



World's Biggest Reserve Bench

Can you help Sir Graham Henry create the World's Biggest Reserve Bench for New Zealand Blood Service?

We need your help as part of a lifesaving campaign to help us save Kiwis' lives. Right now only 3.7% of New Zealanders are registered to be blood donors. That's a lot of pressure on those few people, when we need 3500 whole blood donations every week to meet demand. That's why Sir Graham Henry has partnered with NZ Blood Service to create 'The World's Biggest Reserve Bench'.

What is the World's Biggest Reserve Bench?

All Kiwis understand the need to have a strong reserve bench. That is what makes our sporting teams so great. New Zealand is renowned for having the strongest rugby reserve bench in the world. With this in mind, who better to bring this campaign to life, than Sir Graham Henry, the man who has built many of them for the All Blacks.

A former blood donor himself, Sir Graham knows the importance of blood donation and felt strongly about being part of this recruitment campaign to get 100,000 additional people on the Reserve Bench for NZ Blood Service.

Why help us and join the reserve bench?

Your support of this campaign would be invaluable. If New Zealand is going to be able to continue to meet demand, we need more people and organisations to rise to the challenge and help us build the World's Biggest Reserve Bench. There is no alternative to blood – blood donors save lives.

Key dates

PR tease phase **10th - 12th August 2019**

PR launch **12th August 2019**

Campaign launch **13th August 2019**



Individuals

How you can get involved - #JoinTheBench

It's really simple. Joining the bench is not about giving blood right away, it's about being there when you're needed. We'd love any support you can provide. We have listed out some of the ways you can help below.

Social Media posts

The campaign will be segmented into phases.

01. Tease phase 10th - 12th August

We want to create excitement in the lead up to the campaign and a little bit of intrigue. A key visual symbol for the campaign will be the red Reserve Bench, each chair representing one of the 100,000 people we need signed up.

02. How you can help

- Post a picture of yourself with one of the red chairs (that we can supply to you).
- No need for an explanation, just a hashtag - #JoinTheBench.
- You can be as creative or simple as you like with the picture.

03. Campaign launch 13th August - 22nd September

Once the campaign has launched, there are a few ways you can get involved.

- Join the World's Biggest Reserve Bench at www.jointhebench.co.nz and share it with your friends/family/social audience, letting them know that you've had the 'call up' from Sir Graham Henry.
- Share the launch recruitment video with Sir Graham Henry (link to be provided) and accompanying it with a CTA saying you've joined the World's Biggest Reserve Bench.
- Add our Facebook profile picture frame to your profile (link to be provided).

Getting the call up

If you'd like to get more involved than just sharing the campaign, we'd love to move you off the Reserve Bench to become a blood donor (pending eligibility criteria).

- We will be looking to arrange a day where our influencers can donate together at a local Donor Centre (details to be communicated closer to the time).
- We'd like to take some images/video of your donation and/or invite a journalist to help us continue to tell the story of the World's Biggest Reserve Bench (this process will be carefully managed and communicated with you).

Our goal is to help spread the message on the importance of blood donation as far as possible and hit our target of 100,000 new people registered to donate.

What will we do to help?

- We'll provide you with a simple step-by-step guide to the campaign, including what to post and when.
- We will provide some general information about blood donation and the NZ Blood Service, just in case you get asked any questions (we don't expect you to answer the technical stuff).
- If you'd like to be involved in the tease phase, we'll supply the red chair.

Organisations & Businesses

We need as much support as possible if we're going to meet future demand for blood and blood products. Using the reach of your company, we'd love your help to encourage your staff and customers to help us reach our goal of 100,000 people registered on the World's Biggest Reserve Bench.

How can you help

Your personal and professional support would be amazing. We will provide all of the assets and links you require to participate in the campaign.

Employees

- Share Sir Graham Henry's launch video through your internal communication channels, encouraging staff to join the bench.

Customers

- Share Sir Graham Henry's launch video to your business or organisation's social channels, letting customers know you're doing your bit to help.
- Share an image from the campaign to your business or organisation's social media channels, challenging other businesses to join the campaign.

What will we do to help?

- We'll provide you with a simple step-by-step guide to the campaign, including what to post and when.
- We will provide some general information about blood donation and NZ Blood Service, just in case you get asked any questions (we don't expect you to answer the technical stuff).
- We can also arrange for our team to come visit your place of work and present information and answer any questions you may have.
- We can liaise directly with your marketing and PR team, if appropriate.
- And of course, all the arrangements can be made for your organisation to donate blood as a group, if you choose to.

Note

You may not be eligible to donate but don't be disheartened, as many as 20% of first-time donors are deferred for many different reasons. If this happens to be the case, we still need your help! If you can't donate, you can still join us on the campaign journey and encourage others to join the World's Biggest Reserve Bench.

Contact details

If you have any questions or queries, please don't hesitate to get in touch.
Sandy Trigg (021) 231 9406
sandy@nwkcom.co.nz