



Working in Sync: Creating A Nationwide Call to Action

Originally presented during the 2026 ADRP Annual Conference
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Overview

New York Blood Center Enterprises (NYBCe) developed its 2025 National Blood Donor Month campaign as its largest coordinated, multi-state public relations initiative to date. The campaign's goal was to reposition blood donation from a reactive response to emergencies into a year-round civic responsibility, while increasing public awareness, stakeholder engagement, and donor participation across multiple markets.

What Made the Campaign Successful

1. Establish a Clear, Unifying Mission

The campaign centered on a simple but powerful message: blood donation is a shared civic responsibility. This consistent message aligned internal teams, community partners, healthcare organizations, elected officials, and media outlets around a common purpose.

2. Build Cross-Functional Collaboration

A key lesson was that campaign success depends more on organizational alignment than organizational size. NYBCe identified clear roles across:

- Senior Leadership
- Public Relations
- Donor Recruitment
- Stakeholder Relations
- Marketing and Events

Campaign Overview

Nationwide Call to Action

National Blood Donor Month (January) in 2025 marked NYBCe's largest coordinated, multi-state PR activation to date, aimed at reframing blood donation from a reactive act to a core national civic responsibility.

Campaign Objectives

- **Reframe the narrative.**
 Reposition blood donation as a shared civic responsibility while increasing understanding of donor eligibility, modern guidelines, and year-round needs.
- **Mobilize trusted voices.**
 Engage elected officials, healthcare partners, and local leaders to leverage their platforms and elevate awareness across diverse markets.
- **Drive national visibility.**
 Ignite a nationwide conversation around the importance of blood donation and the impact of chronic shortages.

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Each function had defined responsibilities while working toward shared objectives. This structure can be scaled for organizations of any size, including teams where one person may perform multiple functions.

3. Develop a Centralized Messaging Playbook

Consistency was achieved through a comprehensive playbook that included:



- Execution checklists
- Partner participation guides
- Email templates
- Proclamation and resolution language
- PSA scripts
- Press conference materials
- Social media content and guidance

Providing ready-made resources reduced workload for local teams and enabled rapid implementation across multiple regions.

Strategic Approaches Worth Replicating

Campaign Components

Government & Civic Engagement

- Sought support from governors, mayors, legislators, and healthcare partners
 - Partner one-sheet + templated emails
- Secured 8 Governor proclamations, 2 Mayoral proclamations, and 1 state resolution



Public & Media Activation

- Held five (5) press conferences in partnership with leaders in each geography
 - In Jan. 2026, we increased that to nine (9)
- Generated a diverse suite of PSAs from elected officials, healthcare leaders, business partners, and recipients.



Storytelling & Digital Outreach

- Patient stories and donor spotlights
- Educational content
- Healthcare partner endorsements
- Coordinated social media + digital outreach



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increased partner participation and reduced barriers to engagement. Templates and prepared resources were essential to securing support at scale.

Use Multi-State Press Events as Anchor Activities

Press conferences served as highly visible campaign activation points, bringing together media, elected officials, healthcare partners, blood recipients, and organizational leaders. Standardized toolkits ensured consistent messaging while allowing local customization and efficient execution.

Engage Trusted Community Voices

The campaign successfully mobilized governors, mayors, legislators, healthcare leaders, community partners, donors, and recipients to amplify campaign messaging. By leveraging trusted voices already connected to local audiences, NYBCe significantly expanded awareness and credibility.

Make Participation Easy

One of the strongest lessons shared was to "simply make the ask." Clear requests, simple next steps, and turnkey materials



Results and Impact

The campaign generated significant visibility and engagement across NYBCe's footprint:

- Secured eight governor proclamations, two mayoral proclamations, and one state resolution.
- Conducted five coordinated press conferences across multiple geographies.
- Produced public service announcements from elected officials, healthcare leaders, business partners, and blood recipients.
- Achieved NYBCe's highest-performing earned media month of 2025.
- Increased media coverage by more than 25% compared with January 2024.

Beyond immediate campaign results, the relationships built during National Blood Donor Month continued to generate value through emergency-response support, advocacy efforts, special events, and ongoing community engagement throughout the year.

Practical Lessons for Blood Centers and Nonprofits

1. **Leadership buy-in matters.** Visible support from leadership encourages participation across teams and external partners.
2. **Alignment drives results.** Recruiting, communications, marketing, events, and stakeholder engagement teams must operate from the same strategy.
3. **Provide tools, not just ideas.** Templates, scripts, and turnkey resources accelerate execution.
4. **Leverage community influencers.** Elected officials, healthcare leaders, and trusted stakeholders can significantly amplify reach.
5. **Practice positive persistence.** Follow-up efforts are often necessary to convert interest into meaningful participation and action.

Key Takeaways

Leadership Buy-In

When leadership shows up and supports the work, others follow. It signals that this matters and helps drive participation across teams and partners.

Teamwork Makes the Dream Work

This only works when teams are aligned. PR, recruitment, marketing, and external partners all need to be moving together to execute effectively.

Simply Make the Ask

Be clear about what you're asking for, and make it easy to say yes. Templates and simple next steps go a long way in getting partners to participate.

Positive Persistence

People are busy. Following up ~more than once~ is what turns initial interest into real participation.

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