High Impact Communications
The Registry Member and Donor Experience

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Financial Disclosures – None

Learning Objectives

During this session, you will:

• Discover strategies that encourage and educate registry members about the significance and amazing opportunity of being a donor.

• Identify which messages and communication channels garner the greatest responses.

Donors Bopper, Aruni, David and Sharon
Goals of Registry Communications

- Engage
- Educate
- Build Loyalty/Commitment
- Improve Availability
- Create Advocates for the Cause

Registry Communications Key Messages

- Renew Commitment
- Update Contact Information
- Give
- Learn

COUNCIL MEETING 2013: SHARING OUR PASSION FOR LIFE
Channels to Connect

- Events
- Text Messaging
- Telephone
- E-Communications
- Social Media
- Direct Mail
- Digital/Web

Path To Donation

Engagement Touch Points

AWARENESS
- Media
- Sponsors
- Campus University Programs
- Partnerships
- Celebrities
- Events

JOIN
- 18-44
  - Live drive or online
  - 45 – 60
  - Online only, pay a fee
- Welcome Email Series
  - sent weeks 2,3 and 4 after joining
- Welcome Letter with Donor ID card
  - sent 8-10 weeks after joining
- E-News
  - sent monthly

COMMITMENT AND RETENTION
- Anniversary
  - Join
  - Donation letter/email
  - sent annually
- ACTIVATE
  - Donor notifications
  - Preliminary Search through Donation
- DONOR
  - Letter and Pin from CEO and Donor Center
  - Annual recognition

6 CORE LANGUAGES: English, Chinese, Vietnamese, Korean, Portuguese, Spanish
KEY MESSAGES: Learn, Update Contact Information, Renew Commitment, Volunteer, Give
Meet Brandon

- Recently joined the registry at a drive on campus
- Gave his email address when joining
- Primarily uses smart phone for internet and email

Welcome Email Series

- Reinforce key messages
- Educate about donation
- Provide opportunity to remove themselves if no longer interested or can’t commit to the pledge
- Request contact information updates
Welcome Email Series

- DIY and Live Drive Performance

<table>
<thead>
<tr>
<th></th>
<th>Open Rate</th>
<th>Clickthrough Rate</th>
<th>Unsub Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Series Average</td>
<td>42.75%</td>
<td>4.75%</td>
<td>0.33%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Email</th>
<th>Open Rate</th>
<th>Clickthrough Rate</th>
<th>Unsub Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email 1</td>
<td>45.58%</td>
<td>4.43%</td>
<td>0.24%</td>
</tr>
<tr>
<td>Email 2</td>
<td>47.24%</td>
<td>6.32%</td>
<td>0.31%</td>
</tr>
<tr>
<td>Email 3</td>
<td>35.82%</td>
<td>3.34%</td>
<td>0.41%</td>
</tr>
</tbody>
</table>

Benchmark Report

<table>
<thead>
<tr>
<th>Report</th>
<th>Open%</th>
<th>CTR</th>
<th>Unsub%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convio</td>
<td>19%</td>
<td>1.8%</td>
<td>--</td>
</tr>
<tr>
<td>eNonprofit</td>
<td>13%</td>
<td>1.7%</td>
<td>0.19%</td>
</tr>
</tbody>
</table>

Translated welcome emails

Spanish, Portuguese, Vietnamese, Chinese, Korean
Post recruitment survey

**Coming Soon:**
Text and Email Outreach!

**Attend live drive**
New members who join the registry will receive a phone survey within 4 weeks of joining.

**Day 1**
Member receives first survey call at 10:00am
- If member has not completed their survey by 7:00pm, they will receive a second survey call

**Day 2**
If a member has not completed their survey by 10:00am, they will receive a third (final) survey call

*If call goes unanswered, member receives a voicemail to call back and complete the survey*

**Completion by Race Rollup**

<table>
<thead>
<tr>
<th>Race rollup</th>
<th># called</th>
<th># results</th>
<th>% responded</th>
<th>% total results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple Race</td>
<td>4,601</td>
<td>1,421</td>
<td>30.9%</td>
<td>14.4%</td>
</tr>
<tr>
<td>White</td>
<td>21,159</td>
<td>6,012</td>
<td>28.4%</td>
<td>61.0%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>397</td>
<td>84</td>
<td>21.2%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>132</td>
<td>22</td>
<td>16.7%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Asian</td>
<td>8,501</td>
<td>1,378</td>
<td>16.2%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>5,734</td>
<td>925</td>
<td>16.1%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Unknown</td>
<td>111</td>
<td>16</td>
<td>14.4%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Total</td>
<td>40,635</td>
<td>9,858</td>
<td>24.3%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Welcome Letter

- Contact information included for member verification
- Includes member ID card with DC contact information

Your membership card has arrived!

Monthly Enews

- Audience: All registry members with email address
- Timing: Monthly
- Key calls to action:
  - Update contact information
  - Learn about donation
  - Read compelling stories
Monthly Enews
Historic View

<table>
<thead>
<tr>
<th></th>
<th>FY13 YTD</th>
<th>FY12</th>
<th>FY11</th>
<th>FY10</th>
<th>FY09</th>
</tr>
</thead>
<tbody>
<tr>
<td>eNews File Size</td>
<td>2,150,494</td>
<td>1,805,798</td>
<td>1,525,980</td>
<td>974,240</td>
<td>327,467</td>
</tr>
<tr>
<td>Open Rate</td>
<td>14.37%</td>
<td>15.08%</td>
<td>18.70%</td>
<td>19.12%</td>
<td>18.16%</td>
</tr>
<tr>
<td>Clickthrough Rate</td>
<td>1.92%</td>
<td>2.06%</td>
<td>3.35%</td>
<td>3.05%</td>
<td>4.01%</td>
</tr>
<tr>
<td>Unsubscribe Rate</td>
<td>0.17%</td>
<td>0.19%</td>
<td>0.24%</td>
<td>0.19%</td>
<td>0.22%</td>
</tr>
</tbody>
</table>

Average FY13 eNews file size is up 19% over FY12, which in turn was up 18% over FY11.

Audience has grown by 557% since FY09

<table>
<thead>
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<td></td>
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<td>eNonprofit</td>
<td>13%</td>
<td>1.7%</td>
<td>0.19%</td>
</tr>
</tbody>
</table>

Anniversary Program

• Sent to registry members during the month they joined or donated (Letter or Email)

• Key calls to action:
  – Renew Commitment
  – Update Contact Information

• Anniversary of Donation
  – All donors receive a letter
Anniversary of Joining
Historic view

Email Open Rates

Contact Information Updates
More than 320,000 contact information updates in FY13
Email Recommit Actions

[Bar chart showing recommit actions for FY11 (93,413), FY12 (246,799), and FY13 (423,223)].

5 Things to Know – Member Education

Audience:
Registry members who have previously renewed their commitment

Goals:
• Deepen the conversation
• Capture commitment again

Results:
• Open rates between 30-34%
• “I’m Ready” clicks between 17-21%
Targeted Outreach

• Why we do it
  – Increased message relevance
  – Help ensure commitment

• Recent examples:
  – 18-30 Higher Typed Mailing
  – High Value Populations
  – African American Bone Marrow Awareness Month
18-30 “Lucky You” Mailing

Mailing to registry members age 18 – 30 who received updated typing

Email results:

<table>
<thead>
<tr>
<th>Open Rate</th>
<th>Clickthrough Rate</th>
<th>Unsubscribe Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>35.27%</td>
<td>28.64%</td>
<td>0.33%</td>
</tr>
</tbody>
</table>

- As a result of the email, 12,609 recipients recommitted to the registry. And 595 people updated their contact information.

High Value Populations–Big Results!

- Email results:
  - Open rate: 32.55%
  - Click through rate: 22.97%
  - Unsubscribe rate: .16%
  - Recommit rate: 19.29%
  - Survey: 4.91%

- Letter results:
  - Recommit rate: 9.03%
    - Tear off: 57.21% of letter recommits
    - Online: 39.74%
    - Phone: 3.03%
High Value Populations – Subject Line Testing

Your tissue type is unique – tell us you’re committed

- Know your importance on the marrow registry
- Marrow Registry: Info about your HLA type

COUNCIL MEETING 2013: SHARING OUR PASSION FOR LIFE

High Value Email Results by Age

Recommit and survey metrics

<table>
<thead>
<tr>
<th>Segment</th>
<th>Number delivered</th>
<th>Recommit</th>
<th>Recommit %</th>
<th>Survey</th>
<th>Survey %</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>22,086</td>
<td>2,267</td>
<td>10.26%</td>
<td>530</td>
<td>2.40%</td>
</tr>
<tr>
<td>25-36</td>
<td>77,580</td>
<td>12,161</td>
<td>15.68%</td>
<td>2,708</td>
<td>3.49%</td>
</tr>
<tr>
<td>37-44</td>
<td>60,016</td>
<td>10,431</td>
<td>17.38%</td>
<td>2,654</td>
<td>4.42%</td>
</tr>
<tr>
<td>45-50</td>
<td>39,407</td>
<td>6,960</td>
<td>17.66%</td>
<td>2,115</td>
<td>5.37%</td>
</tr>
<tr>
<td>RESEND</td>
<td>155,098</td>
<td>6,588</td>
<td>4.25%</td>
<td>1,771</td>
<td>1.14%</td>
</tr>
<tr>
<td>Total</td>
<td>199,089</td>
<td>38,407</td>
<td>19.29%</td>
<td>9,778</td>
<td>4.91%</td>
</tr>
</tbody>
</table>

The older age groups had the highest recommit and survey clickthroughs
AABMAM Mailing

<table>
<thead>
<tr>
<th>Measure</th>
<th>2013 result</th>
<th>2012 result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open rate</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>Clickthrough</td>
<td>12.5%</td>
<td>4.81%</td>
</tr>
<tr>
<td>Recommit rate</td>
<td>9.31%</td>
<td>4.22%</td>
</tr>
<tr>
<td>Unsubscribe</td>
<td>24%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Email recommit rate by age in 2013:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>2,378</td>
<td>2.85%</td>
</tr>
<tr>
<td>26-35</td>
<td>3,659</td>
<td>4.37%</td>
</tr>
<tr>
<td>36-50</td>
<td>4,526</td>
<td>4.18%</td>
</tr>
<tr>
<td>51+</td>
<td>5,078</td>
<td>10.25%</td>
</tr>
</tbody>
</table>
AABMAM 2013 Mailing

Recommit count by age and method (letter)

<table>
<thead>
<tr>
<th></th>
<th>Tear off</th>
<th>Text</th>
<th>Phone</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>91</td>
<td>292</td>
<td>14</td>
<td>TBD</td>
</tr>
<tr>
<td>26-35</td>
<td>367</td>
<td>822</td>
<td>34</td>
<td>TBD</td>
</tr>
<tr>
<td>36-50</td>
<td>1,500</td>
<td>1,734</td>
<td>188</td>
<td>TBD</td>
</tr>
<tr>
<td>51+</td>
<td>2,112</td>
<td>824</td>
<td>265</td>
<td>TBD</td>
</tr>
<tr>
<td>TOTAL</td>
<td>4,068</td>
<td>3,672</td>
<td>501</td>
<td>874</td>
</tr>
</tbody>
</table>

Total letter recommits: 9,115 (recommit rate of 2.18%)

Social Media Communities

facebook: 252,442
twitter: 16,555
linkedin: 2,331
Social Engagement

Danielle Jackowski

Yesterday, I recommitted to being a Marrow Donor. Will gladly answer the call if it ever comes.

Like · Comment · May 10 at 6:34pm

Thrilled by the Miracle That I Was Chosen as a Marrow Match!

Susan’s Donation Story

Mary Rakefet Duhlgren

Just received my first mail!!!! My swabs are being processed - yay!!!!

Like · Comment · about an hour ago

Social Engagement

Be The Match

Did you recently join Be The Match Registry? Watch your inbox for your welcome email series and review your life-saving pledge! You could be someone’s cure!

Like · Comment

Susan Minervino, Ana Barrera-Blodgett, Colleen Parra Nelson and 423 others like this.

View 28 more comments

Jennifer Rowe Harden

I have been on the list for 20 YEARS and will do a PSRC donation soon, you never know when your time will come. Just keep updating your info so Be The Match can find you if you’re someone’s match. (2) September 12 at 11:30am via mobile · 1

Robyn Cannavale

I just joined and am waiting on my swab kit but I’m excited to see where this road takes me and I pray that I will be called to help. (1) September 19 at 11:13am via mobile · 1
Public Response Team

- An integral part of the Be The Match brand
- Main responsibility is to respond to inquiries from the public and registry members, triaging as needed
- Majority of our work is triggered by registry communications
- Most common calls
  - Contact information updates
  - Drive requests
  - Cord Blood information
  - Registration questions
  - Recommits
  - Health questions

Public Response Volume

**Calls**
- Monthly incoming volume = 3500-4500 (varies greatly)
- May 2012 = 7200 calls (due to special mailing)
- Average length of call = 3 minutes

**Emails**
- Address updates and remove requests
  - Monthly volume = 5,000
- General questions and health updates
  - Monthly volume = 1,000-1,500

**Paper Mail**
- Address updates and returned recommit tear-offs
  - Monthly volume is approximately 4,000
Service Level Standards

- 45 seconds for incoming calls
  - YTD = 86%
- 48 business hours for VM returns
  - Majority of calls are returned within 12-24 business hours
- 48 business hours for email responses
  - Majority of emails are responded to within 48 business hours

Customer Care Standards

- Show gratitude, thank and recognize member for their commitment
- Answer questions, provide resources, triage as appropriate
- Ensure requests for removal from registry are informed decisions, encourage other ways to stay involved
- Promote multiple ways to be involved and support mission:
  - Spread the word, volunteer, contribute financially
Communication Tips

• Find information about communications in the donor file

Communication History

<table>
<thead>
<tr>
<th>Date/Time</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/1/2009</td>
<td>OCR English</td>
<td>Welcome letter for OCR casual donor</td>
</tr>
<tr>
<td>3/2/2009</td>
<td>Fresh Address</td>
<td>Fresh Add. validation</td>
</tr>
</tbody>
</table>

Communication Tips

• Subject lines are important and impact open rates
  – Use short, compelling subject lines
  – Include the word “you”
  – Include a call to action
• Use videos and other engaging assets in your communications
  – BeTheMatch.org/DonorToolkit
  – BeTheMatch.org/DonorVideos
Communication Tips

• Use Be The Match brand language
  – Key concepts
    • Connections, one-to-one relationships
    • You could be someone’s cure
    • An ordinary person can help—just by being you
    • Use blood cancer
  – Examples:
    • You could be someone’s cure
    • For blood cancer patients, there is a cure. And the amazing thing is, it could be you
What’s Next?

- Increased special segment outreach
- Test methods and messaging with millennial segment
- Age off program
- Registry member gratitude program
  - Speaker series
  - Partner offers
  - Donor card program
  - New member ID card
- African American communication program
- Test, test, test

Your Turn

- Discuss:
  - Knowing what you now know about registry communications, how will this information help in your daily work? How will you use this information in your communications with members/donors?
- Volunteers share a tip, insight, learning, with the entire group
Contact Us

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