



*By listening carefully to what we wanted to achieve, by focusing on what the target audience needs, by identifying a few carefully selected and developed design motifs that truly resonate — this is where Woychick Design excels. That they “get it” so well and so consistently has made them a delight to work with over the years.* — JON SIESS, PUBLIC RELATIONS MANAGER, NORTH CENTRAL BLOOD SERVICES

## AMERICAN RED CROSS

### DONOR RECRUITMENT CAMPAIGN

#### THE CHALLENGE

Donors are literally the lifeblood of the American Red Cross. Because less than five percent of eligible donors give blood, donor recruitment is an ongoing need. The goal of this campaign is to get young adults to start this life-giving habit. Once people give for the first time, they are far more likely to give again.

#### THE SOLUTION

In high school and college people want to belong, and often struggle to find and define their identity.

To develop this campaign, we conducted research with the youngest blood donors for words they would use to describe themselves. Their answers were remarkably consistent. On the recruitment posters, those attributes were paired with blood types in an effort to get the viewer to identify themselves as a blood donor. Whether you're a brain, a jock, a geek, or a wallflower, you can be a blood donor. And that's pretty cool.

The campaign materials include posters, banners, t-shirts, name tags, table tents, and donor education materials.

#### THE RESULTS

Because this campaign was designed with the input of the target audience, it can be used with confidence. Due to the campaign's success, Red Cross chapters in other regions have purchased the campaign materials to be used locally. Also, a companion campaign was developed to appeal to potential adult donors.