cross will affect perception of the organization as a whole. If there were to be any bad press coming from any American Red Cross agencies such as embezzlement or blood contamination it would severely affect the donations received by the Lakeland Chapter of the American Red Cross.

Summer vacations, families make plans all year to get out and about and that usually does not include time to give blood.

The sun and outdoors, people do not want to spend an hour inside when it’s nice outside.

Any national news of blood contamination or cross contamination. For instance someone getting sick because of supplies used by an American Red Cross agency.

Any news that scares the public about safety will affect the willingness of people to put themselves at any perceived risk be it real or imagined.

Competing Events – Anything that people can do outside of donating blood will compete against them spending time to give blood.

**Campaign goal –**

Because of dropping numbers of donors and the increase of need from the Baby-boomer Generation the American Red Cross needs to find a new demographic to tap into to supply the constant need for blood. To fill that need they are looking to the new generation of Millennial’s to fill that need and they intend to market to that group throughout the year. During the school year the Red Cross has a captured market to draw donors from but in the summer the donations drop below needed amounts. The campaign goal for this project is to raise the awareness during the summer months to the demographic of the 16-22 year olds, that there is a shortage of blood each summer and that they can help by taking time out to donate.

**Objectives -**

To increase the amount of donations of blood throughout the months of May, through August of this year.

**Strategy –**

To leverage face to face interaction to increase the awareness and motivate donors to donate during the summer months of May through August when blood donations usually go down and is most needed. Keep in front of the donors at places where they go in the summer to remind them ab9out the need for blood in the summer and the shortage. On top of that keep the message consistent throughout the area through large mosquito goal boards that will show how donations are coming in and what we need to make our goal for the summer.

**Tactics –**

This campaign will be launched through a news conference to be held at the Lambau Field Auditorium on May 10th at 9:00 am.

The promotion will start in early May to leverage people at school by using public announcements at the schools and negotiating in kind donations from the school newspaper to promote the event and find volunteers.

We will also leverage local church youth groups in the same way as we do the school in announcements and printing in any bulletins that can me solicited without charge.

At events throughout Brown County we will have volunteers show up in groups of four or more walking through the crowd talking to the targeted demographic age group. They will also be able to talk to other age groups such as parents at events to tell them about the need which will increase the amount of donors outside our target group.

We will have volunteers in T-Shirts with the “Bite Me” logo to help the volunteers stand out in the crowds at different venues where our demographic age group gathers. They will engage student to tell them about the need and promote the idea of getting groups of people to donate together to help with this problem of low blood supplies.

Volunteer Questions

These are questions to be asked by volunteers when engaging potential donors.

* + What do you feel like after helping someone?
  + If a friend asked you to donate blood, would you?
  + What would it take for you to become a blood donor?
  + Would you save someone’s life if you could by donating an hour of your time?
  + Do you like to help others in need without expecting a reward?
  + Did you know that during the summer blood donations drop off by 95%?
  + Did you know that there is a constant need for blood?
  + Did you know that local blood stays here?
  + Did you know that blood is used in more places than accidents?
  + How do you all feel about giving blood?
  + Do any of you know someone who has needed blood?
  + Have any of you given blood before?
  + What do you think would happen if people stopped donating blood?
  + If you gave blood one time would you continue?

A list of events will be supplied so volunteers can schedule their time to be the most effective. Since the best way to connect and make it fun for the volunteers and the people attending we will be sending out groups of people to the events.

Event personnel will be notified earlier to allow for passes and any support that they can give such as what are the best times to attend and or off limits areas.

Donors will be directed to the different areas where they can donate with a schedule of the times on a small business card size hand out. The hand out will have the locations and times available for collection and these will be handed out at events as volunteers are talking to perspective donors.

After a person donates they will receive a card with a list of businesses that will offer discounts to them for donating blood. It will be a simple card that has a list of the businesses on the one side and the “Bite Me” Logo on the other.

Sandwich boards will be used to show the public how the Red Cross is doing in donations by filling up the bottom of Molly Mosquito until it hopefully explodes. One board will always be placed at the central location of the Lakeland Chapter of Red Cross it has high visibility and good traffic from schools.

We have set up a Facebook page as a social networking tool to leverage relationships of our donors and potential donors especially because this demographic of people like to do things as a group.

**Publics**

Primary

Age 16-22 year olds

Men and women

Students of High school, Technical or Trade school, College or University

Friends

Families

Parents

Youth Directors for area churches for volunteers

Secondary

School directors to help in the promotion of the event

Event coordinators to get access and promote at the event

Supporting businesses that will run advertising in the promotions

Supporting businesses that will support the wood Mosquito to promote the goal and awareness

Co-Workers of the donors

School listing for contacts

Ashwaubenon High school

2391 South Ridge Rd GB

920-492 2950

West high

966 Shawano Ave. GB

920-492 2600

Preble High

2222 Deckner Ave. GB

391-2400

Southwest High

1331 Packerland Dr. GB

492-2650

Notre Dame de la Baie Academy

610 Maryhill Dr. GB

429-6100

Bay Port High

2710 Lineville Rd GB

662-7000

East High

1415 East Walnut St. GB

448-2090

New Lutheran High

1311 South Robinson Ave GB

469-6810

Bay City Baptist School

1840 Bond St. GB

499 5561

GB Christian Academy

1021 Hillcrest Heights GB

436-7373

Bay View

200 South Broadway GB

920 448 7356

**Colleges Technical and Trade schools**

Oneida Alternative School

1260 Packerland DR GB

490-3891

Oneida Tribal High

N7210 Seminary Rd Oneida WI

869-4308

Northeast Wisconsin Technical College  
2740 West Mason St. GB  
498-5400  
  
Rasmussen College GB  
904 South Taylor St. #100 GB  
593-8400  
  
Lakeland College  
2985 South Ridge Rd GB  
338-0992  
  
Bellin College  
3201 Eaton Rd GB  
236-8707  
  
College of Menominee Nation  
2733 South Ridge Rd GB  
965-0070  
  
Wisconsin College Cosmetology  
2960 Allied St. GB  
336-8888  
  
UWGB  
2420 Nicolet Dr GB  
465-2000  
  
ITT Tech  
470 Security Boulevard GB  
662-9000

Schedule / Budget

T-Shirts $150.00 - Bite Me Bunch shirts and possible promotions

Printing $150.00 - Flyers

Gas Allowance $50.00

Sandwich Board $25.00 - To show the progress of donations

Brushes $10.00

Paint $35.00

Miscellaneous $80.00

Total budget $500.00

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| --- | --- | --- | --- |
| Blood Donation Centers | | | |
| Brown County donation locations through June 25, 2010 | | | |
| |  |  | | --- | --- | |  |  | | [**Green Bay Fixed Site**](https://www.membersforlife.org/midamerica/fixed_scheduler/os_dates.php?dcid=21&d_aid=) | 2131 Deckner Ave Green Bay, WI 54302 | |  |  | | | | |
| Blood Drives | | | |
| Displaying Results 1 - 10 of 19 for ZIP Code 54302 | | | |
| **Date** | **Time** | **Name** | **Address** |
| [**Thu, April 22, 2010**](javascript:;) | 12:30 PM-6:30 PM | Family Video | 2598 Glendale Ave, Green Bay, WI |
| [**Fri, April 23, 2010**](javascript:;)https://www.membersforlife.org/midamerica/images/blood_drop.gif | 8:30 AM-1:00 PM | Pilgrim Congregational Church | 991 Pilgrim Way, Green Bay, WI |
| [**Tue, April 27, 2010**](javascript:;)https://www.membersforlife.org/midamerica/images/blood_drop.gif | 10:00 AM-4:00 PM | Univ. of WI Green Bay Student Union | 2420 Nicolet Ave, Green Bay, WI |
| [**Fri, April 30, 2010**](javascript:;)https://www.membersforlife.org/midamerica/images/blood_drop.gif | 8:30 AM-1:00 PM | Nativity of our Lord Parish | 2770 S Oneida St, Green Bay, WI |
| [**Sat, May 01, 2010**](javascript:;) | 8:00 AM-11:00 AM | St John's Lutheran Church | 2700 Babcock Rd, Green Bay, WI |
| [**Fri, May 07, 2010**](javascript:;)https://www.membersforlife.org/midamerica/images/blood_drop.gif | 8:30 AM-1:00 PM | Pilgrim Congregational Church | 991 Pilgrim Way, Green Bay, WI |
| [**Fri, May 14, 2010**](javascript:;) | 8:30 AM-1:00 PM | Pilgrim Congregational Church | 991 Pilgrim Way, Green Bay, WI |
| [**Fri, May 21, 2010**](javascript:;) | 8:00 AM-2:00 PM | Oneida Family Fitness | 2640 West Point Rd, Green Bay, WI |
| [**Fri, May 21, 2010**](javascript:;) | 8:30 AM-1:00 PM | Pilgrim Congregational Church | 991 Pilgrim Way, Green Bay, WI |
| [**Fri, May 28, 2010**](javascript:;) | 8:30 AM-1:00 PM | Pilgrim Congregational Church | 991 Pilgrim Way, Green Bay, WI |
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|  |  |  |  |
| [**Fri, June 04, 2010**](javascript:;) | 8:30 AM-1:00 PM | Pilgrim Congregational Church | 991 Pilgrim Way, Green Bay, WI |
| [**Thu, June 10, 2010**](javascript:;) | 1:30 PM-6:00 PM | Resurrection Church | 333 Hilltop Rd, Green Bay, WI |
| [**Fri, June 11, 2010**](javascript:;) | 8:30 AM-1:00 PM | Pilgrim Congregational Church | 991 Pilgrim Way, Green Bay, WI |
| [**Mon, June 14, 2010**](javascript:;) | 12:00 PM-6:30 PM | National Guard Armory | 800 N Military, Green Bay, WI |
| [**Thu, June 17, 2010**](javascript:;) | 1:00 PM-6:00 PM | Green Bay Community Church | 600 Cardinal Ln, Green Bay, WI |
| [**Fri, June 18, 2010**](javascript:;) | 8:30 AM-1:00 PM | Pilgrim Congregational Church | 991 Pilgrim Way, Green Bay, WI |
| [**Mon, June 21, 2010**](javascript:;) | 8:00 AM-12:00 PM | YMCA Howard | 601 Cardinal Ln, Green Bay, WI |
| [**Wed, June 23, 2010**](javascript:;) | 12:00 PM-5:00 PM | Rasmussen College | 904 S Taylor St, Suite 100, Green Bay, WI |
| [**Fri, June 25, 2010**](javascript:;) | 8:30 AM-1:00 PM | Pilgrim Congregational Church | 991 Pilgrim Way, Green Bay, WI |
|  | | | |

https://www.membersforlife.org/midamerica/images/blood_drop.gifindicates that Double Red Cell donations are available.

*If you were unable to find a blood drive in your area, please call 1.800.GIVE.LIFE.*

Evaluation Plan

The main focus will be on how many donations are received on a monthly basis

We will also measure the amount of contact the volunteers are making at each event through reporting. It will be important not only to report the number of people engaged but also the response from the people engaged. This will be done through a short evaluation at the end of the time at the event filled out by the volunteer. This is very important because we want to measure what questions are getting the best response. If we choose we can also use this time to collect contact information and solidify commitment of potential donors if we choose which gives us another option to engage donors at another time.

We will also measure the amount of press coverage we receive throughout the summer months.

A simple question asked by the nurses when drawing blood of where the donor heard about donating would also be a good measurement of effectiveness of the campaign.

Because anyone outside the demographic may be talking about the campaign at other events, it is important to listen to their input; they are all potential donors and can affect the overall success of the campaign by increasing the involvement of other family members. This is also helpful because families are main influencers of the group we are targeting.

Pertinent Research

*History of voluntary blood collection in the United States*

The following information was found through an article found on the internet. Young Blood: Persuading Young People to Give Blood by Applying Concepts of Self- perception and social Norms Theories to Recruitment Ads. Thesis presented to the Faculty of the Graduate School University of Missouri-Columbia. In Partial Fulfillment of the Requirements for the Degree Master of Arts – Journalism by Jennifer Olivia Windley August 2006.

Blood donation is a relatively new concept in our society. Large scale, organized efforts to collect blood and plasma in the United States began in February 1941. That was when the Surgeon General of the Army and Navy asked the American Red Cross to begin a blood donor service since the country was on the brink of war (American Red Cross). To engage citizens initially, posters, perhaps the most popular and effective mode of communication of that time, were spread around cities and towns throughout the nation proclaiming, “Blood saves lives.” The

powerful appeals were designed to provoke an immediate response from the American public, and often they featured soldiers on the battlefield who needed blood.

The messages were so effective that an amazing 6.6 million Americans donated blood during the four years of the war, and 1.5 million of them gave more than three times (American Red Cross). The members of this generation have continued to stock the blood supplies for more than 60 years as regular, committed donors. Unfortunately, they are now more likely to need blood than they are likely to donate so a new generation of donors must be recruited to meet the demand (American Red Cross).

In the early 1970s, by the time the blood donation program was well-established, economist Richard Titmuss (1971) shook the industry by writing a rather critical book, *The Gift Relationship*: *From Human Blood to Social Policy*. In his writings, he condemned the use of

professional donors or monetary incentives in exchange for whole blood donations. He argued that blood should not be a product bought in the marketplace like other natural resources because the value of human life should not be measured economically (Titmuss, 1971). He cited evidence

that professional donors, particularly poorer ones, were less likely to be honest regarding their medical histories just so they would still be able to donate and get paid. But this dishonesty often put the recipients of the purchased blood at risk of disease, disability and possibly death

(Titmuss, 1971).

Eventually, as a result of Titmuss and others’ harsh criticisms of the system, as well as medical malpractice and federal trade issues, the National Blood Policy of 1975 put an end to money payments for donating whole blood. Subsequently, most blood collection agencies

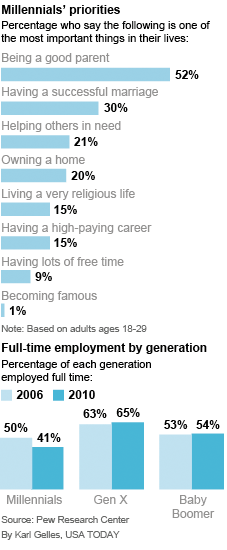
moved away from blood credit or insurance to a strictly unpaid, volunteer system (Piliavin, 1990). This paradigm shift challenged blood recruiters to develop new appeal strategies for giving blood that did not use a direct monetary reward as the motivator to give. Thus, the voluntary donor was born.

Millennial Research -

Study: Millennial generation more educated, less employed

Updated 2/23/2010 8:21 PM

**By** [**Sharon Jayson**](http://www.usatoday.com/community/tags/reporter.aspx?id=574)**, USA TODAY**



Pew Research Center analysis includes its own data, such as a new survey of 2,020 adults, including 830 Millennial’s, conducted by landline and cell phone last month. It also analyzes data from other sources, such as the Census, which shows 40% of those 18-24 were in college in 2008, a higher percentage than any previous generation at those ages.

Pew's report also includes comparisons of Millennial’s with other generations, based on more than two decades of Pew surveys. David Morrison of Twenty-something Inc., a Philadelphia-based consulting and research firm, says Pew's data are important because so much research on Millennial’s is market-based. "Pew's data is not just the gold standard but is also quite unusual in that it's willingly shared," he says. "Most (research on Millennial’s) is company-driven and proprietary to the organization."

Overall, Pew says, Millennial’s are confident, upbeat and open to change. They're more ethnically and racially diverse than their elders and also less religious. Although there is no one-size-fits-all description of the individuals within a generation, Pew says its findings show clear, distinctive traits for this group, particularly in certain areas.

"Millennial’s, compared to [Generation X](http://content.usatoday.com/topics/topic/Generation+X) and prior to that, vote at a rate higher than other generations at their age," says David Smith of the non-profit National Conference on citizenship. He adds that they volunteer at higher rates than previous generations, too. "Civic trends have always risen with age. This generation is now emerging as being much more involved at a much younger age," he says.

**Facts about blood needs**

|  |  |
| --- | --- |
| 1. | Every two seconds someone in the U.S. needs blood |
| 2. | More than 38,000 blood donations are needed every day |
| 3. | One out of every 10 people admitted in a hospital needs blood |
| 4. | Total blood transfusions in a given year: 14 million (2001) |
| 5. | The average red blood cell transfusion is approximately 3 pints |
| 6. | The blood type most often requested by hospitals is Type O |
| 7. | The blood used in an emergency is already on the shelves before the event occurs |
| 8. | Sickle cell disease affects more than 80,000 people in the U.S., 98% of whom are African American. Sickle cell patients can require frequent blood transfusions throughout their lives |
| 9. | More than 1 million new people are diagnosed with cancer each year. Many of them will need blood, sometimes daily, during their chemotherapy treatment. |
| 10. | A single car accident victim can require as many as 100 units of blood. [See more facts on blood needs for various medical treatments](http://www.givelife2.org/aboutblood/bloodusage.asp). |
| 11. | You must be at least 17 years old, weigh more than 110 pounds, and be in good general health to donate (note: eligibility requirements may vary in some states and blood centers) |
| 12. | A healthy donor may donate red blood cells every 56 days |
| 13. | A healthy donor may donate platelets as few as 3 days apart, but a maximum of 24 times a year |

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**Facts about the blood supply**

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| 14. | The number of blood donations collected in the U.S. in a year: 15 million (2001) |
| 15. | The number of blood donors in the U.S. in a year: 8 million (2001) |
| 16. | The number of patients who receive blood in the U.S. in a year: 4.9 million (2001) |
| 17. | The volume of blood transfused to patients is increasing at the rate of 6% per year (2001) |
| 18. | The demand for blood transfusions is growing faster than donations |
| 19. | Less than 38% of the U.S. population is eligible to donate blood |
| 20. | Blood cannot be manufactured — it can only come from generous donors |
| 21. | Shortages of all blood types usually occur during the summer and winter holidays |

**Facts about the blood donation process**

|  |  |
| --- | --- |
| 22. | Donating blood is a safe process. A sterile needle is used only once for each donor and then  discarded |
| 23. | Blood donation is a simple four-step process: registration and medical history, mini-physical,  donation, and refreshments |
| 24. | Every blood donor is given a mini-physical, checking the donor's temperature, blood pressure,  pulse and hematocrit level (red blood cells count) to ensure it is safe for him or her to give blood |
| 25. | The actual blood donation typically takes less than 10-12 minutes. The entire process, from the  time you arrive to the time you leave, takes about an hour |
| 26. | The average adult has about 10 to 12 pints of blood in his body. Roughly 1 pint is given during  a donation |
| 27. | All donated blood is tested for HIV, Hepatitis B and C, syphilis and other infectious diseases,  before it can be released to hospitals |
| 28. | Information you give to the American Red Cross during the donation process is strictly  confidential. It may not be released without your permission except as directed by law |

**Facts about blood and its components**

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| 29. | Whole blood can be processed into **red cells**, **platelets**, **plasma**, and **cryoprecipitate**.  The total number of units of all of these components transfused in a year is 29 million (2001) |
| 30. | It is possible to donate specifically only platelets or plasma. This process is called aphaeresis |
| 31. | Most donated red blood cells must be used within 42 days of collection |
| 32. | Donated platelets must be used within 5 days of collection — new donations are constantly  needed |
| 33. | Healthy bone marrow makes a constant supply of red cells, plasma and platelets. The body  will replenish the elements given during a blood donation - some in a matter of hours, and  others in a matter of weeks |

**Facts about donors**

|  |  |
| --- | --- |
| 34. | The #1 reason donors say they give blood is because they "want to help others" |
| 35. | Two most common reasons cited by people who don't give blood are: "Never thought about it"  and "I don't like needles" |
| 36. | One donation can help save the lives of up to 3 people |
| 37. | If you began donating blood at age 17 and donated every 56 days until you reached 76,  you would have donated 48 gallons of blood, potentially helping save over 1,000 lives! |
| 38. | Red Cross donors are 50% male, 50% female |
| 39. | The American Red Cross accepts blood donations only from voluntary donors |
| 40. | Among Red Cross donors in a given year, 18% donate occasionally, 38% are first time  donors, and 43% are repeat and loyal donors |
| 41. | People with O- type blood are universal donors. Their blood can be given to people of all  blood types. Only 7% of people in the U.S. have O- blood type |
| 42. | Type O- blood is often used in emergencies before the patient's blood type is known, and  with newborns who need blood. |
| 43. | 45% of people in the U.S. have type O (+/-) blood. This percentage is higher among  Hispanics — 57%, and among African Americans — 51% |
| 44. | People with AB+ type blood are universal donors of plasma, the liquid portion of blood.  AB+ plasma is often used in emergencies, for newborns and for patients requiring massive  transfusions |

**Facts about the American Red Cross**

|  |  |
| --- | --- |
| 45. | The American Red Cross blood program started in 1940, under the leadership of  Dr. Charles Drew |
| 46. | The American Red Cross supplies approximately 45% of the nation's blood supply |
| 47. | The Red Cross provides blood for patients in nearly 3,000 hospitals across the U.S. |
| 48. | The Red Cross makes blood available to any patient who needs it — patients are not  required to find donors to replace the blood they use (a practice common in Europe and  some U.S. blood banks) allowing the patient and their family to focus on recovery |
| 49. | 80% of the blood donations given to the Red Cross are collected at mobile blood drives  set up at community organizations, companies, high schools, colleges, places of worship  or military installations. The remaining 20% are collected at fixed Red Cross donor centers |
| 50. | The American Red Cross works with over 50,000 sponsors each year to hold more than  120,000 blood drives, providing convenient locations for people to give blood |

Although the Red Cross is chartered by Congress as America's leading private disaster relief organization, we receive **NO** federal budget subsidies.

The Red Cross is the **largest** **volunteer** **organization** in the United States and the world.  At all levels, volunteers direct Red Cross programs and services.  We are truly an organization of neighbors helping neighbors.

Clients **never** pay fees for American Red Cross disaster assistance.  All Red Cross disaster relief is made possible through gifts from the American people.

As part of the International Red Cross Movement, the American Red Cross is governed by the principles of ***Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality.***

While all Red Cross services meet national standards, no two chapters are exactly the same.

All Red Cross units offer:

* Disaster Services
* Armed Forces Emergency Services
* Health and Safety Services
* International Services
* Blood Services

<http://www.givelife2.org/sponsor/quickfacts.asp>

Site Visit

Info from interview

Help displaced families

Provide transport for people who have disabilities or are handicapped.

2 dollars to ride wherever they want

Provide education

Babysitting- teach closer to summer

First aid

Military families can relay information to soldiers fighting overseas.

Collect blood five days a week

Donor base drops during summer and nicer days

Due to traveling and vacations

Liver transplant takes 40 pints of blood

Single blood drive might receive 40-60 pints of blood

High Schools are 20% of blood donations

Email reminders are too difficult to manage.

We need to find a key thing to pull people in to make them say I **need** to donate instead of if I have time.

A person can donate once every 8 weeks

Red Cross accepts appointments

They collect platelets, whole blood and plasma

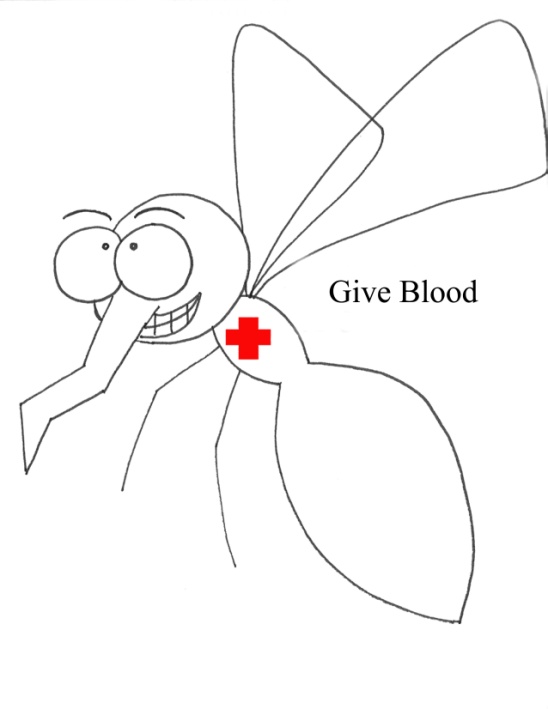
Average time for donation is about an hour

Host an event called Super Donor Days

Attract 400-500 people in 2 days

Event is held at Shopko hall Event takes place right before 4th of July

Public Relations Kit



Samurai Public Relations 1586 Franz Ave. Green Bay, WI 920-469-0351

Cover Letter

April 6th, 2010

Keisha M. Vergenz

Samurai PR

(920)-469-0351

Cell: (920)-111-3331

Samuraipr.com

Dear \_\_\_\_\_\_,

Summertime always brings a guarantee of fun, happiness, and new memories with friends. For the Lakeland Chapter of the American Red Cross, this summer will be the best one yet, thanks to one simple phrase: “Bite Me.” Beginning in May and running through August, the “Bite Me” summer campaign will bring in a dramatic increase of blood donations from teenagers and young adults. Come join us on May \_\_ at the Lambeau Field auditorium for the official launch of the campaign, and keep an eye out for a certain mosquito display that can soon be found at popular events to reveal the campaign’s exciting success as the collection of donations begins.

As a non-profit organization, the American Red Cross is dedicated to collecting blood and aiding the victims of house fires or natural disasters, regardless of location or nationality. More information can be found at: [www.givebloodgivelife.org](http://www.givebloodgivelife.org).

Thank you and see you there!

Samurai PR

News Release

March 30th, 2010

Scot Wallace

Samurai PR

(920)-469-0351

Cell: (920)-111-3331

Samuraipr.com

Bite Me!

*Summer Blood Drive with the American Red Cross*

Green Bay, Wisconsin (March 30th, 2010): Lucy Smith is a typical, happy high school senior. With an admirable GPA, the coveted position of class president, and the Homecoming Queen crown, Lucy appears to have it all, except for one very important thing: enough blood.

On May 13th at the Packer Stadium Atrium, the American Red Cross is launching the very first “Bite Me” Summer Blood Drive Campaign. By attending popular summer events, the Red Cross and the energetic “Bite Me Bunch” volunteers from the American Red Cross that hope to engage and attract students and young adults on a regular basis to beat the unfortunate lull in donations during the summer months. With this, the Red Cross has also created a goal of collecting 90 donations by late August to benefit those in need in the community, like Lucy. Donors will then receive a discount card that can be used at several popular stores and locations. People of Brown County will be able to see the progress of the goal through the promotion also of Molly Mosquito who will fill up with blood and show the progress and hopefully the explosion from so many donations. Molly will be posted on sandwich boards at the locations where the blood drives are taking place throughout Brown County.

As a non-profit organization, the American Red Cross is dedicated to collecting blood and aiding the victims of house fires or natural disasters, regardless of location or nationality. More information can be found at: [www.givebloodgivelife.org](http://www.givebloodgivelife.org).

The “Bite Me” Summer Blood Drive launch will be held on May 13th at the Packer Stadium Atrium. For further information, please feel free to contact Scot Wallace at (920)-469-0351 or Keisha Vergenz at (920)-773-4926 or visit samuraipr.com

###

April 7th, 2010

Scot K. Wallace

Samurai PR

(920)-469-0351

Cell: (920)-111-3331

Samuraipr.com

Tips Sheet

1. Donating blood takes about an hour; the actual donation takes between six to eight minutes.
2. Blood can be donated once every eight weeks.
3. Before donating, it is important to maintain a healthy diet and appropriate fluid intake.
4. Be sure to avoid alcohol or any illegal drugs before donating blood
5. Be aware of the name of any medications you may be taking. Usually, medications do not keep you from donating, but the reason for taking the medication might.
6. After donating, remember to increase fluid intake, avoid strenuous activity, and eat well-balanced meals through the following day.
7. Avoid strenuous physical exertion, heavy lifting or pulling with the donation arm for about five hours.
8. Blood is replaced within 24 hours but red blood cells need about four to six weeks for complete replacement.
9. It is safe to give blood. Sterile procedures and disposable equipment are used. Each donors blood is collected through a new, sterile needle which is then discarded.
10. Giving blood is voluntary no payment is ever received

April 6th, 2010

Keisha M. Vergenz

Samurai PR

(920)-469-0351

Cell: (920)-111-3331

Samuraipr.com

**Fact Sheet**

* Every two seconds someone in the US needs blood.
* One out of every ten people admitted to a hospital needs blood.
* Shortages of all blood types usually occur during the summer and winter holidays.
* Blood donation is a simple four-step process: registration and medical history, mini-physical, donation, and refreshments.
* The actual blood donation typically takes less than 10-12 minutes. The entire process, from the time you arrive to the time you leave, takes about an hour.
* One donation can help save the lives of up to 3 people.
* The American Red Cross supplies approximately 45% of the nation's blood supply.
* The Red Cross is the largest volunteer organization in the United States and the world.  At all levels, volunteers direct Red Cross programs and services. It is truly an organization of neighbors helping neighbors.

April 7th, 2010

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Biography

Lucy Smith lives in Green Bay, WI with her parents and three younger sisters. A senior in high school, Lucy has a passion for extracurricular activities, including Forensics, Mock Trial, and Juggling Club, and was selected as Homecoming Queen this year: “I was so excited! I’m going to keep the tiara forever.” Besides these activities, Lucy loves to cruise the mall and all her favorite stores, and adores spending time with her family, best friends, and pets. Especially her dogs. “My puppies mean the world to me, I love how they greet me when I get home from school!” With such a busy schedule, Lucy still finds time to volunteer at the local Humane Society and walks her neighbors’ dogs on the weekends. Through it all, she loves life and feels incredibly blessed. After the accident, she came to appreciate everything she had even more.

On a typical Friday night, Lucy was driving home from a movie night from her friend’s house only a few streets away. She was listening to the radio when, as she recalls, “There was this flash and everything started spinning.. Next thing I knew, I was waking up in the hospital.” Lucy was a few short blocks from home when a drunk driver sailed through a red light, slamming into the driver’s side of Lucy’s car, and crashing into another. The other victims received only minor injuries, but Lucy was not so lucky. Although she had several broken bones and bruises, the main problem was one that is not so easily solved: blood.

This is when the Lakeland Chapter of the American Red Cross played their very important part. With the help of their collected donations, Lucy was given all the blood she needed to recover and in a timely fashion. Without these donations and the work of the Red Cross, Lucy’s story could have had a very different conclusion.

“I’m back at school now and slowing working my way back into my usual busy schedule,” she laughs. Anyone who experiences the same potential tragedy as Lucy can also share the same happy ending, thanks to the incredible works of the American Red Cross. Life is as it should be again, and as Lucy says, “I’m so thankful.”

Letter from Lucy Smith

I would like to thank everyone for coming and supporting this very important cause. I would like to tell you a story about how I became in need of a blood transfusion. Like many of you I never thought I would need blood, and I thought that only older people or people with serious illnesses ever need it.

One Friday evening 6 months ago I was studying at a friend’s house not far from my own. While driving home I was struck by a drunk driver. The accident caused bruising to my lungs, damage to one of my kidneys that caused a large amount of internal bleeding.

When the ambulance arrived they transported me directly to Bell Hospital where I was rushed into surgery; because of the amount of blood I had lost I needed a transfusion and later that week I received several more. My recovery was slow at first, but I’m glad to say that I have since made a full recovery and the horrific events of that night are now a distant memory.

With the support of the faculty and student body at my high school I was able to graduate on time and I was even fortunate enough to receive scholarship to UWGB where I will be attending next fall.

The blood donations made to the Red Cross in Brown County are the reason I am standing here today.

It only takes 1 hour out of your day, and you could be responsible for saving a life like mine. And who knows maybe the Red Cross will save your life one day too.

Thank you

Questions for the Press Release

Press Release Questions:

How do you plan on funding your campaign? Our budget is $500 and mostly depends on volunteers and donations from local businesses.

What is the total cost for this campaign? Just under $500

Do you plan on eventually expanding your campaign? Yes

What are some potential problems you might run into? Enough volunteers to cover the events we want to be present at. Also this is a very high manpower program which means we will have to have someone keep on top of the volunteers to make sure the messages are consistent.

Why a mosquito mascot? It fit with our Wisconsin summers and collecting blood on top of that we wanted to keep the idea of collecting blood and since this mascot collects blood it keeps the same message.

How many volunteers are going to be needed over the summer?

What kind of response has the Red Cross had in past summers?

How will the mosquito boards be filled in and by whom?

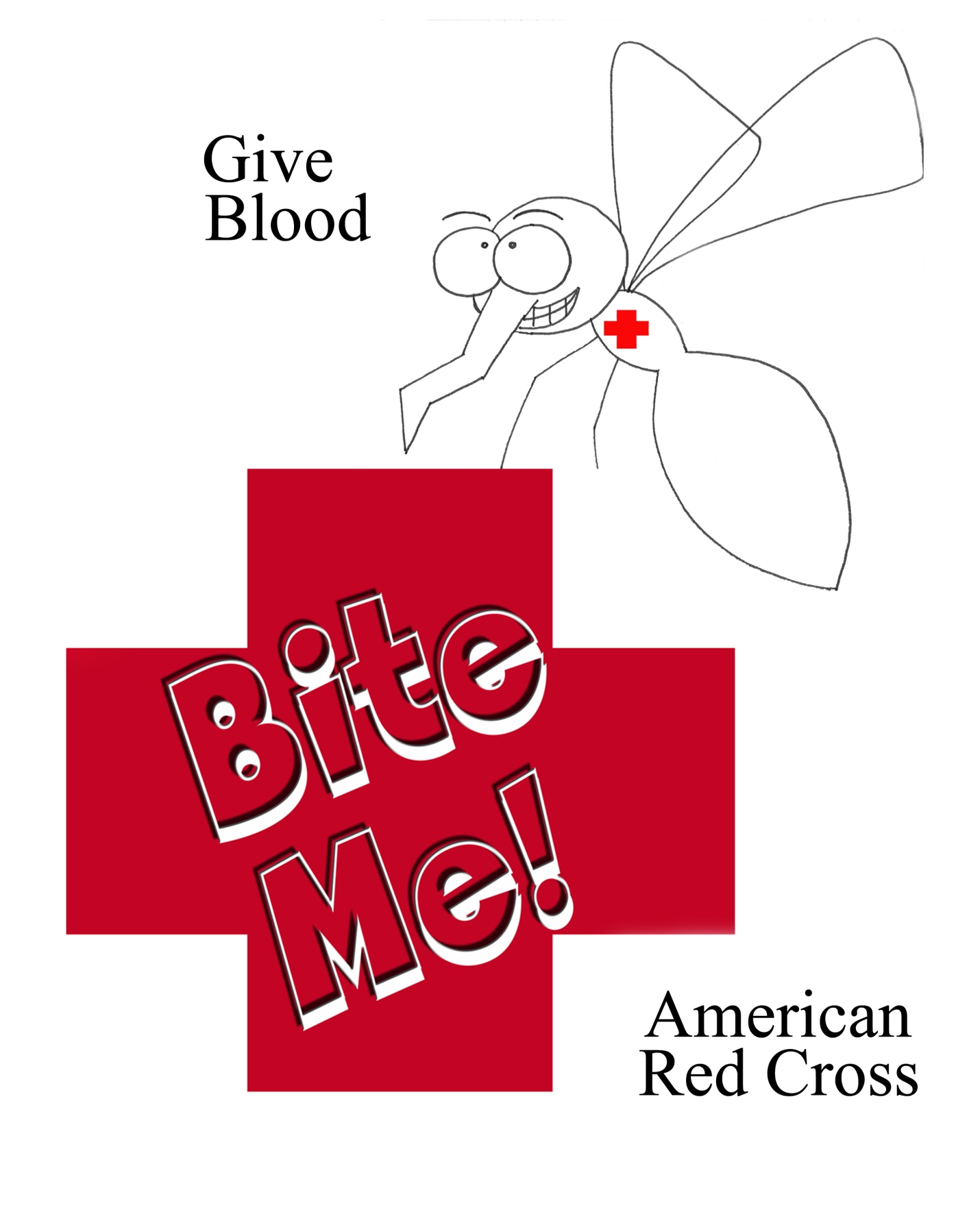
How big will they be and in what locations? 11inch by 14 inch black and white posters to be put into restaurants and places who are offering the discount and also poster locations in bars and at or around event posters and in schools. 4 foot by 5 foot plywood boards painted in white with black outline of Molly the mosquito will be put up at the locations where blood donations can be facilitated and also travel to events with volunteers to keep the top of mind awareness. Red paint will be used to fill in as we start to receive donations of blood by the week. Phone calls to the businesses to tell them where to fill in with a red marker will also happen.

**American Red Cross and Lakeland Chapter Facts**

1. Every two seconds someone in the U.S. needs blood.
2. More than 38,000 blood donations are needed in the U.S. everyday.
3. One out of every ten people admitted to a hospital needs blood.
4. Total blood transfusions in a given year: 14 million.
5. The average red blood cell transfusion is approximately 3 pints.
6. The blood type most often requested by hospitals is Type O.
7. The blood used in an emergency is already on the shelves before the event occurs.
8. Sickle cell disease affects more than 80,000 people in the U.S., 98% of who are African American. Sickle cell patients can require frequent blood transfusions throughout their lives.
9. More than 1 million new people are diagnosed with cancer each year. Many of them will need blood, sometimes daily, during their chemotherapy treatment.
10. A single car accident victim can require as many as 100 units of blood.
11. You must be at least 17 years old, weigh more than 110 pounds, and be in good general health to donate (note: eligibility requirements may vary in some states and blood centers).
12. A healthy donor may donate red blood cells every 56 days.
13. A healthy donor may donate platelets as few as 3 days apart, but a maximum of 24 times a year.
14. The number of blood donations collected in the U.S. in a year: 15 million
15. The number of blood donors in the U.S. in a year: 8 million
16. The number of patients who receive blood in the U.S. in a year: 4.9 million
17. The volume of blood transfused to patients is increasing at the rate of 6% per year.
18. The demand for blood transfusions is growing faster than donations.
19. Less than 38% of the U.S. population is eligible to donate blood.
20. Blood cannot be manufactured — it can only come from generous donors.
21. Shortages of all blood types usually occur during the summer and winter holidays.
22. Donating blood is a safe process. A sterile needle is used only once for each donor and then discarded.
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24. Every blood donor is given a mini-physical, checking the donor's temperature, blood pressure, pulse and hematocrit level (red blood cells count) to ensure it is safe for him or her to give blood.
25. The actual blood donation typically takes less than 10-12 minutes. The entire process, from the time you arrive to the time you leave, takes about an hour.
26. The average adult has about 10 to 12 pints of blood in his body. Roughly 1 pint is given during a donation.
27. All donated blood is tested for HIV, Hepatitis B and C, syphilis and other infectious diseases, before it can be released to hospitals.
28. Information you give to the American Red Cross during the donation process is strictly confidential. It may not be released without your permission except as directed by law.
29. Whole blood can be processed into red cells, platelets, plasma, and cryoprecipitate. The total number of units of all of these components transfused in a year is 29 million.
30. It is possible to donate specifically only platelets or plasma. This process is called aphaeresis.
31. Most donated red blood cells must be used within 42 days of collection.
32. Donated platelets must be used within 5 days of collection — new donations are constantly needed.
33. Healthy bone marrow makes a constant supply of red cells, plasma and platelets. The body will replenish the elements given during a blood donation - some in a matter of hours, and others in a matter of weeks.
34. The #1 reason donors say they give blood is because they "want to help others."
35. Two most common reasons cited by people who don't give blood are: "Never thought about it" and "I don't like needles."
36. One donation can help save the lives of up to 3 people.
37. If you began donating blood at age 17 and donated every 56 days until you reached 76, you would have donated 48 gallons of blood, potentially helping save over 1,000 lives!
38. Red Cross donors are 50% male, 50% female.
39. The American Red Cross accepts blood donations only from voluntary donors.
40. Among Red Cross donors in a given year, 18% donate occasionally, 38% are first time donors, and 43% are repeat and loyal donors.
41. People with O- type blood are universal donors. Their blood can be given to people of all blood types. Only 7% of people in the U.S. have O- blood type.
42. Type O- blood is often used in emergencies before the patient's blood type is known, and with newborns who need blood.
43. 45% of people in the U.S. have type O (+/-) blood. This percentage is higher among Hispanics — 57%, and among African Americans — 51%.
44. People with AB+ type blood are universal donors of plasma, the liquid portion of blood. AB+ plasma is often used in emergencies, for newborns and for patients requiring massive transfusions.
45. The American Red Cross blood program started in 1940, under the leadership of Dr. Charles Drew.
46. The American Red Cross supplies approximately 45% of the nation's blood supply.
47. The Red Cross provides blood for patients in nearly 3,000 hospitals across the U.S.
48. The Red Cross makes blood available to any patient who needs it — patients are not required to find donors to replace the blood they use (a practice common in Europe and some U.S. blood banks) allowing the patient and their family to focus on recovery.
49. 80% of the blood donations given to the Red Cross are collected at mobile blood drives set up at community organizations, companies, high schools, colleges, places of worship or military installations. The remaining 20% are collected at fixed Red Cross donor centers.
50. The American Red Cross works with over 50,000 sponsors each year to hold more than 120,000 blood drives, providing convenient locations for people to give blood.
51. Of every dollar given to the American Red Cross, 90 cents goes directly to programs and services.
52. The Red Cross is **not** a Federal Agency.  The Walton County Red Cross is a private, non-profit organization that receives less than half of our funding from The United Way.
53. Although the Red Cross is chartered by Congress as America's leading private disaster relief organization, we receive NO federal budget subsidies.
54. The Red Cross is the largest volunteer organization in the United States and the world.  At all levels, volunteers direct Red Cross programs and services. It is truly an organization of neighbors helping neighbors.
55. Clients never pay fees for American Red Cross disaster assistance.  All Red Cross disaster relief is made possible through gifts from the American people.
56. The Walton County community has needs. The Red Cross translates donors' caring and concern for their neighbors into immediate help and relief.
57. The Walton County American Red Cross has been serving our community for over 90 years.
58. The American Red Cross joins with the International Red Cross, Red Crescent and Red Star of David in 177 countries to provide prompt, well co-coordinated, humanitarian services to those in need around the world.  As part of this international organization, we send goods, volunteers and expertise to relieve disaster victims wherever there is human need.
59. As part of the International Red Cross Movement, the American Red Cross is governed by the principles of Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality.
60. While all Red Cross services meet national standards, no two chapters are exactly the same. The Walton County American Red Cross reflects the needs of our community.All Red Cross units offer: disaster services, Armed Services Emergency Services, health and safety services, international services, blood services.
61. The Lakeland Chapter celebrated the birthday of its oldest volunteer, Blanche, at age 94.
62. The Associated Bank donated over $50,000 to the Lakeland Chapter for Haitian relief.
63. The American Red Cross responds to house fires to supply immediate emergency needs.
64. Clara Barton created the American Red Cross in 1881.
65. March is Red Cross Month.
66. The American Red Cross teaches classes in CPR training.
67. The American Red Cross will send emergency messages to loved ones in the military for the family members at home.
68. The American Red Cross Mission: a humanitarian organization, led by volunteers and guided by its Congressional Charter, and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disaster and help people prevent, prepare for and respond to emergencies.
69. The American Red Cross Lakeland Chapter Mission Statement: to deliver humanitarian services locally by helping people prevent, prepare for, and respond to emergencies and anticipate community needs through a volunteer led, community directed organization.
70. The International Red Cross Movement: created to bring assistance without discrimination to the wounded on the battlefield, endeavors, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found.
71. The American Red Cross makes no discrimination as to nationality, race, religious beliefs, class or political opinions.
72. It is a voluntary relief movement not prompted in any manner by desire for gain.
73. The Brown County Chapter of the American Red Cross received its charter on August 25, 1916.
74. Mrs. George Nau was the first chapter chairperson.
75. In 1917, more than 8,000 volunteers were working with the chapter to assist in relief efforts during World War I.
76. The first offices were in the Court House Annex in downtown Green Bay.   
    Sometime in the 1940's, the chapter was moved to rooms above Nau's Clothing Store on Washington Street.
77. Walter Stubbs, the chapter's first paid employee, started about this time, and remained with the chapter until his death in 1958.   
    The Blood Program started in 1952.
78. In 1961, William Galbraith ("Mr. G.") became the chapter manager, and moved the chapter to an office building on South Adams Street.
79. The Lakeland Chapter was formed on May 17, 1964 with the merger of the Brown County, Menominee County and Shawano County chapters.
80. A new chapter building was constructed in 1965 at 123 South Van Buren Street.
81. Transportation Services began in 1966, with volunteers driving their own vehicles. By 1967 the chapter had a fleet of three station wagons, two of which were made possible by the Fort Howard Paper Foundation.
82. The Oconto County chapter merged with the Lakeland Chapter in 1967.
83. In 1971, the Transportation program expanded again with the purchase of two buses, made possible by an agreement with the Brown County Commission on Aging.
84. In late 1976, the chapter moved to its current home at 2131 Deckner Ave. in Green Bay
85. In the mid-1980's, Kewaunee County became part of the Lakeland Chapter jurisdiction.
86. With expanding needs and growing programs, the chapter built an additional facility on Bader Street in 1995.
87. Door County was annexed as part of the Lakeland Chapter in 1999.
88. A satellite office opened in Door County in April 2001
89. February, 2002 Transportation Services began in Door County
90. April 1, 2006 American Red Cross Marinette-Menominee becomes a service delivery area under the American Red Cross Lakeland Chapter.
91. There are eight different blood types and even though they are all red, it doesn’t mean that a person can get just any blood type.
92. Blood donated to the American Red Cross not only helps people in your local community, but also other communities throughout the country.
93. The American Red Cross provides almost one half of our nation’s blood supply through nearly forty blood regions operating across the United States.
94. Dancing with the Stars and DanceSport of Green Bay combined and held an event that raised over $95,000 for the American Red Cross.
95. The Pioneer Credit Union and its members raised over $13,000 for Haitian Relief for the American Red Cross.
96. Since President Franklin D. Roosevelt proclaimed the first Red Cross Month in 1943, every American President has had something to say about the American Red Cross and its contributions to the United States.
97. WLUK Fox 11 teamed up with the American Red Cross to develop monthly “Be Red Cross Ready” news segments to prevent, prepare for and respond to emergencies disasters.
98. The American Red Cross participated in the Super bowl for Safety to reinforce typical safety lessons including keeping children safe from poisons, accidents, and other health hazards.
99. American Red Cross released 10 million dollars to help Haiti.
100. January is Blood Donor Month.

Red Cross Mission Statement

MISSION OF THE AMERICAN RED CROSS  
  
The American Red Cross, a humanitarian organization, led by volunteers and guided by its Congressional Charter, and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disaster and help people prevent, prepare for and respond to emergencies.  
  
AMERICAN RED CROSS LAKELAND CHAPTER MISSION STATEMENT  
  
The American Red Cross Lakeland Chapter delivers humanitarian services locally by helping people prevent, prepare for, and respond to emergencies and anticipate community needs through a volunteer led, community directed organization.



Logo’s to be used on T-shirts

References and links

**Client Contact Information**

Contact information for Lakeland Chapter of the American Red Cross for Brown County

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920-468-8535

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Windley, Jennifer Olivia. Young Blood: Persuading Young People to Give Blood by Applying Concepts of Self- perception and social Norms Theories to Recruitment Ads. Thesis presented to the Faculty of the Graduate School University of Missouri-Columbia. In Partial Fulfillment of the Requirements for the Degree Master of Arts. August 2006. 70 page PDF forwarded to Dave Liethen at the Red Cross to use.

<http://www.givelife2.org/sponsor/quickfacts.asp>

Face to face interview with Dave Liethen at the American Red Cross Center on Deckner Ave. in Green Bay, WI

Brochures and flyers received from the center