



## **Presbyterian/St. Luke's Blood Donor Services 2017 Proposed Recruitment Initiatives**

**March-April:**

**Limb Preservation**

Proposed/Dates: 3/1 - 4/28

Initiative Summary: Charitable Donation to Limb Preservation.

Audience: Employees/Active Donors/Inactive Donors

**June-July:**

**Military Charity**

Proposed/Dates: 6/1 - 7/31

Initiative Summary: Charitable donation to Homes for Our Troops.

Audience: Employees/Active Donors/Inactive Donors

**August:**

**Back To School**

Proposed/Dates: 8/1 - 9/30

Initiative Summary: Charitable donation to Boys & Girls Club of Metro Denver.

Audience: Employees/Active Donors/Inactive Donors

**September:**

**Prostate Awareness - FREE PSA Test**

Proposed/Dates: 9/1 - 9/30

Initiative Summary: Complimentary PSA test to all male donors.

Audience: Employees/Active Donors/Inactive Donors

**October:**

**Breast Cancer Awareness Month**

Proposed/Dates: 10/1 - 10/31

Initiative Summary: Charitable donation to the National Breast Cancer Foundation.

Audience: Employees/Active Donors/Inactive Donors

**November -  
December:**

**Teddy Bears 4 Tykes**

Proposed/Dates: 11/1 - 12/22

Initiative Summary: Give a teddy bear to each child spending the night in Rocky Mountain Hospital for Children during the holiday season.

Audience: Employees/Active Donors/Inactive Donors



**Presbyterian/St. Luke's Blood Donor Services  
The Limb Preservation Foundation Recruitment Initiative  
March 1 - April 28, 2017**

**Objective**

Promote the **Limb Preservation Foundation** Recruitment Initiative during March and April to motivate Donors to schedule appointments and honor their appointment-commitments.

**Initiative**

We will inform Donors that when they donate, their donation will help support a charitable contribution to the **Limb Preservation Foundation**. The Foundation's is focused on research on treatment options, establishing best practices and reducing unnecessary limb loss. They also assist patients with financial challenges as they go through treatment of limb threatening problems.

**Marketing**

DonorLogix Recruiters will endorse the initiative during each recruitment call; it will also be referenced in donation invitation emails, appointment reminder emails and appointment-reminder calls.

**Tele-recruitment**: DonorLogix agents will say: "Because of our dedication to helping improve the quality of life for those facing the possibility of the loss of a limb; when you donate, we will make a charitable contribution to the **Limb Preservation Foundation** on your behalf."

**Marketing Collateral (per request)**;

- Email Template.
- Facebook Image/Text.

**Initiative Expense**

DonorLogix will contribute \$1.00 per donation that is a result of an appointment scheduled by DonorLogix to: <http://limbpreservation.org/get-involved/donate.html>.

Should Presbyterian/ St. Luke's Donor Services desire to match DonorLogix's contribution and donate \$1.00 for each donor who doesn't schedule an appointment through DonorLogix, we will itemize PSLDS' contribution in a mid-May invoice.

# Donate Blood or Platelets Help Save Lives & Limbs!

Health  
ONE  
Presbyterian/St. Luke's  
Medical Center



Dear Subscriber,

It's more than collecting blood here at Presbyterian/St. Luke's Blood Donor Services, it's about making a difference in patients' lives.

When you donate this month, you'll be helping to save lives and limbs! Here at Presbyterian/St. Luke's Blood Donor Services, we are proud to support [The Limb Preservation Foundation](#)\*. When you schedule an appointment and donate platelets or whole blood, we'll make a financial contribution on your behalf to help fund research to help reduce the number of limb amputations due to disease or trauma.

Schedule your donation today and help us support this very worthy cause!

[Schedule Now](#)

Donating this month will impact even more lives; thank you for being someone who cares and for making a difference...again.

Shelly Tornetta  
Donor Recruiter  
Presbyterian/St. Luke's Blood Donor Services  
(720) 208-9678

**P.S. If you have donated Whole Blood recently (anywhere), there is a 56 day waiting period required prior to donating again.**

*\*The Limb Preservation Foundation provided Education on Limb Threatening Conditions. They fund research on treatment options, establishing best practices and reducing unnecessary limb loss. They also assist patients with financial challenges as they go through treatment of limb threatening problems.*

Tel: (720) 208-9678

Email: [giveblood@presbyterianstlukesdonorservices.com](mailto:giveblood@presbyterianstlukesdonorservices.com)



**Presbyterian/St. Luke's Blood Donor Services  
Homes for Our Troops Recruitment Initiative  
June 1 - July 31, 2017**

**Objective**

Promote the **Homes for Our Troops** Recruitment Initiative in June and July to motivate Donors to schedule appointments and honor their appointment-commitments.

**Initiative**

We will inform Donors that when they donate, their donation will help support a charitable contribution to **Homes for Our Troops**. They build mortgage-free, specially adapted homes nationwide for severely injured Veterans to enable them to rebuild their lives.

**Marketing**

DonorLogix Recruiters will endorse the initiative during each recruitment call; it will also be referenced in confirmation emails and appointment-reminder calls.

**Tele-recruitment:** DonorLogix agents will say: "We've launched the Home for Our Troops Campaign here at The Presbyterian/St. Luke's Blood Donor Services. When you donate, we will make a financial contribution to **Homes for Our Troops** on your behalf, an organization that builds mortgage-free, specially adapted homes nationwide for severely injured Veterans Post-9/11, to enable them to rebuild their lives."

**Marketing Collateral (per request):**

- Email Template.
- Facebook Image/Text.
- Poster.

**Initiative Expense & Logistics**

DonorLogix will contribute \$.50 per scheduled appointment resulting in a successful donation to:  
<http://www.hfotusa.org/corporate>.

Should Presbyterian/ St. Luke's Donor Services desire to match DonorLogix's contribution and donate \$.50 for each donor who doesn't schedule an appointment through DonorLogix, we will itemize PSLDS' contribution in a mid-August invoice.

## 2016 Email Template



Dear {{{First\_Name}}},

As we continue to save lives together here at Presbyterian/St. Luke's Blood Donor Services, we would also like to remember and show our appreciation to those who have put their lives on the line for our great nation.

When you donate this month, your scheduled blood or platelet donation will also help build homes for severely injured Veterans from Iraq & Afghanistan; we will make a financial contribution to [Homes for Our Troops\\*](#) on your behalf.

[Schedule Here](#)

If you have time to help again, please feel free to schedule online or call us directly at (720) 208-9678.

Your donation will make a difference twice, {{{First\_Name}}}...for our patients and our service men and women!

With Appreciation and Warm Regards,

Shelly Tornetta  
Donor Recruiter  
Presbyterian/St. Luke's Blood Donor Services  
(720) 208-9678

*\*HFOT builds homes as a departure point for these Veterans to rebuild their lives, and once again become highly productive members of society. Despite their life-altering injuries, many of their Veterans have embarked on new careers, completed their college degrees, or started families. Empowered by the freedom a mortgage-free and specially adapted home brings, these Veterans can now focus on their recovery and returning to their life's work of serving others.*

Tel: (720) 208-9678

Email: [giveblood@presbyterianstlukesdonorservices.com](mailto:giveblood@presbyterianstlukesdonorservices.com)



**Presbyterian/St. Luke's Blood Donor Services  
Back To School Recruitment Initiative  
August 1 - August 31, 2017**

**Objective**

Promote the **Back to School Recruitment Initiative** during the month of August to motivate Donors to schedule and honor their appointment-commitments.

**Initiative**

We will let Donors know that when they donate, their donation will help support a charitable contribution to the **Boys & Girls Club of Metro Denver**. The Organization's focus is on enabling and inspiring all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

**Marketing**

DonorLogix Recruiters will endorse the initiative during each recruitment call; it will also be referenced in donation invitation emails, appointment reminder emails and appointment-reminder calls.

**Tele-recruitment:** DonorLogix agents will say: "We want to help kids reach their full potential. When you donate in August, we will make a charitable contribution to the **Boys & Girls Club of Metro Denver** on your behalf. They provide activities that are educational and engaging after school."

**Marketing Collateral (per request):**

- Email Template.
- Facebook Image/Text.
- Poster.

**Initiative Expense & Logistics**

DonorLogix will contribute \$.50 per donation that is a result of an appointment scheduled by DonorLogix to: <http://www.bgcmd.org/donate>.

Should Presbyterian/ St. Luke's Donor Services desire to match DonorLogix's contribution and donate \$.50 for each donor who doesn't schedule an appointment through DonorLogix, we will itemize PSLDS' contribution in a mid-September invoice.

# Donate & Support Boys & Girls Club of Metro Denver

 **Presbyterian/St. Luke's  
Medical Center**



Hi {{{First\_Name}}},

It's already time to send the kids back to school!

**We want every kid to have a bright future. Having a place that provides positive, productive outlets available in our community, can make all the difference.** That's why, during the month of August, for every blood donation we receive, we'll make a charitable contribution to the [Boys & Girls Club of Metro Denver](#) on your behalf!

[Schedule Here](#)

<http://presbyterianstlukesdonorservices.com>

Save lives now, through a blood donation and give students the opportunity to have a bright future.

**Boys & Girls Club of Metro Denver's** mission is to enable and inspire all young people, especially those who need them most, to reach their full potential as productive, caring, responsible citizens. Every Club has full-time, trained youth development professionals, providing positive role models and mentors and is open every day after school. They depend on contributions from our community to provide after school activities and facilities for thousands of young people in the Denver Metro area. Community support also helps keep membership cost down to just \$2 per year!

Schedule your blood donation today, and help these kids reach their full potential!

Shelly Tornetta  
Donor Recruiter  
Presbyterian/St. Luke's Blood Donor Services  
(720) 208-9678

Tel: (720) 208-9678

Email: [giveblood@presbyterianstlukesdonorservices.com](mailto:giveblood@presbyterianstlukesdonorservices.com)



**Presbyterian/St. Luke's Blood Donor Services  
Prostate Screening Awareness Month Recruitment Initiative  
September 1 - September 30, 2017**

**Objective**

Promote the **Prostate Screening Awareness Month Recruitment Initiative** during the month of September (National Prostate Health Month) to motivate male Donors to schedule and honor their appointment-commitments.

**Initiative**

We will let Donors know that when they or the men in their life donate, we will provide a free PSA test (prostate cancer screening test) and mail them the results after they donate.

**Initiative Promotion**

DonorLogix Recruiters will endorse the initiative during each recruitment call; it will also be referenced in donation invitation emails, appointment reminder emails and appointment-reminder calls.

**Tele-recruitment:** DonorLogix agents will say: "September is National Prostate Health Month. Because we care about your/men's health, when you/the men in your life donate this month, we will provide you/him with a complimentary PSA test."

**Marketing Collateral (per request):**

- Email Template.
- Facebook Image/Text.

**Initiative Expense & Logistics**

Presbyterian/St. Luke's Blood Donor Services will provide complimentary PSA test and mail results to all male donors after they donate.



Proposed 2017 Email Template

# Men's Health Matters September - Free PSA Test When You Donate



Dear {{{First\_Name}}},

Because we care about your health, during the month of September, when you donate whole blood or platelets at Presbyterian/St. Luke's Blood Donor Services, we will provide you with a complimentary PSA (Prostate-Specific Antigen) Test!

The life you save, could be your own!

[Schedule Here](#)

We will mail you your test results after you donate.

*A note from the Medical Director of P/SL's Blood Bank...*

*The PSA is simply a screening test, and must be used in combination with a prostate examination. Medical experts recommend that this screening test be performed on all males over the age of 50 and on males over 40, if the patient is African-American or if there is a family history of prostate cancer.*

*Elevated PSA values can be found in diseases of the urinary tract system, including prostate cancer. However, elevated values can also be found in benign conditions.*

For additional information about your PSA Level, please contact your primary care physician. If you are interested in being evaluated by a Presbyterian/St. Luke's Primary Care physician, please call 303-839-6000 to schedule an appointment.

Thanks again for your commitment to donating; we look forward to seeing you soon.

Warm Regards,

Shelly Tornetta  
Donor Recruiter  
Presbyterian/St. Luke's Blood Donor Services  
(720) 208-9678

Tel: (720) 208-9678  
Email: [giveblood@presbyterianstlukesdonorservices.com](mailto:giveblood@presbyterianstlukesdonorservices.com)



**Presbyterian/St. Luke's Blood Donor Services  
Breast Cancer Awareness Recruitment Initiative  
October 1 - October 31, 2017**

**Objective**

Promote the 4<sup>th</sup> Annual "Unite To Fight!" Breast Cancer Awareness Recruitment Initiative during October (National Breast Cancer Awareness Month) to motivate Donors to schedule and honor their appointment-commitments.

**Initiative**

We will let Donors know that when they donate, their donation will help support a charitable contribution to the National Breast Cancer Foundation. The Foundation's focus is on helping women through early detection of breast cancer, breast cancer education and providing support services to those diagnosed with breast cancer.

**Initiative Promotion**

DonorLogix Recruiters will endorse the initiative during each recruitment call; it will also be referenced in donation invitation emails, appointment reminder emails and appointment-reminder calls.

**Tele-recruitment:** DonorLogix agents will say: "October is National Breast Cancer Awareness month. Because of the continued need for research, access to early screenings and to support women who have breast cancer; when you donate, we will make a charitable contribution to the National Breast Cancer Foundation on your behalf."

**Marketing Collateral (per request):**

- Email Template.
- Facebook Image/Text.

**Initiative Expense & Logistics**

DonorLogix will contribute \$.50 per donation that is a result of an appointment scheduled by DonorLogix to: <http://www.nationalbreastcancer.org/>.

Should Presbyterian/ St. Luke's Donor Services desire to match DonorLogix's contribution and donate \$.50 for each donor who doesn't schedule an appointment through DonorLogix, we will itemize PSLDS' contribution in a mid-November invoice.

## 2016 Email Template



Dear {{{First\_Name}}},

In recognition of the ongoing need for research, access to early screenings, and support for women who have breast cancer, we will make a charitable contribution to the [National Breast Cancer Foundation](#) for each blood or platelet donation we receive in October.

### Did you know...

- One woman in eight is at risk for breast cancer;
- Every three minutes a woman learns that she has breast cancer;
- Every 13 minutes, a woman in the U.S. dies from the disease.

Few of us haven't been touched by breast cancer. Many of us have a mother, sister, cousin, daughter, or friend who has been diagnosed with it.

Schedule your donation today and support the **4<sup>th</sup> Annual "Unite To Fight!"** initiative.

[Schedule Here](#)

Donating in October will help save even more lives; thank you for being someone who cares and for making a difference...again.

Shelly Tornetta  
Donor Recruiter  
Presbyterian/St. Luke's Blood Donor Services  
(720) 208-9678

**P.S. If you have donated Whole Blood (anywhere), there is a 56 day waiting period required prior to donating Whole Blood again and a 3 day waiting period to donate Platelets.**

Tel: (720) 208-9678  
Email: [giveblood@presbyterianstlukesdonorservices.com](mailto:giveblood@presbyterianstlukesdonorservices.com)



**Presbyterian/St. Luke's Blood Donor Services  
Teddy Bears for Tykes Initiative  
November 1<sup>st</sup> - December 22<sup>nd</sup>, 2017**

**Objective**

Promote the **6<sup>th</sup> Annual Teddy Bears for Tykes** Recruitment Initiative to motivate Donors to schedule and honor their appointment-commitments.

**Initiative**

We will inform donors that when they donate, they will be supporting Presbyterian/St. Luke's Blood Donor Services' **Teddy Bears for Tykes** Program. A teddy bear will be give to each of the 130+ children staying overnight @ Presbyterian/St. Luke's & Rocky Mountain Hospital for Children on December 23<sup>rd</sup>.

**Marketing**

DonorLogix Recruiters will endorse the initiative during each recruitment call; we will also reference it in confirmation letters, emails and appointment-reminder calls.

**Tele-recruitment:** DonorLogix agents will say: "We've launched the **6<sup>th</sup> Annual Teddy Bears for Tykes** Campaign here at Presbyterian/St. Luke's Blood Donor Services. We want to make this December Holiday Season special for the 130+ pediatric patients we expect to be treating during the holidays. Those who donate blood or platelets between now and December 22<sup>nd</sup>, will be helping us provide a soft, cuddly teddy bear for every one of them."

**Marketing Collateral (per request):**

- Email Template.
- Facebook Image/Text.
- Poster.

**Initiative Expense & Logistics**

DonorLogix will purchase approximately 130 (or as many as are necessary), child-safe teddy bears from <http://www.msteddybear.us/>. Their delivery will be scheduled for November 23<sup>rd</sup>. We recommend 2-3 staff (or a volunteer Santa Clause) deliver them to the children on December 23<sup>rd</sup>.

Should Presbyterian/ St. Luke's Donor Services desire contribute \$500 towards the bear purchase expense in order to have teddy bears with a branded t-shirt, DonorLogix, we will add a line item for PSLDS' contribution in a mid-January invoice.

## 2016 Email Template



Dear {{{First\_Name}}},

Thanks to the generosity of our Donors over the past 5 years, we are sponsoring the **6<sup>th</sup> Annual "Teddy Bears for Tykes" holiday blood drive!**

We expect to have 130+ children in our neonatal and pediatric units this holiday season. Your blood or platelet donation will help us purchase a teddy bear for each one of them on your behalf.

Please share with your friends that all blood or platelet donations from **now until December 22<sup>nd</sup>**, will put a big smile on the faces of our most vulnerable patients...precious children.

[Schedule Here](#)

If you are willing to help our kids, please schedule online, or give us a call at (720) 208-9678.

Have a wonderful holiday season and we look forward to seeing you soon!

Shelly Tornetta  
Donor Recruiter  
Presbyterian/St. Luke's Blood Donor Services  
(720) 208-9678

Tel: (720) 208-9678

Email: [giveblood@presbyterianstlukesdonorservices.com](mailto:giveblood@presbyterianstlukesdonorservices.com)