

# NH K of C – Red Cross Partnership

- NH State K of C Goal – “Double the statewide Blood Collection across the NH (K of C) parishes in 2 years” – [approx 25% all NH Blood collections by 1QCY2018]
- NH State Council (Supreme) and NH Red Cross established regional Memorandum of Understanding (MOU) Dec 2015
  - Permits dual branded promotional venues including print, video, TV and social media
  - Includes support for Red Cross Startup and “Just in Time” training and IT resources access to all 68 NH Councils
  - Establishes communication process between ARC and K of C at various organizational levels – promotes systematic improvements, metrics collection and succession planning

# Implementation – Objectives FY16-18

- **Only 45% of K of C Councils today conduct Blood Drivers annually** – increase to 95% (minimum of 1-2 drives per year at 40 unit/drive target) through ARC AM recruitment
- **Only 15% of Councils have Red Cross Web Account Access** – increase to 100% to enable local scheduling and email using RC data base [Red Cross can also help schedule donors for their next donation at the end of the donation process]
- Better exploit RC special events and youth recognition promotions
- Focus on substantive process improvements at local parish operations including schedule and walk-in management
- All Councils to get Red Cross training and BDC succession planning by Q2 CY16 with emphasis on S/U training and experienced volunteer support



# Implementation – Objectives FY16-18

- New State Council awards for Blood Drive conduct
- 100% Rapid Pass and Double Blood deployments within Council Drives
- Leverage public CATV for promotion – new Red Cross and State Promo video available Spring 2016 (debut State Quarterly)
- Leverage to new council development opportunities and partnerships with Red Cross in Disaster Preparedness (future)

**Collection of Metrics is key for implementation**

**For more info or any assistance – call State BD Chair Emile Anderson (13904) at 401-578-4914 or [andersoner@hotmail.com](mailto:andersoner@hotmail.com)**

**Give the Gift of Life**