

The Armed Services Blood Program wins top awards for outstanding blood donor recruitment tools

May 30, 2006 - ALEXANDRIA, VA - - The Armed Services Blood Program Marketing Support Team won first place, Best Overall Brochure and Best Overall Advertisement in the Tools of the Trade Awards at this year's Association of Blood Donor Professionals (ADRP) conference in Fort Worth, Texas.



Best Overall Advertisement featuring a Soldier in full desert battle gear, close-up, with the caption: "What else does he need? YOU. Give blood."

Lieutenant Colonel Ronny Fryar, Deputy Director of the Armed Services Blood Program notes: "The marketing program under the Armed Services Blood Program has been doing an outstanding job in reaching donors and helping to maintain current collection levels. The recognition by the Association of Donor Recruitment Professionals reemphasizes this success."

Approved for public release by the Office of the Surgeon General Medical Command (OTSG/MEDCOM) Public Affairs.

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The Armed Services Blood Program, along with other blood collection organizations, attended this year's conference of blood donor recruiters to share their knowledge and professional skills with industry colleagues while gleaned information about other donor outreach efforts across the United States.

The ADRP this year formalized a "Tools of the Trade" competition for recruitment printed materials drawing 100 submissions in six categories. According to Marsha Belgrade, ADRP Awards Co-Chair: "I've been in blood banking for over 20 years and have seen a lot of materials... but my heart swelled and I filled up with pride when I saw the pieces that the Armed Services Blood Program submitted."

Best Overall Advertisement featured a Soldier in full desert battle gear, close-up, with the caption: "What else does he need? YOU. Give blood."

Best Overall Brochure featured members of the military family, including spouses, children, retired veterans, and deployed service members with text describing the importance of the military blood program's donors. This brochure encourages these donors to become part of the "Life Force," a special group of donors who commit to donate regularly.

