



**WIN BACK
WISCONSIN**

MEET THE TEAM



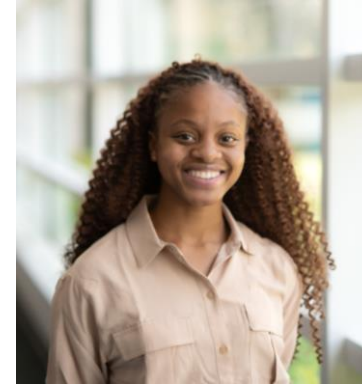
Analise Walsh
Grand Rapids, MI



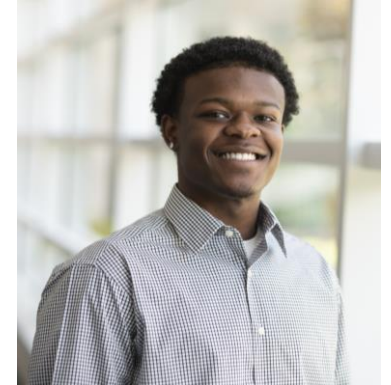
Bri Villalobos
Aurora, IL



Carter Chiaramonte
Grand Rapids, MI



Chloe Dunigan
Tinley Park, IL



Dorian Jones
Milwaukee, WI



Geo Mifsud
Grand Rapids, MI



Jenna Odom
Milwaukee, WI



Riya Negi
Grand Rapids, MI



Samantha Norcutt
Grand Rapids, MI

INTRODUCTION

- Wisconsin's donor base is declining
 - Post pandemic
 - Aging
- Failing to meet collection goals
- Need to attract younger / more diverse populations
- Conversion to lifelong donors



SURVEY METHODOLOGY

- Survey Dissemination (Convenience Sampling Method) and Demographics
 - The survey was disseminated through a forms link on the social media of the interns in this Challenge Project
 - The survey was hosted through a forms link and included 6 questions for participants to answer
 - Demographic Information from Survey – asked questions about age and regional demographic information
 - The survey did not address ethnicity and race demographic information
 - The survey link was active for 1 month
 - 108 responses were collected
 - Most responses were in our target demographic range
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SURVEY: KEY RESULTS

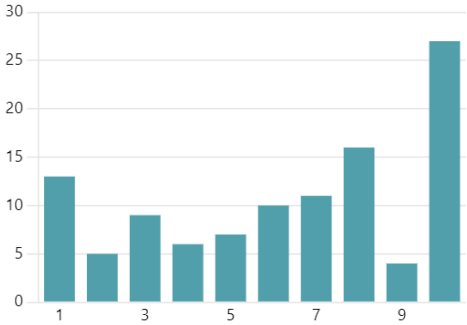
- 91% of responses came from ages 18-24
- 61% of respondents had not donated before
- Time and exposure where the largest factors that impacted people donating.
- 80% of people preferred gift card incentives

4. How likely are you to donate blood in the future?
(1: Very Unlikely - 10: Very Likely)

[More Details](#)

[Insights](#)

6.30
Average Rating



6. What would incentivize you to donate?

[More Details](#)

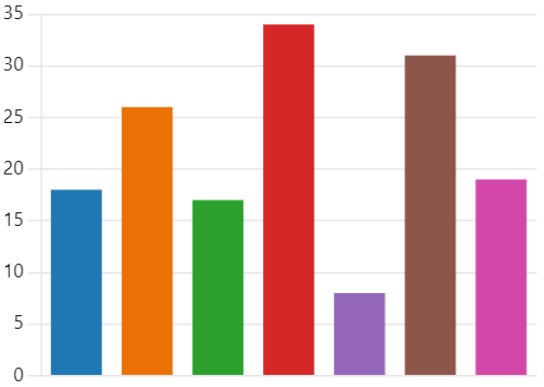
Gift Cards	86
T-shirts, water bottles, and othe...	36
Big Raffle Giveaways	26
Coupons	30
Other	22



5. What may stop you from donating blood in the future?
Please select all that apply.

[More Details](#)

Past experiences	18
Fear of needles	26
I do not think I am able to (past ...	17
No time to	34
Donation location is too far	8
I've never thought about it	31
Other	19



PROBLEM

- Wisconsin is currently struggling to engage a new donor market
 - Young donors ages 18-24
 - To reach younger donors we need to
 - Effectively create awareness and social pressure
 - Use our social media resources to their full potential
 - The Versiti app is not performing to help create a better donor experience and provide adequate information
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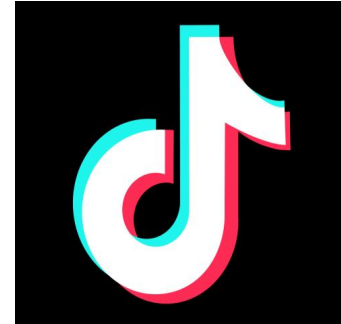
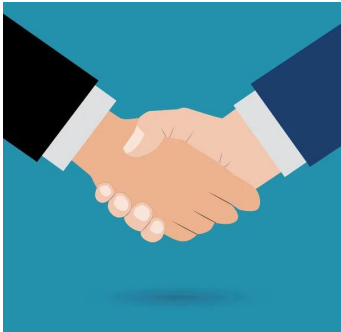
PROPOSAL

Local Donors, Local Differences



LOCAL DONORS, LOCAL DIFFERENCES

- Social media push to emphasize that our blood donations stays in the local community
- Implemented through 4 main components: Influencer Partnerships, Instagram, TikTok, and redesign of the Versiti Donor app



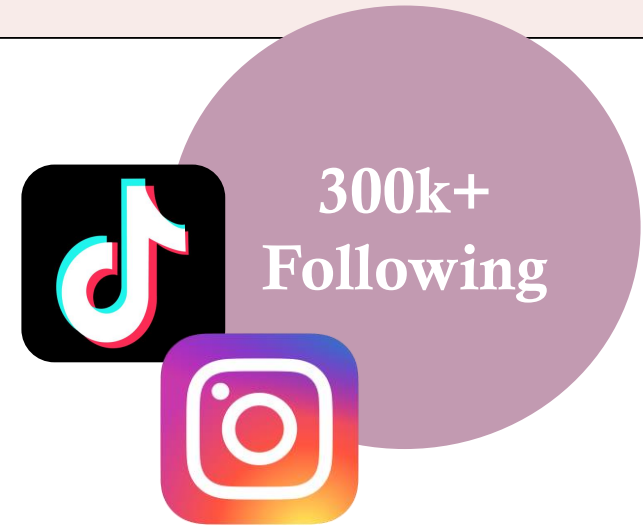
GOALS AND OBJECTIVES

- Target a younger age demographic
 - Primary focus is ages 18-24
- Convert individuals to life-long donors
- Raise awareness about the constant need for blood



INFLUENCERS

- Partner with Wisconsin based social media influencers
- Share our message to their following
- Increase brand recognition and community engagement



Laura Novotny
Platform: Fitness and family



Big Frank
Platform: Rapper



Katlynn Gill
Platform: Sports Reporter

INSTAGRAM BACKGROUND / VERIFICATION



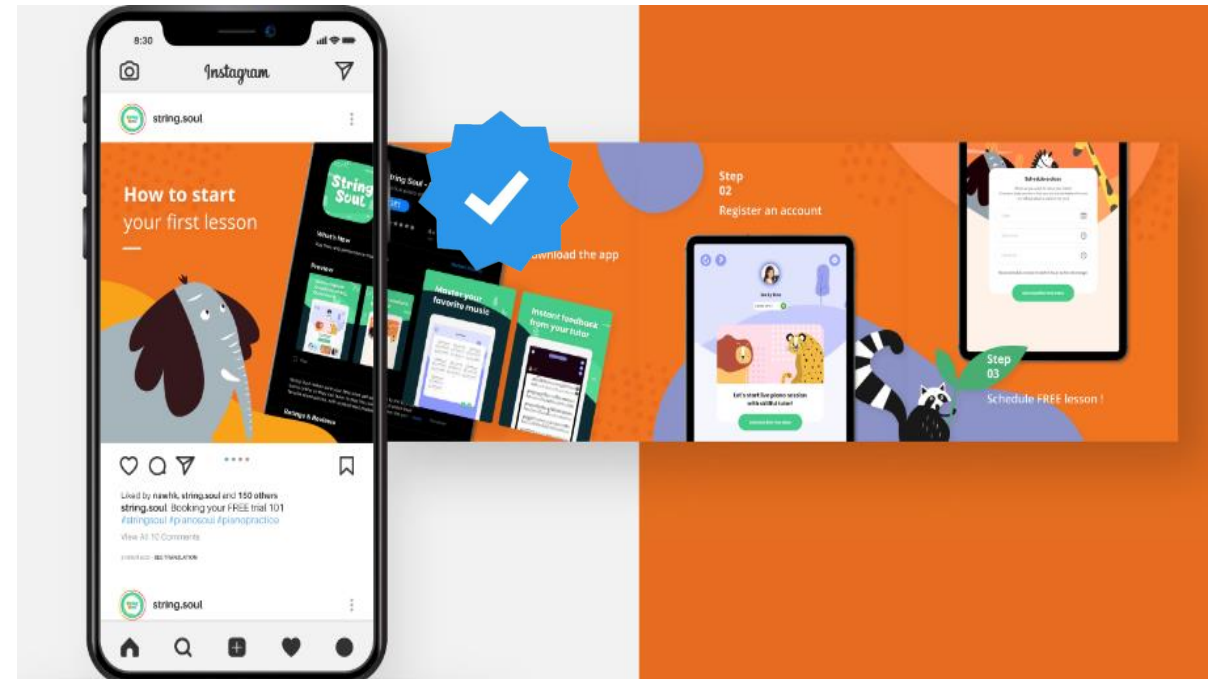
○ Demographics of our users

- Location: Most viewers are from Milwaukee
- Gender: Women make up 74.4% of viewers
- Age: More than 50% are ages 35-64

○ Versiti Content

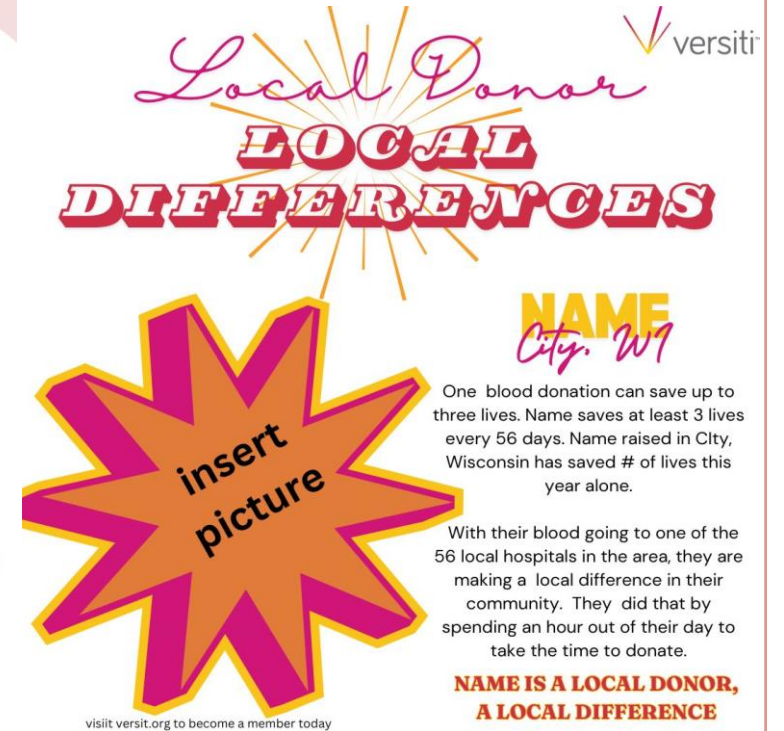
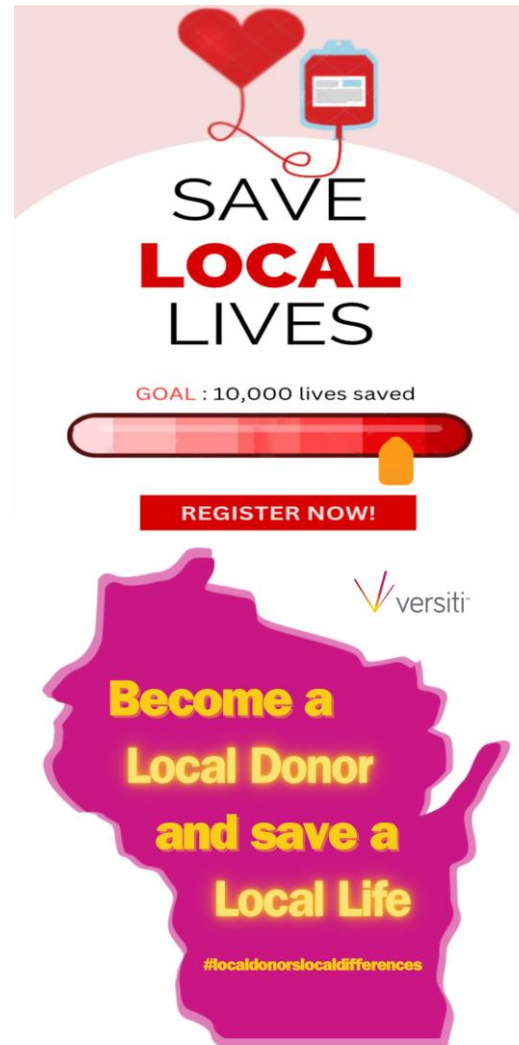
- Very informative
- Captions are long and have a need for hashtags
- Need for Multi-post panorama (sliding post)

○ Verification



INSTAGRAM POSTS –CAMPAIGN BASED

- Posts dedicated to Local Donors, Local Differences
- Highlight local donors
- Promote overall campaign



WHAT DOES YOUR
Blood Type
SAY ABOUT YOU?

versiti

Blood Type A

Organized, Responsible, Stubborn,
Perfectionist, Consistent

Blood Type B

High Spirit, Active, Creative,
Curious, Individualist

Blood Type AB

Mysterious, Responsible, Helpful,
Adaptable, Sensitive

Blood Type O

Easy-going, Kind, Generous,
Energetic, Open

DON'T KNOW YOUR BLOOD
TYPE?

Donate Today!

THE EASIEST WAY TO DISCOVER
YOUR BLOOD TYPE IS THROUGH
DONATION

Schedule a donation today at Versiti.org

#LocalDonorsLocalDifferences

versiti

INSTAGRAM POSTS - EDUCATION BASED

- **Educational posts**
 - Spread awareness about the need for blood donation
- **Did you know?**
 - Information that people may not know about donating
- **Fun facts**
 - Engaging for the younger donors
- **To overall educate the younger audience**
 - Create lifelong donors

DID YOU KNOW?

THE PROCESS FOR WHOLE BLOOD
DONATION USUALLY TAKES ABOUT

1

HOUR

THE BLOOD COLLECTION ITSELF IS
USUALLY ABOUT

10

MINUTES

#LOCALDONORSLOCALDIFFERENCES



**1 DONATION
SAVES 3 LIVES**



DID YOU KNOW?

VERSITI IS THE SOLE BLOOD PROVIDER FOR ____
HOSPITALS IN WISCONSIN



BECOME A LOCAL DONOR AND SAVE A LOCAL LIFE

#LOCALDONORSLOCALDIFFERENCES



TIKTOK



- Before this summer, the TikTok's on Versiti's page were not appealing to younger generations.
- In the US, 170 million people use TikTok.
- Potential to have a viral video.



TIKTOK IMPACT

- **Educational Engagement**
 - Educate the donor about the blood collection process
 - They can continue the education cycle of new donors
 - **Emotional Impact**
 - Be a platform for stories and connections related to blood donation
 - Share employee Spark messaging
 - **Social Relevance**
 - Increase marketing to younger populations
 - Creative innovative and adaptable content to increase brand recognition
-

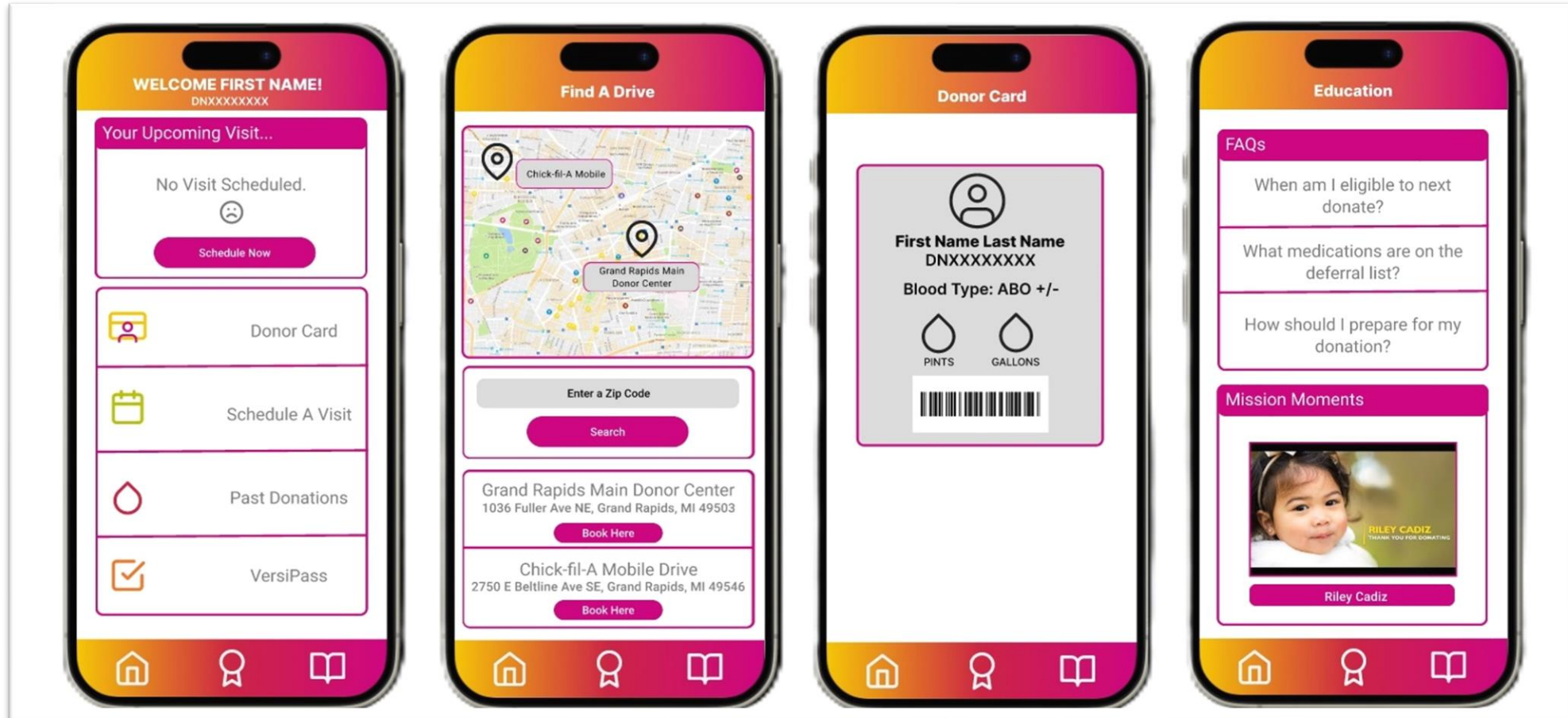


APP DESIGN BACKGROUND

- **Goal:** To access a new audience of young donors and help retaining young donors once we reach out to those audiences
- Common complaints with the donor experience on the app include:
 - Bugginess and lack of response time
 - Difficulty find local blood drives based on location (difficulty finding local mobile drives by Versiti)
 - Lack of information regarding blood donation specifically for first time donors



SAMPLE SCREENS



Home Screen

Find a Drive

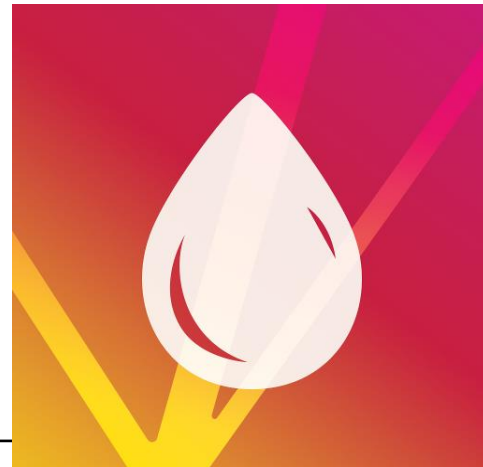
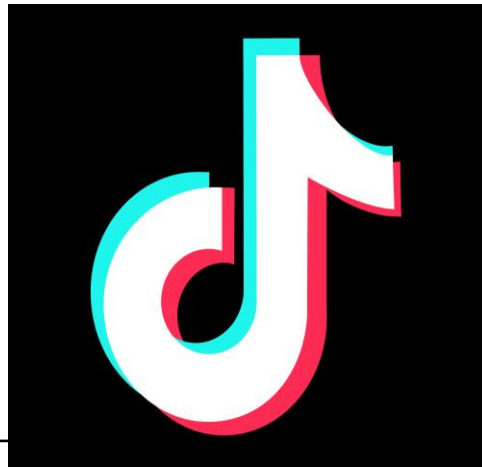
Donor Card

Education

INVITA INSIGHTS

- Invita works with other Blood Centers around the country to work on their HemaConnect and Mobile App Interfaces.
- Since they work with a variety of organizations, there are processes they go through for changes to the app. Versiti is uniquely positioned because they have 5 CRMs, that they are working to implement into one system.
- We talked about the approach to getting some of these changes with the mobile application implemented. There is an external voting process that takes place every year in which they are able to prioritize which features they would like to ship to the app.
- Some important updates they are making changed maps, user-driven updated color scheme, and shop.

LOOKING FORWARD



VERSITI GONE LOCAL

What is it: Local Community Blood Drives

Objective: A way to get more people in the community to know about the local blood centers that Versiti has in Wisconsin. It is also a way for first time donors.



LOCAL COMMUNITY BLOOD DRIVES

Community Blood Drive



- At least one Community Blood drive near the locations of the blood centers during the campaign
- Drives located in the center of the community or in a commonly known place in the community.
- How to get donors there:
 - Social Media posts
 - App redesign
 - Local Incentives

INCENTIVES

- Versiti needs incentives that appeal to the younger generation and are focused on localization
- Share message over brand name
- Visually appealing designs people are proud to wear
- Show local support
- Make donors proud to be a local donor



EXAMPLES



POTENTIAL PARTNERSHIPS AND IN-KIND DONATIONS

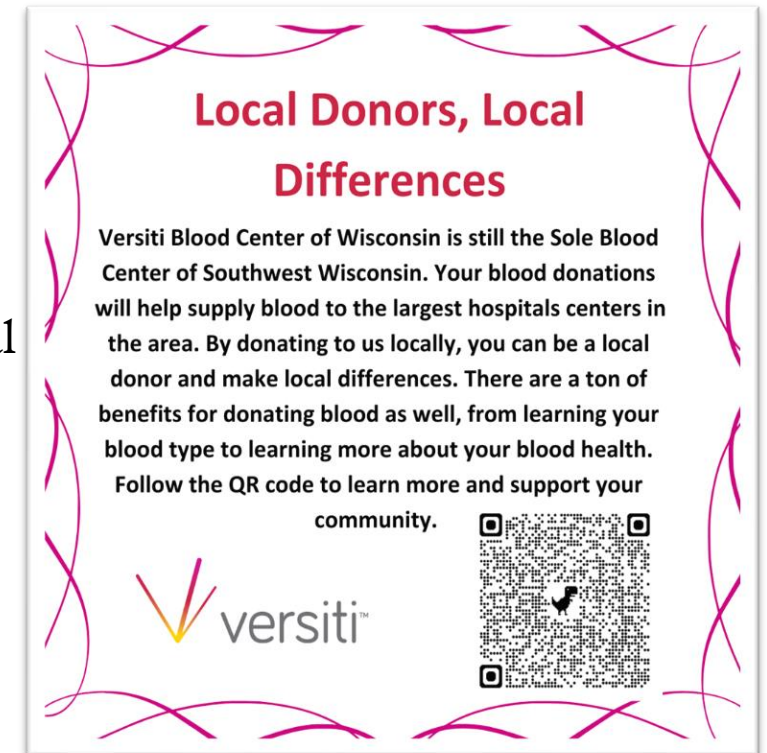
- Milwaukee
 - **Cousins Subs**
 - Stone Creek Coffee
 - Marshfield
 - Wildwood Park and Zoo
 - La Crosse
 - Linda's Bakery
 - Meringue Bakery
 - Kenosha
 - BLK Coffee
 - Bristol 45 Dinner
 - Waukesha
 - Waukesha Café House
 - Café de Arts
 - West Bend
 - Candyman on Main
 - West Bend Creamery
 - Manitowoc
 - Beerntsen's Confectionary
 - Beans N' Cream
 - Racine
 - Racine Zoo
 - Aries Cafe
 - Greenfield
 - Kopp's Frozen Custard
-

RAISING AWARENESS IN COMMUNITY CENTERS

Businesses in WI want to help raise awareness

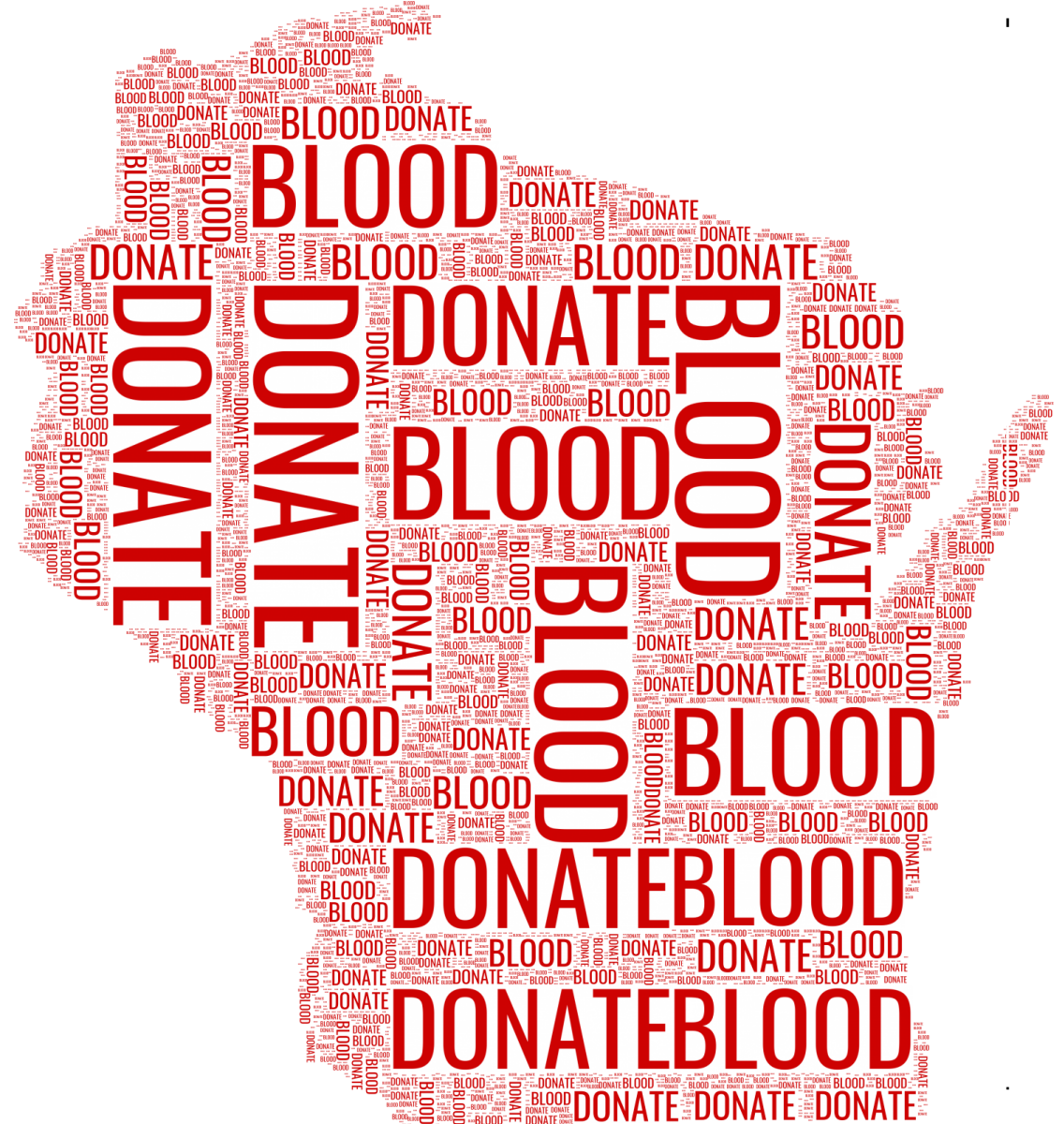
Inclusion of the flyers (for the businesses and the customers)

- Two Flyers - Customer Facing and Business Facing Documents
- Outreach to Small Local Community Hubs with Need for Financial
- What makes these flyers special?
 - UTM links
 - Potential to measure the engagement
 - Targeting locations and Specific Demographics of People



FINAL THOUGHTS

Local Donors, Local Differences



CONCLUSION

- Revolutionize Versiti
 - Social Media and Technology is the hotspot for this generation
 - Potential to not only bring in new donors but retain current ones
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THANK YOU

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Any questions?

