

2008 International Blood Drive  
& Donor Recruitment Program  
Frequently Asked Questions (FAQ)

Q: What organizations are partnering with the Barbershop Harmony Society on this program?

A: The American Red Cross, Canadian Blood Services, America's Blood Centers, & Hema- Quebec

Q: When will this event be held?

A: May 10, 2008

Q: Why May 10th?

A: May 10th is the day before Mothers day, the week before Memorial Day (USA), the week after Victoria Day (Canada). These two long week-ends produces some of the largest accident rates within our two countries. This is also precedes our International Convention in Nashville.

Q: How will it be promoted?

A: This event will be promoted locally through these groups (word of mouth) and local blood centers and their media outlets asking their communities to come out to their local mall or civic center where the drive will take place and come out and give the gift of life.

Q: What will make this "giving" experience different?

A: Most blood drives are boring where one arrives, gives a pint, has a coffee and donut and goes home. Chapters are encouraged to organize various quartets, VLOs, and other community ensembles to provide entertainment that will offer as much music as possible during the day. Chapters not able to schedule the entire day with performances should not be deterred from participating.

Q: Will this help us build awareness for barbershop in our communities?

A: Yes. This is an opportunity to showcase to the communities who we are and what we do. If we attract and recruit a few more members in the process then this is also good. Chapters can build alliances with other community groups including choirs, bands, schools and churches. The possibilities are unlimited.

Q: What kind of external promotion tools will be provided?

A: Posters and other collateral materials will be provided through a cooperative effort between the Barbershop Harmony Society and members of the North American Blood Community. PSA radio spots will be produced and distributed by the Society. Tools like this can be delivered by local blood centers to local media.

Q: How can we inform the media?

A: Boiler plate press release information will be provided by members of the North American Blood Community. Other than local contact info, date and time, etc., any deviation from boiler plate info requires prior approval.

Q: What kind of internal promotional support will be provided?

A: The Society kicked off promotion of this program at the International Convention in Denver through big screen ads, an ad in the convention program, webcast appearances and an exhibit booth in near the Harmony Marketplace. The Society will continue to promote this program through [www.barbershop.org](http://www.barbershop.org), the Livewire and The Harmonizer. Stories from members that have benefited by blood donations will be solicited.

Q: What are some other benefits?

A: Pride – Barbershoppers across North America can feel proud of their efforts and this Society. Thousands of people we may never know will benefit by the efforts of our members. The lives of others may even be saved. Media Exposure - This type of event because of its nature and size will draw media exposure that our Society could never afford to pay for. Our chapters and the Barbershop Harmony Society name will be front and center in homes all across North America. New Members – Our ability to attract new members can be improved through increased public awareness.

Q: What does giving blood have to do with singing?

A: Asking members to donate blood is not the purpose of this drive, but we encourage donations from those willing to do so. This will be a day where the gift of music will be there in support of the gift of life. Our chapters will be inviting other choirs from their community churches, from their local schools and any other choral group that they wish to celebrate with them.

Q: How can I help get things started in my chapter?

A: Appoint a Singing for Life Chairman in your chapter and encourage that person to register your chapter as a participant on the [www.singingforlife.org](http://www.singingforlife.org) web site. We also encourage promotion of the program to your members through your chapter web site and through reminders in your newsletter and at meetings. Information distributed to your chapter mailing list can create even more buzz about the program.

Q: What else will be expected of my chapter?

A: Reporting - Having chapters report results achieved is crucial. This would include tracking units of blood collected, performances, number of groups participating, location of the event, media coverage achieved.

## JOB DESCRIPTION:

Chapter Chairman - Singing For Life Program

## SPECIFIC RESPONSIBILITIES

### **Project Management**

- Work with the Chapter Leadership Team to establish goals for program and projects including intermediate objectives and timelines for achieving them;
- Stay up-to-date on developments that could impact the program;
- Develop and manage the chapter budget related to this program.

### **Skills/Experience**

- Ability to work as part of a team;
- Excellent verbal and writing skills;
- A strong will to succeed against all odds.

### **Important Steps of Preparation**

- **Location:** The location for the drive can be a local shopping mall, a community civic center, an arena, city hall, a church. If a shopping mall is selected for example the blood agency may have already in place due to past blood drives a contact person at that location that can be contacted. The Chapter Chairman should be the person that makes the arrangements with the location selected, but if the agency agrees to make the contact then this too is acceptable. All parties should be comfortable with the location selected.
- **Building Alliances:** This is a great opportunity to build alliances with other musical groups in your community. In most areas the drive will be scheduled from 9am to 5pm and it is understood that not any one chapter should be expected to provide entertainment for the entire day. This provides chapters with the opportunity to invite other musical groups in the community to participate, such as church music ensembles, school bands, choirs and orchestras. The chairman will be the responsible person to send these invitations and coordinate the times that these groups will be available to perform on the day of the drive.
- **Working with the media:** Local media should be informed of this event. It should be recognized in advance that not every outlet contacted may be interested in covering this event. Communication with the media will be a joint venture between the chapter and the participating blood agency. Our partner organizations in the blood services community have requested that no communication to the media take place unless both parties agree on the exact wording. In some cases the blood agency may have better established contacts and relationships in place than the chapter. In other situations the chapter may have a friend or contact with the local paper making the chapter better suited to initiate contact rather than the participating blood collection agency.
- **Delegation:** The chairman may seek help from other members of the chapter where another member may be better suited to handle a particular task.

- Avoiding confusion: The Singing for Life Chapter Chairman is to be the only point of contact between the blood collection agency and the chapter.

### **Specific Duties**

- Upon being appointed as the chairman, register the chapter for participation at [www.singingforlife.org](http://www.singingforlife.org), Enter a username BARBERSHOP and then a password HARMONY. A few simple questions will be asked regarding the chapter and appropriate contact information.
- The information provided will be sent by the web site directly to the blood agency assigned to each chapter. The blood collection agency in turn will then make contact with the Chapter Chairman. Once the blood collection agency has contacted the Chapter Chairman the two parties will work together to prepare for the drive.
- Serve as a public spokesperson for the chapter before general public and the media.
- Work with the Chapter Marketing & PR VP and/or committee to develop and execute a communications strategy that includes traditional, electronic and web-based communications, media releases, and the distribution of Singing for Life collateral materials.
- Work with the Chapter Marketing & PR VP and/or committee to promote this program to chapter members and people on the chapter mailing list.
- The Chapter Chairman will be asked to report on chapter activity related to this event.

As with any Society program where resources are allocated, it is important to gather information about the chapters and quartets involved, media coverage attained and other outcomes than can help leadership to measure the success of any program. That said, the Chapter Chairman will be asked to report to Society leadership data related to:

- Number and names of chapters and quartets participating
- Number and names of other community music organizations involved
- Name of the participating blood collection agency
- Media coverage attained
- Blood units collected
- Number of potential members identified as a result of participation in this event

The preferred methods of reporting this information will be communicated to each Chapter Chairman at a later date.

“Singing for Life is a special day of music and fun for a very special cause.” – Bob Ebers, Barbershop Harmony Society Marketing Committee Chair