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## How can we make our group donation programme better for you?

### CEO Message:

Behind the scenes we have made a start on refreshing our group blood donation programme, Partners for Life. Our goal is to make the programme work better for you. Today I would like to invite you to tell us your ideas on how we can do that.

We know that some organisations and managers are more enthusiastic and supportive than others when it comes to giving you time off work to donate. We want to get all of our partner organisations' CEOs and managers on board, not just because giving blood is a great thing to do in itself, but because it's great for staff and great for business.

Does the head of your company set the tone at the top and make you and your colleagues feel supported and encouraged to take the time away from work to donate?

We want to give our Partners for Life coordinators support. You do a fantastic job rallying your colleagues and we want to make that job as easy as possible for you. Please tell us what resources or support we can give you to do that. I also want us to do better at saying thank you to our coordinators. As volunteers, you put in your time and energy to save lives and I can't emphasise enough how much we value your hard work.

Someone who can explain how much your hard work means is Amy, a young mum whose life was saved by a blood donation. You can [click here to watch Amy's video](#). Please share this one minute video with your colleagues by email or on your staff intranet to show them just how important blood donations are.



Of course we wouldn't be able to save and improve the lives of people like Amy without our donors. When you take time out of your work day to give blood we know that your time is precious and we really appreciate you making that time to save lives.

Whether you are a manager, coordinator or donor, I want to know how we can make our Partners for Life group donation programme easier and more enjoyable for you. Please get in touch and let us know by emailing [info@nzblood.co.nz](mailto:info@nzblood.co.nz).

Thank you

Sam

## Dunedin medical students: "We're bleeding for a cause!"

### Dunedin

Giving blood offers Dunedin University medical students an opportunity to save lives before they have even graduated. If that wasn't enough, students donating on World Blood Donor Day this year celebrated with balloons and chocolate cake, along with a big serving of camaraderie and moral support for first-time donors. The cherry on the celebratory cake for the students was hearing from Shania Fox, a bubbly young Dunedin woman who relied on donated blood during 18 months of treatment for acute lymphoblastic leukaemia. Many students said that hearing from Shania renewed their commitment to donating blood. They took the balloons outside and together shouted 'We're bleeding for a cause!' as they released them into the sky. Thank you to Shania and to Dunedin's medical students – here's to saving many more lives in years to come!



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# Missing Type thank you

## National

Thank you to all of the companies that got behind our 'Missing Type' campaign in August, removing your As and Os for a week to highlight the need for these precious blood groups. Your support was crucial in helping us to find 2,000 new donors in just 10 days. We were one of 21 countries taking part around the world. In New Zealand 48 companies signed up to take part in the campaign, with over 90 partners involved by the end of the week. We loved seeing your tweets, Facebook posts and signs with missing letters.

National Manager Marketing and Communications, Asuka Burge said she knew the campaign would be powerful, but even she was not prepared for the nationwide reaction.

"From iconic sports teams to world-leading businesses, we have had amazing support," says Burge. "Missing Type captured the nation's

imagination and it was fantastic to see everyday New Zealanders also get behind the cause and remove the A's and O's from their social media accounts and even help us to trend on Twitter.

More importantly, the campaign struck a chord with many people who realised it was more than just a clever hashtag. During the campaign, we had a 7,400% increase in online registrations. The new donors who signed up during the campaign have the potential to save and improve the lives of up to 6,000 people.

On behalf of everyone at New Zealand Blood Service and all people whose lives are touched by the gift of blood donation, I just want to say a huge THANK YOU to everyone who took part in the campaign."



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## Donating blood brings colleagues together

### Dunedin

Dunedin-based firm Delta is an infrastructure specialist that invests in, designs, constructs, manages and maintains energy and environmental infrastructure throughout the South Island. Four-time donor and employee Hayden Wingfield tells us that "Delta is always looking to help out in the community. So when a colleague's family member passed away recently following an unexpected illness, we approached New Zealand Blood Service to see how we could help".

Lynn Rodeka, Donor Recruiter in Dunedin, went along to Delta to talk about how blood donation works, to explain how staff could help and to answer their queries and



concerns. A week later, a team from Delta Utility Services headed to the Dunedin Donor Centre to donate. Over 20 staff signed up, most of them first-time donors. "Doing it as a team also gave those who were a bit nervous the confidence to go for it," Hayden noticed.

As a large company with over 600 staff, Hayden says, colleagues don't always work with other teams, so donating blood brought together people who had never met before. He is now organising another donation day for his Delta teammates and hopes to get even more of his colleagues along next time.

"We have our certificate placed up in reception and I know the guys and girls that donated are proud" Hayden says.

## Champion coordinator: 10 years, not out

### Christchurch

The Gough Group, headquartered in Christchurch, is one of our longest standing company donor groups. Champion coordinator Tania Graham has done a sterling job for ten years, promoting blood donation and encouraging her colleagues to give a pint of the red stuff. Tania is now handing over the baton as she is leaving Goughs and moving onto a new firm.

However, she has already put up her hand to continue her volunteer role, rallying her new colleagues to donate too! Tania has been a passionate and dedicated co-ordinator, and we are really pleased to be able to continue working with her and to have her ongoing support. Thank you Tania, we couldn't do it without you!



NZ Blood Service has Donor Centres in Epsom, Manukau, Takapuna, Hamilton, Tauranga, Wellington, Palmerston North, Christchurch and Dunedin. Contact details can be found on the NZBS website [www.nzblood.co.nz](http://www.nzblood.co.nz)

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