



Strategic Collaboration in Maximizing Unused Staffing Resources

Originally presented during the 2026 ADRP Annual Conference in Minneapolis, MN
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Overview

This presentation explored how strategic collaboration across operational teams helped maximize unused staffing resources during one of the most challenging collection periods of the year. By leveraging underutilized mobile collection capacity, targeted recruitment strategies, and coordinated marketing efforts, the organization successfully increased donor participation and blood collections during the summer months.

Understanding the Summer Blood Supply Challenge

The presentation highlighted the "100 Deadly Days of Summer," a period when blood donations typically decline by approximately 20% while demand often increases due to higher rates of travel, outdoor activities, accidents, and trauma events. Compounding the challenge, high school and college students, who account for a significant portion of donations, are unavailable due to summer breaks.

Key factors contributing to seasonal shortages include:

- Reduced school-based blood drives.
- Donors traveling outside their normal donation areas.
- Increased trauma-related blood usage.
- More outdoor recreational accidents.
- Seasonal increases in surgical procedures.



Slide from original 2026 ADRP Annual Conference presentation



Identifying an Opportunity

Analysis of 2025 staffing utilization and collection data revealed periods of underutilized resources during the summer months. Rather than accepting lower collection volumes, leaders identified an opportunity to align available staffing capacity with targeted collection efforts in high-potential locations.

This challenge became the catalyst for a coordinated strategic plan involving:

- Calendar Management
- Donor Recruitment
- Marketing

Working together, these teams developed a framework to rapidly deploy available resources and secure additional collection opportunities with short implementation timelines.

The Strategic Framework: C.A.M.



A central concept of the initiative was creating an optimal donor experience through three principles:

Convenience

Drive locations were selected based on:

- Geographic accessibility.
- Proximity to major transportation routes.
- Easy donor access and visibility.

- Collection hours aligned with peak business activity.

Accessibility

The Marketing and Donor Recruitment teams implemented a structured communication plan designed to reach donors at multiple touchpoints:

- Email campaigns launched 14 days before events.
- QR codes and direct scheduling links simplified appointment booking.
- Paid social media campaigns increased awareness.



- Targeted text-message reminders encouraged last-minute participation.
- Appointment reminders reduced no-show rates.

Motivation

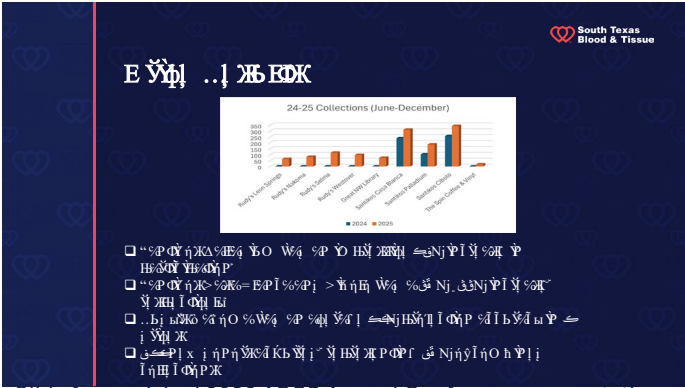
To encourage participation, teams partnered with community organizations to offer additional incentives beyond existing donor promotions, including:

- Movie and entertainment packages.
- Theme park tickets.
- Event admissions.
- Restaurant discounts.
- Sporting event tickets.
- Grocery gift card drawings.

Results and Impact

The collaborative strategy produced measurable improvements across multiple collection sites:

- Santikos Palladium experienced an 82% increase in donor participation.
- Santikos Casa Blanca and Cibolo achieved participation increases of approximately 30% to 33%.
- Rudy's Nakoma maintained approximately 85% projection accuracy across five drives.
- The initiative acquired 265 new donors.
- New donors represented approximately 20% of combined collections from participating drives.



The long-term impact extended beyond immediate collection goals. By early 2026, these same accounts contributed approximately 8% of total mobile operations collections and evolved into regularly scheduled "house accounts" that provided greater predictability and streamlined planning.



ADRP Annual Conference Insights

Practical Lessons for Blood Centers

1. Collaboration Maximizes Existing Resources

Significant gains can often be achieved without adding staff or budget. Cross-functional planning helps organizations identify and deploy resources already available but underutilized.

2. Data Should Drive Action

Reviewing staffing utilization, collection trends, and operational gaps can reveal opportunities that may otherwise go unnoticed.

3. Donor Experience Matters

Convenience, accessibility, and motivation were critical factors in improving participation. Removing obstacles while creating compelling reasons to donate can significantly increase turnout.

4. Strong Community Partnerships Create Sustainable Results

Engaging local businesses and community partners not only generated effective incentives but also helped transform short-term opportunities into long-term collection relationships.

5. Small Operational Changes Can Deliver Significant Returns

The initiative demonstrated that strategic scheduling, targeted communications, and coordinated team efforts can produce substantial collection growth without requiring major organizational changes.