



## How Community Leaders Can Amplify Our Voice: Breaking Through the White Noise

Original Session at ADRP Annual Conference 2024

Original Speaker: Chelsey Smith, New York Blood Center Enterprises

### Summary

In the bustling world of healthcare and humanitarian efforts, one organization stands out for its innovative approach to community engagement. The New York Blood Center Enterprises (NYBCe) and its divisions, including the Community Blood Center of Greater Kansas City, have embarked on a mission to amplify their voice through the power of community leadership.

### The Challenge: Cutting Through the Clutter

In an era of information overload, even the most critical messages can get lost in the white noise. Blood donation centers across the country face a common challenge: declining donor bases, fewer youth donors, and a general desensitization to urgent appeals. How can these vital organizations ensure their message reaches those who can make a difference?

### The Strategy: Harnessing the Power of Influence

NYBCe's approach is both simple and profound: leverage the voices of those who already command attention. By partnering with community leaders, from hospital executives to elected officials, the organization taps into existing networks of trust and influence.

### The #GiveLifeKC Campaign

At the heart of this strategy is the #GiveLifeKC campaign, a masterclass in stakeholder engagement. By securing the participation of over 30 community leaders, including representatives from major hospitals, state legislators, and corporate partners, NYBCe created a chorus of voices all singing the same tune: the critical importance of blood donation.

### #GiveLifeKC Social Media Support



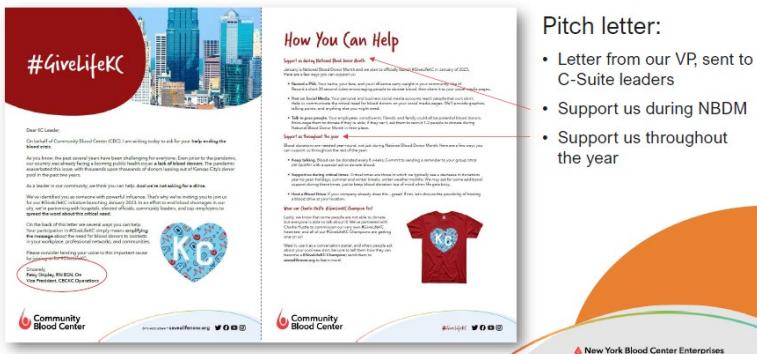
Original ADRP Annual Conference session slide



## The Toolkit: Equipping Leaders to Spread the Word

Success in this endeavor requires more than just goodwill. NYBCe provides its community partners with a comprehensive stakeholder toolkit, including:

### #GiveLifeKC



#### Pitch letter:

- Letter from our VP, sent to C-Suite leaders
- Support us during NBDM
- Support us throughout the year

#### 1. Up-to-date talking points

#### 2. PSA scripts

#### 3. Social media posts

This ensures that every leader can confidently and accurately spread the message, whether they're addressing a press conference or posting on Twitter.

## The Impact: Measurable Results

The effectiveness of this approach is evident in the numbers. During National Blood Donor Month, the campaign saw a staggering 253% increase in media coverage compared to the previous year. Press conferences, gubernatorial proclamations, and PSAs led to nationwide media attention, reaching millions of potential donors.

## Beyond Blood Drives: A Model for Community Engagement

While the primary focus is on blood donation, the implications of this strategy extend far beyond. From addressing policy issues to managing crises like the Kansas City Chiefs Super Bowl parade shooting, the relationships built through this approach prove invaluable in mobilizing community support when it matters most.



## RESOURCE LIBRARY:

### CASE STUDIES

#### The Takeaway: People Listen When the Right Person is Talking

In a world where attention is the scarcest resource, the lesson is clear: the messenger matters as much as the message. By carefully cultivating relationships with community leaders and equipping them with the tools to advocate effectively, organizations like NYBCe aren't just breaking through the white noise—they're transforming it into a powerful call to action.

As we move forward in an increasingly complex media landscape, this model of community-led amplification offers a blueprint for any organization seeking to make its voice heard amidst the clamor. After all, in the quest to save lives, every voice—and every donation—counts.



#### LOOKING FOR MORE?

Connect with the speaker in the [ADRP Member Directory](#)

Post about this article and connect on [ADRP CollABOrate Community](#)

Find additional resources at [ADRP Resource Library](#)