

Memorial Blood Centers Recognizes Donaldson Company, Inc. For Its Commitment And Contributions.

Donaldson increases the number of pints donated from 42 to 129

"From top to bottom, this is a company that supports blood donation and Memorial Blood Centers, and they constantly are looking for ways to improve upon this support and increase donations," states a representative from Memorial Blood Centers.

The commitment

The commitment Donaldson Company has shown Memorial Blood Centers over the past year is a stunning example of how a company can be mobilized and inspired to donate for their community. As early as 1997, Donaldson had one drive per year. It was a relatively successful drive - the coordinator recruited about 46 donors, which was about 5% of Donaldson's employee population. At their most recent blood drive in September, Donaldson registered 110 donors, roughly 12% of its employees. The company has increased its number of yearly blood drives from one to three, increasing the number of pints donated from 42 to 129. During ABC's next fiscal year, September 1, 2001 – August 30, 2002, Donaldson is estimated to draw 234 donors. It should also be noted that the number of first-time donors has doubled in the last year.

The reason for growth

The reason for this tremendous growth is threefold. First, there is remarkable support from senior management. The CFO helps recruit and communicates the importance of each drive. The CEO has been a donor at all blood drives that he has been in town for, and three of the top five leaders within the company are repeat donors and also donate at the company drive. This amount of visibility has led to greater attention within the company and increased involvement. Secondly, they have constant communication regarding the importance of donation and the results of each drive. The coordinators also draw attention to specific needs within the community, highlighting certain patients with public appeal. This thoroughness has led to greater recruitment. Thirdly, there is strong dedication for hosting the drives and superb organization of the drives. This leads to smoothly run and very successful drives.

The future

Donaldson does not intend to stop here. With a plan for three drives next year, the coordinators and other company leaders are looking into more ways to increase donations and support within the corporation. There are numerous efforts that they intend to implement: challenges between departments and buildings, tie-ins with the United Way campaign, and raffles for prizes. From top to bottom, this is a company that supports blood donation and Memorial Blood Centers, and they constantly are looking for ways to improve upon this support and increase donations.

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