

CASE STUDY

WE ARE BLOOD



OBJECTIVE

Educate potential donors about myths pertaining to giving blood. Increase donations and the long-term donor base.

STRATEGY

Developed a Rock N' Roll Up Your Sleeve campaign including a combination of social influencers, native digital content, event sponsorships, t-shirt design contest, and earned media.

THE RESULT

192 donations from
3 blood drives

WATERLOO
MEDIA

AUSTIN, TEXAS

CREATIVE

WE ARE BLOOD



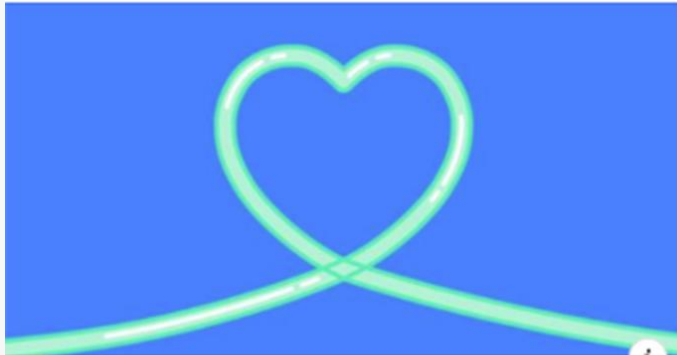
101X

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It's going to be 101° today 🌞 But we're not letting this heat stop us on our mission to help We Are Blood save lives during these dog days of summer.

Did you know that while about 38 percent of the population is eligible to give blood, less than 10 percent of those that are eligible actually donate? And summer months are one of the usual times when blood banks run low?

Help us as we help our community and make an appointment to donate today 🙏



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Summer is a Time of Need: Here's What You Can Do to Help | 101X ALTERNATIVE AUSTIN - 101.5 KROX FM Radio



101X @101x · Jun 27

Summer is officially here but before you head to cooler waters don't forget that you have the ability to save a life right here at home! Donate to @WeAreBlood now and become a hero to someone in need of blood or platelets in our community: buff.ly/2jNrKbs
pic.twitter.com/EooLaO280w

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Summer is a Time of Need: Here's What You Can Do to Help

Take Part in Preventing a Summer Blood Shortage

Apr. 02, 2018

SHARE   



Every year as summer approaches and as our minds get crowded with vacations, pool parties and how to beat the heat, blood centers all over the country run short on all blood types. And **We Are Blood**, right here in our own backyard, is no different.

Research has shown that while about 38 percent of the population is eligible to give blood, less than 10 percent of those that are eligible actually donate. Locally, within the 10 counties that We Are Blood serves, a large portion of their supply comes from mobile drives at schools and businesses. So you can imagine the need they find themselves in during summer and winter months as we all get out of town for vacation.

We asked **Rob Hill**, the Community Outreach Manager at We Are Blood, why it's important to still give in the hotter months. "People are great to respond when there's a natural or man-made disaster. In some cases, like Hurricane Harvey, donors help us fill in the gaps left by local blood centers not being able to operate. But with a shooting or earthquake or other unforeseen mass trauma incident, blood has to be ready to go, immediately. Those patients can't wait 24 hours for testing and processing - it's the blood already on the shelves, given on the days and weeks before, that saves lives."

Think you're ready to go out and donate right now? Put your knowledge to the test below and **make a reservation to donate** right now. No seriously, **CLICK HERE**, and make the reservation that could save a life now.

Think you know everything about donating blood? Put your knowledge to the test.

