



2008 International Blood Drive & Donor Recruitment Program FAQ



Q: When will this event be held?

A: May 10, 2008

Q: Why May 10th?

A: May 10th is the day before Mothers day, two weeks before Memorial Day (USA) and one week before Victoria Day (Canada). These two long weekends are periods of low blood donor turnout due to travel or holiday plans, and at the same time, a time when blood is needed most because of the increased number of travel-related accidents. May 10th also precedes the Barbershop Harmony Society's International Convention in Nashville.

Q: How will it be promoted?

A: This event will be promoted locally through these groups (word of mouth) and local blood centers and their media outlets asking their communities to come out to their community blood center, local mall, civic center or any other predetermined venue where the drive will take place to give the gift of life.

Q: What will make this “giving” experience different?

A: This event will stand out from any other blood drive. It will be exciting and entertaining. Donors at these events will be entertained throughout the day with SINGING! This is our gift to say thank you for their gift.

Q: Will this help us build awareness for barbershop in our communities?

A: Yes. This is an opportunity to showcase to the communities who we are and what we do. If we attract and recruit a few more members in the process then this is also good. Chapters can build alliances with other community groups including choirs, bands, schools and churches. The possibilities are unlimited.

Q: What kind of external promotion tools will be provided?

A: Posters and other collateral materials will be provided through a cooperative effort between the Barbershop Harmony Society and members of the North American Blood Community. PSA radio spots will be produced and distributed by the Society. Tools like this can be delivered by local blood centers to local media.

Q: How can we inform the media?

A: Boiler plate press release information will be provided by members of the North American Blood Community. Other than local contact info, date and time, etc., any deviation from boiler plate info requires prior approval.

Q: What kind of internal promotional support will be provided?

A: The Society kicked off the promotion of this program at the International Convention in Denver through big screen ads, an ad in the convention program, webcast appearances and an exhibit booth near the Harmony Marketplace. The Society will continue to promote this program through www.barbershop.org, the Livewire and The Harmonizer. Stories from members that have benefited from blood donations will be solicited.

Q: What are some other benefits?

A: **Exhilaration** – That’s the feeling of knowing you have helped save someone’s life. Thousands of people we may never know will benefit by the efforts of our members. Every pint of donated blood is used to help save the lives of up to three patients: a new born baby, a burn victim, a car accident survivor, a cancer patient, etc. **Pride** – Barbershoppers across North America can feel proud of their efforts and this Society. **Media Exposure** – Because of the nature and size of this type of event we might achieve media exposure that our Society could never afford to pay otherwise. Our chapters and the Barbershop Harmony Society name will be front and center in homes all across North America. **New Members** – Our ability to attract new members can be improved through increased public awareness.

Q: What does giving blood have to do with singing?

A: This will be a day where the gift of music will be there in support of the gift of life. Society members are encouraged to give blood to complete the circle. Members who cannot give blood will have other volunteering opportunities, such as helping with the organization of the blood drive, the logistics, the recruitment, etc. Our chapters will be inviting other choirs from their community churches, from their local schools and any other choral group that they wish to celebrate with them.

Q: How can I help get things started in my chapter?

A: Encourage your Chapter President to appoint a Blood Drive & Donor Recruitment Chairman in your chapter. Chapters not reporting a BD&DR Chairman will have the Chapter President appointed as the default Chairman.

Q: What else will be expected of my chapter?

A: Reporting - Having chapters report results achieved is crucial. This would include tracking units of blood collected, performances, number of groups participating, location of the event, media coverage achieved. Chapters should work closely with their community blood center’s representatives to obtain final numbers and other performance measures (donors presenting vs. donors donating, first time vs. repeat donors, etc.)