



WE ARE BLOOD

UNIVERSAL B DONOR

What is the Universal Donor Club?

Maintaining an adequate supply of O Negative blood can be challenging at times. So, We Are Blood built a program called the Universal Donor Club (UDC) to encourage O Negative community members to become donors and commit to making multiple donations per year.

The Universal Donor Club recognizes repeat O Negative blood donors and celebrates their continuous generosity. By donating multiple times throughout the year, not only will these donors make a significant impact on the lives of those in need locally, they'll receive exclusive rewards that grow in value with each donation.

The Program: At the beginning of the year, we inform all O Negative donors about the current year's campaign and rewards, and we rollout the new design for the year. New O Negative donors receive an email and mailing piece notifying them about their blood type and informing them about the UDC program. Every time a donor is eligible, our recruitment language is updated to inform them of their next possible reward and encourage them to make an appointment. Once a donor has completed two donations or more, rewards are shared via email and donors can redeem them virtually.



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With the Universal Donor Club, donor impact amplifies, and so do the rewards!

Each year there is a new, exclusive UDC shirt that is released and paired with virtual gift cards that increase in value!

2025 whole blood rewards:

- **2 Donations:** Receive an exclusive 2025 Universal Donor Club t-shirt
- **3 Donations:** Unlock a \$25 virtual card
- **4 Donations:** Enjoy a \$35 virtual card
- **5 Donations:** Level up to a \$45 virtual card
- **6 Donations:** Reach the pinnacle with a \$55 virtual card

Donors can choose from over 90 vendors to access a virtual gift card of their choice! Double red donors receive a similar but abbreviated tiered reward system.

The Impact. UDC resulted in an 11% increase in O neg red cell donations in 2024.

Looking Ahead. Growing the donation frequency for O Negative donors is pivotal in maintaining an adequate blood supply of that blood type. The Universal Donor Club is changing the way we communicate with our O Negative donors as we are slowly shifting away from plea language to offering enticing and encouraging carrots to keep them coming back to donate. We hope to continue offering desirable incentives on an annual basis to maintain momentum and excitement around the program, growing our O Negative donor donation frequency.

