Blood donor management is a unique and challenging field of philanthropy, and donating blood is a very special type of giving. In recent years, the challenge of donor recruitment and management has become even more difficult as the demographic change in many countries has led to shrinking numbers of eligible donors and increasing numbers of people in need of blood (Carter et al. 2011; de Kort 2010; Solomon 2012). Therefore, blood donation managers have to rethink who the “Donor of the Future” will be and they will have to be innovative with regard to their recruitment efforts (de Kort 2010; Greinacher et al. 2007; Solomon 2012). The expansion of marketing and recruitment efforts to new target groups such as blood donors from minorities and urbanities with a modern lifestyle will be challenging for blood donation researches as well as professionals (de Kort 2010; Solomon 2012). The goal of this panel is to encourage a discussion on the challenges of future blood donation management and to develop methods that will help reacting to them. Therefore, different methods of donor management and recruitment will be presented from a practical and a research perspective. A diverse group of presenters consisting of marketing and nonprofit researchers in addition to blood donation professionals from Germany and from the Netherlands will show their latest findings and innovative methods of donor management.

The first paper deals with the topic of urban blood donor groups. Its aim is to identify various donor segment-groups, which have different behavioral blood donation preferences. The difficulty and the relevance of customer win-back strategies for nonprofit organizations, especially for blood donation organizations are presented in the second paper. The third paper focuses on the European Blood Alliance, which initiated the “MIMI – Missing Minorities” project to learn more about minority blood donation participation (European Blood Alliance 2012). The fourth paper completes the panel by discussing methods and key figures of real blood donor management. By the combination of taking a closer look at the practical side of professionals and the theoretical view of researchers a lively discussion of practical issues as well as theoretical methods will be ensured. Also, the international background of the panel participants from the Netherlands, where a single nonprofit organization collects blood donations, and Germany, a country with competing blood donation organizations, will encourage discussions on the optimal methods within various markets or blood donation systems.

**Urban Blood Donor Groups**

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By analyzing representative survey data from 2,062 potential blood donors living in the four largest cities of Germany Berlin, Hamburg, Munich, and Cologne, this study contributes to the limited knowledge on behavioral blood donation preferences of city persons. Due to the more diverse, busy and stressful life in large cities (cf. Moser and Uzzell 2003; Lederbogen et al. 2011), their consideration can be of great importance for marketing programs that aim to increase the currently low numbers of urban blood donors (Devine et al. 2007; Reid and Wood 2008; Bednall and Bove 2011; Carter et al. 2011; Martín-Santana and Beerli-Palacio 2012). Applying clustering techniques, we investigate whether segments with different behavioral blood donation preferences of potential urban blood donors exist, and which strategic approaches blood donation organizations should implement for their attraction. We identify seven segments of which three are likely to be acquired by direct personal solicitations of the blood donation organizations whilst three other segments can be attracted to become blood donors by realizing an online-, an event-, or a corporate acquisition strategy. Only one segment showed a rather low level of future donation intentions making its acquisition much harder and costly.

**Win-back strategies for blood donation services**
In an increasingly competitive market customer win-back becomes highly relevant for managers of nonprofit organizations (e.g., Blood Donation Services of the German Red Cross) (Venable et al. 2005). Especially the optimization of direct donor contact (e.g., by mailings) has high managerial relevance for nonprofit services. In this context it is important to take the psychological phenomenon of licensing into account, since reminding people of their past donations may license them to not donate again (Sachdeva et al. 2009).

We address this by a large field experiment using a representative sample of 19,000 donors who were inactive for at least 24 months. In a 1x3 experimental design, we focus on optimization of direct marketing mailings with respect to the emotional and personal appeal for the respondents (“You have saved a life.”, “You could save a life.”, and „Blood cannot be produced artificially.”) to reactivate inactive donors. In particular, we refer to the exact date and location of the donation usage. We build on the theory of planned behavior and control for blood donation motives. Empirical findings show that our experimental treatments differ significantly with respect to win-back success (i.e., whether/how often a participant donated after the mailing). Against the theory of licensing we find that the emotional letter focusing on past donation (“you saved a life”) leads to highest reactivation success.

Methods for the Recruitment of Blood Donors from Minority Groups

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The size, composition, and age distribution of human populations are constantly changing all over the world. In Europe, the total population is increasing (Demography Report 2010). Migration is the main factor causing the EU population’s growth. Not only recent migration, but also migration in the past century has created diversity within populations. Inhabitants from minority groups are generally less actively involved in the blood supply than people from the indigenous population (Atsma et al. 2011; Gillum et al. 2008; Wu et al. 2001). That means, the proportion of minority donors in the donor base is low compared to the indigenous donors and does not reflect the proportions in the general population. Both, the observation that minority underrepresentation has already led to problems in the blood supply, and the expectation that this will happen more frequently in the future, have led to the initiation of the MIMI project (European Blood Alliance 2012). MIMI stands for ‘MIssing MInorities’. The project was initiated by the European Blood Alliance in 2012. Eleven European blood establishments from Austria, Belgium, Croatia, England & North Wales, Estonia, Finland, France, Germany, the Netherlands, Portugal, Sweden and a German university department are involved in the MIMI project. The goal is to find new methods for the recruitment of minority blood donors, as they are often not being reached by the general recruitment methods used by blood establishments. We propose that a different, tailor-made approach is needed to recruit donors from minority groups, in order to be able to face up to current or future supply problems. New recruitment methods are derived from a survey among 42 blood donation organizations around the world and will be presented at the conference.

Methods and Key Figures of Blood Donor Management

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In Germany the need for blood donations is currently at 15,000 blood products per day. Overall round about 7.5 million blood donations (i.e., whole blood-, apheresis- and autologous blood donations) are made each year from 2 million registered active blood donors, whereby around 3.5
million (72%) whole blood donations were collected by the German Red Cross Blood Donation Services (Bundeszentrale für gesundheitliche Aufklärung 2013; Bundesministerium für Gesundheit 2013; Paul-Ehrlich-Institut 2013). Because of the very small number of active blood donors, in Germany just 5% of the general population (DRK Blutspende 2013), and the increasing age in the donor base because of the demographic change (Carter et al. 2011; Greinacher et al. 2007; Bundeszentrale für gesundheitliche Aufklärung 2013), two aspects of donor management play a very important role. First, the availability of blood donation services is increasingly essential (de Kort 2010; Greinacher et al. 2007). Therefore, the structure of the blood donation services in Germany will be described in detail and the importance of the German Red Cross Blood Transfusion Service will be highlighted. And second, new blood donors must be recruited by finding new effective communication ways (Solomon 2012). The meaning and purpose of blood donations by new nationwide donation campaigns will be clarified and key figures that are used as indicators for practical, everyday blood donor management will be presented. Also some information about new innovative services for blood donors in form of apps and online information systems will be given at the conference (for further information see: http://www.drk-blutspende.de; http://kampagne.drk-blutspende.de/kampagne).