



# AI and Creative Donor Recruitment: Revolutionizing Blood Donation Campaigns

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Original Speakers:

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## Summary

In the ever-evolving landscape of healthcare, blood donation remains a critical lifeline for countless patients. However, the challenge of attracting and retaining donors persists. Enter ImpactLife, a forward-thinking organization that's harnessing the power of artificial intelligence to revolutionize donor recruitment.

## The AI-Powered Personalization Revolution

Gone are the days of impersonal mass calls. ImpactLife has embarked on an innovative journey, leveraging AI to deliver authentic, personalized voicemails to potential donors. This groundbreaking approach not only enhances efficiency but also allows their live team to focus on other vital projects.

## Navigating the Legal Landscape

While AI presents exciting opportunities, it also brings legal considerations. The Telephone Consumer Protection Act (TCPA) places restrictions on the use of artificial or prerecorded voices, encompassing current AI technologies. ImpactLife has proactively addressed this by obtaining donor consent through their Donor Health Questionnaire.

## The Pilot Project: A Data-Driven Approach

ImpactLife's pilot project targeted donors who had previously given blood at mobile drives and lived near one of their 23 donor centers. The personalized script included the donor's name, blood type, nearest donor center, and hospitals served. This strategic approach aimed to increase donor frequency by promoting nearby donor centers as convenient options between mobile drives.

## Impressive Results

The pilot's success was undeniable. With 5,442 successful AI-powered voicemail deliveries, ImpactLife achieved a remarkable 7.69% appointment rate. Notably, 56% of donors scheduled their own appointments, demonstrating the effectiveness of this self-service model.



## Refining the Strategy: Round 2

Building on their initial success, ImpactLife launched a second round with an optimized script and expanded reach. The results continued to impress, with 7,067 successful deliveries and a 6.21% appointment rate. Even more encouraging, 69% of donors scheduled their own appointments in this round.

## The Future of Blood Donation Recruitment

ImpactLife's innovative use of AI in donor recruitment represents a significant leap forward in addressing the perennial challenge of blood shortages. By combining personalization with efficiency, they've created a model that could revolutionize how blood centers across the nation approach donor engagement.

As we look to the future, the potential applications of AI in healthcare and philanthropy are boundless. ImpactLife's success serves as a compelling case study for organizations seeking to leverage technology to make a tangible difference in people's lives.

The blood donation landscape is evolving, and AI is leading the charge. It's an exciting time for healthcare professionals, technologists, and most importantly, for the countless patients whose lives depend on the generosity of blood donors.

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