

## CASE STUDIES



# Sustainability in Donor Relations: A Green Revolution in Blood Banking

Original Session at ADRP Annual Conference 2024

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## The Power of Purpose: Transforming Blood Donation Through Eco-Conscious Initiatives

In the world of healthcare, few acts are as selfless and impactful as donating blood. But what if we could amplify this noble deed by aligning it with environmental stewardship? Stanford Blood Center (SBC) is pioneering this approach, revolutionizing donor relations through a comprehensive sustainability program that's as refreshing as it is effective.

### Reimagining the Donor Experience

Gone are the days of wasteful packaging and generic thank-you gifts. SBC has crafted a First Time Donor Welcome Kit that speaks volumes about their commitment to both donors and the planet. Picture this: a custom-branded box made from recycled cardboard, filled with eco-friendly items that are as useful as they are sustainable. From recycled cotton twill tote bags to notebooks made from reclaimed paper, every item tells a story of environmental consciousness.

The Kit: Gift



Recycled cotton twill tote bag  
• Made from pre-consumer waste produced by factories during the fabric-cutting process.  
• 1% of sales are donated to nonprofits dedicated to protecting the planet.



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### The Green Store: Where Loyalty Meets Sustainability

SBC's donor loyalty program has undergone a green makeover. The newly refreshed Donor Store isn't just a place to redeem points; it's a showcase of environmental responsibility. Popular items now include dog toys made from recycled wool, North Face backpacks crafted from sustainable materials, and water bottles that support marine conservation efforts. It's a win-win situation where donors feel good about their contributions on multiple levels.

#### Donor ID Cards

- Digital downloads
- Available in SBC App
- No plastic cards



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### Digital Innovation: Reducing Carbon Footprints

In an age where digital solutions reign supreme, SBC is leading the charge. They've introduced digital donor ID cards, available through their app, eliminating the need for plastic cards. E-gift cards have replaced physical ones, reducing waste while providing instant gratification. These seemingly small changes add up to a significant reduction in the organization's carbon footprint.

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## The Give Good Program: Altruism Squared

For donors who prefer to pay it forward, the Give Good Program allows them to convert their points into financial contributions to local charitable organizations. By including environmental nonprofits like the Sierra Club, SBC has created a perfect synergy between blood donation and ecological conservation.

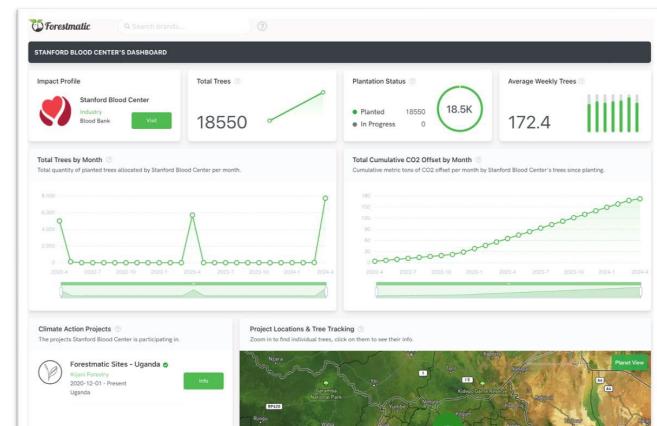
### Measurable Impact: The Numbers Speak

The success of these initiatives is not just anecdotal. SBC has seen a remarkable increase in donor retention and frequency. The average number of donations per whole blood donor over a 12-month period jumped from 1.5 in FY22 to 1.8 in FY23. Even more impressive, the first-time donor return rate within 24 months doubled from 18% to 36% in the same period.

### Looking Ahead: A Greener Future

As SBC continues to innovate, they're setting their sights on even more ambitious sustainability goals. Plans are underway to introduce a California Trees program in the summer of 2024, allowing donors to contribute to reforestation efforts. They're also exploring recycling options with TerraCycle, further cementing their commitment to environmental stewardship.

In conclusion, Stanford Blood Center's approach to sustainability in donor relations is more than just a feel-good initiative—it's a blueprint for how healthcare organizations can align their core mission with environmental responsibility. By making every aspect of the donor experience eco-friendly, from the welcome kit to the loyalty program, SBC is not just saving lives—they're helping to save the planet, one donation at a time.



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