

Your Blood. Their Hope.®



**MILLER-KEYSTONE**  
BLOOD CENTER

**The Chamber**   
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE



**BLEED**  
*Local*

Supported by **AIR PRODUCTS** 



**GIVEaPINT.org**

## ABOUT BLEED LOCAL

Greater Lehigh Valley Chamber of Commerce (GLVCC) businesses have supported Miller-Keystone Blood Center's (MKBC) life-saving mission since its inception. In partnership with GLVCC, Miller-Keystone is launching a unique way for Chamber members and businesses to get more involved and help save more lives in the community. Through our **Bleed Local** program, Chamber members can customize their level of support through hosting Blood Drives, contributing financially or simply branding their business **Bleed Local!**

## WHY BLEED LOCAL?

- ❖ Where you donate makes a difference – when you donate blood with MKBC, you're helping save the lives of family, friends, neighbors, co-workers and more right here...in our community.
- ❖ MKBC is the sole supplier of blood products to the 22 hospitals in the region including Lehigh Valley Health Network and St. Luke's University Health Network facilities – they depend on us and the 100,000 + lives that are saved or improved from blood donations.
- ❖ MKBC needs to collect over 450 units of blood each day to meet the needs of the patients in the Lehigh Valley and surrounding area.  
The blood we collect stays here in our community.
- ❖ Our loyal and committed donor base is aging and some are unable to continue due to health and eligibility challenges – the power and influence of GLVCC members, their employees and families, gives MKBC the best opportunity to sustain our mission.
- ❖ Many of the GLVCC businesses have supported MKBC over the years with ongoing Blood Drives and community support – over 300 Blood Drives annually collecting over 7,800 units from employees like yours.

## HOW CAN YOUR BUSINESS BLEED LOCAL?

- ❖ Run scheduled Blood Drives at your business enabling your employees to give the gift of life.
- ❖ If a Blood Drive is too challenging to run (time and work requirements), consider our "Adopt-A-Bed" option, that enables your employees to donate at one of our Donor Centers – we will keep track of the units and recognize your business online and on-site at Donor Centers.
- ❖ Host/run a Blood Drive event – taking a leadership role by coordinating a drive in your office or business park.
- ❖ Proudly display our GLVCC & MKBC Partnership **Bleed Local** decal in your window and post information to raise awareness and the need for blood donations.
- ❖ MKBC also offers opportunities for your team to volunteer at our Donor Centers.
- ❖ Support our development activities – our signature Cruise Aboard the Lifeline has been voted *Best Annual Charity or Social Event* by Lehigh Valley Style two years in a row.



**Strong communities are built on safe blood.**

## 3 THINGS TO ENSURE SUCCESS

### 1. Your Leadership

- As a business owner or leader, providing the appropriate message to your organization on the need for supporting the health of our community.

### 2. Donor Coordinator

- Identifying someone on your staff to lead the efforts and help spread the word and assist in recruitment and scheduling. Our MKBC Donor Representatives will help your Blood Drive Coordinator with all of the materials and support required.

### 3. Culture

- Many GLVCC organizations have a spirit of giving and improving the health of the community that we all live, work and play in.

## OUR 2018 BLEED LOCAL GOAL

### 10,000 Units

- ❖ Last year 150+ Chamber members hosted Blood Drives, collecting approximately 8,000 units. Together we can increase donations by 25%.

## WHAT SUCCESS LOOKS LIKE

- ❖ More companies participating in Blood Drive efforts.
- ❖ Encouraging and engaging friends of a company to participate and contribute toward the company goal.
- ❖ Increasing the frequency of donations and number of Blood Drives per year.

## GLVCC SNAPSHOT

- ❖ Over 5,000 companies
- ❖ Approximately 130,000 employees

### Chamber Companies by # of Employees

- > 200: 98 Companies
- 50-100: 280 Companies
- 20-49: 419 Companies
- < 20: 2500



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# WHAT TO EXPECT FROM MKBC

## ❖ Recognition

- Dedicated **Bleed Local** landing page on BleedLocal.net with company listing or linked logo.
- Digital signage at MKBC Donor Centers with running totals of designated company's units collected.
- Wall of Fame with company results on website, newsletter and onsite digital signage.
- Secure local Hospital support and engagement in the recognition process

## ❖ Local Leaders

- There are a number of organizations that fall slightly short of the collections numbers necessary to achieve a Local Leader award. This is an easy way for these organizations to cross that threshold and become an MKBC Local Leader.

## ❖ Support Materials and Guidance

- MKBC Donor Representative visits, Blood Drive packets, posters, coordinator e-blasts/visits, etc.
- Informational Flyer for Coordinators and Blood Drive packets that specifically highlight the potential to increase overall collections
- Customizable insert for pay stubs or mailboxes (where applicable) and/or PDF version for email/intranet site announcing dates for promotion.
- Laminated Bleed Local Donor Keytags for your employees, co-branded with company logo and MKBC Sponsor Code.
- Messaging for sponsoring organization to include in employee communications, intranet sites, etc. to encourage staff to donate during the week.

## ❖ Social Media Support

- 2-3 days prior to start of an organization's week, featured announcement on social media, followed by reminder and thank you posts.



All participating members will receive this GLVCC & MKBC Partnership Window Decal for placement at their business.



Adopt-A-Bed offers businesses the flexibility of enabling employees, family and friends to donate at a Donor Centers, and receive credit.



The Wall of Fame is our method of recognizing participants and tracking results online, in print and digital signage.



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# PARTNERSHIP OPPORTUNITIES

## LEVELS

## SUGGESTIONS



- Host a Blood Drive with MKBC and increase units collected by 10%
- Adopt-A-Bed at a MKBC Donor Center and direct potential donors to register under designated sponsor code.
- Hang a poster in prominent location promoting Miller-Keystone and display results.
- Provide sponsor code designating business for credit at fixed sites.
- Link 'Bleed Local' on website and social media.



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BENEFITS	CHAMPION	AMBASSADOR	CONTRIBUTOR
Featured social media announcement(s)	✓	✓	✓
Wall of Fame feature on web, newsletter and onsite signage	✓	✓	✓
Digital signage at MKBC Donor Centers with collection totals	✓	✓	✓
Listing w/ linked logo on dedicated landing page	✓	✓*	✓*
Laminated Bleed Local Donor Cards for employees	✓	✓	✓
Recognition as MKBC Lehigh Valley Leader	✓	✓	
Recognition from local Hospital(s)	✓		

\* Listing of Company Name only



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I want to help!

Please complete the following fields clearly.

\_\_\_\_\_  
First & Last Name

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address

Please designate the level of partnership you are interested in (check one):

- CHAMPION
- AMBASSADOR
- CONTRIBUTOR

We're a proud **Bleed Local** business! We officially commit to Miller-Keystone Blood Center's **Bleed Local** campaign, in partnership with the Greater Lehigh Valley Chamber of Commerce for the 2018 calendar year.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



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