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Agency Philosophy

CAKE Creative Advertising – Baking up brilliant ideas!

Who are we

CAKE Creative Advertising is a student-led advertising agency built on passion, purpose, and strategy. Founded by Gannon University students Caleb, Alvaro, Khoi, and Ellie, we bring fresh perspectives and bold creativity to every project.

Our mission

We exist to create advertising that makes a difference. Specializing in non-profits, we believe in the power of strong communities and organizations' role in shaping a better society. We aim to craft impactful messages that inspire action and drive meaningful change.

Our approach

At Cake Creative, we do more than advertise – we create meaningful connections between our clients and their audience. Our strategies are rooted in deep research and audience insight to ensure every message resonates with the right people in the right way at the right time. We see the world through the eyes of our client's audience to develop creative solutions that spark real engagement.



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Our beliefs

- Research fuels creativity – The strongest campaigns start with understanding. Data-driven insights lead to powerful storytelling.
- Empathy drives impact – The best way to connect with an audience is to walk in their shoes.
- Creativity needs strategy – Bold ideas only work when backed by thoughtful execution.
- Purpose is everything – We partner with organizations that make the world better because we believe in the power of good.

At CAKE Creative, we do not just advertise—we build connections.



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Our members

Caleb:



Caleb Badayos-Chaves is an Advertising Communication major with a Marketing minor at Gannon University, who plans to graduate in May 2025. He is originally from Odenton, MD, with time spent living across the country from being in a military household and finding his way to Erie, PA. Caleb has built strong interpersonal and marketing skills through his academic journey and experience as a collegiate wrestler. While at Gannon he acquired skills in social media marketing, marketing communication, and strategic planning. He has also gained hands-

on experience using these skills in his on-going work with Hagen History Center as a project manager intern.



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Alvaro:



Alvaro Marco Ferrero is a senior Marketing and Finance student at Gannon University, where he is set to graduate in May 2025. Originally from Madrid, Spain, he is an international student and serves as both a team member and captain of the Gannon men's water polo team. In addition to his studies, Alvaro is gaining valuable marketing experience through two part-time jobs. He works as a Marketing Assistant at OpsB Consulting, a supply chain consulting firm, where he develops the personal brand of the company's consultants and manages its advertising efforts. He

is also a Communications Assistant at the Dahlkemper School of Business, where he manages social media and helps to strengthen the connection between the school and its students. Alvaro is passionate about advertising, and his goal is to work as a strategist for an advertising agency in the United States.



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Khoi:



Khoi Huynh is a senior at Gannon University majoring in Advertising Communication and Digital Media Communication, who will graduate in May 2025. An international student from Vietnam, he is fluent in both Vietnamese and English. His academic journey at Gannon University has provided him with theoretical and practical knowledge of the advertising industry through courses in sales promotion, marketing communication, and event planning. During his time at Gannon, he honed his skills in social media management, copywriting, event planning,

public speaking, and content creation through classroom projects, internships, on-campus jobs, and extracurricular activities. Khoi recently completed a semester-long marketing internship at Braathe Enterprise, where he was responsible for creating content to promote the company's services on social media. He also works as a student assistant in Global Admissions at Gannon University, communicating with prospective international students via email and social media about the application process.



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Ellie:



Ellie Malesiewski is an Advertising Communication major with a Digital Media minor at Gannon University, who plans to graduate in December 2025. She is originally from Erie, PA, with seven years spent in Pittsburgh before returning to Erie. Ellie has developed a strong foundation in the advertising industry through her academic journey and hands-on experiences. Her time at Gannon has allowed her to gain and refine skills in integrated marketing, graphic design, social media marketing, public relations, copywriting, and strategic

planning. Ellie has internship experience that has allowed her to grow and learn in real-world settings.

She has also had the opportunity to serve as a social media brand ambassador for Zoom Tan, putting her skills into practice and expanding her expertise in digital marketing. Ellie thrives on expressing her creativity and bringing ideas to life, with a passion for creating digital artwork.



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Introduction

Integrated Marketing Campaign Development is a senior-level capstone class at Gannon University. This course provides advertising students with the opportunity to design and execute a promotional campaign for a client in the Erie community. For this semester, the Community Blood Bank of Northwest Pennsylvania and Western New York is the featured client. Drawing on knowledge and skills gained from previous courses, students developed comprehensive strategies to meet the client's objectives and bring the creative concepts to life.

The Community Blood Bank of Northwest Pennsylvania and Western New York (CBB) plays an essential role in ensuring a steady and reliable blood supply for 16 hospitals and medical facilities across the region. Established in 1966, the organization has been a trusted source of life-saving blood donations, relying on the generosity of local donors to meet ongoing needs. However, as donor behavior evolves and competition for attention increases, it is essential for the Community Blood Bank to implement a strategic and dynamic marketing approach that effectively engages new and existing donors.

Through this capstone project, Cake Creative has developed and proposed a strategic marketing plan to support the Community Blood Bank's mission by using creative ideas and effective marketing strategies.



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Situational Analysis

A situational analysis for this marketing plan evaluates the current market environment, including internal and external factors that impact the Community Blood Bank. It helps identify strengths, weaknesses, opportunities, and threats (SWOT), providing a foundation for strategic decision-making.



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1. Blood Donation Market Analysis

Cake Creative analyzed the blood donation market using statistical data from the North American Industry Classification System (NAICS). This market data is in the category named *Blood and Organ Banks industry*, with NAICS code 62199.

According to the FDA¹, there are 53 community blood centers and 90 hospital-based blood centers in the U.S. Community blood centers collect approximately 60% of the nation's blood supply, while the American Red Cross collects approximately 40%. Most blood used for transfusions is collected in blood centers, which process, store, and transport the blood to hospital transfusion services. Blood donation and transfusion are strictly regulated by the FDA to cover donor eligibility, blood testing, processing, storage, labeling, and transfusion practices, ensuring safety and quality.

Human blood banking services encompass red blood cell collection, blood plasma collection, and other blood-related services. Each service is tailored to specific medical treatment needs. In the U.S. Blood & Organ industry, blood plasma collection accounts for 33.2% of product and service segmentation, while red blood cell collection accounts for 24.6%². The consistent demand for red blood cells and plasma within the healthcare industry has enabled these two sectors to maintain the largest share of industry revenue.

Blood donation is consistently needed, particularly due to critical shortages often occurring during winter and summer. Since the onset of COVID-19, blood donations have declined due to blood

¹ https://americasblood.org/statistics_guide/

² <https://my.ibisworld.com/us/en/industry/62199/geographic-breakdown>



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drive cancellations and staffing limitations. According to *America's Blood Centers*³, only approximately 3% of the U.S. population donates blood annually, while up to 62% of the U.S. population is eligible, representing a potential donor pool of 204.9 million. Statistics indicate that the average frequency of blood donation in the U.S. is 1.8 times per year, encompassing all types of blood donations.

Blood types O negative and O positive are in high demand due to their compatibility in red blood cell transfusions. Individuals with O negative blood are known as universal donors, meaning their blood can be used in transfusions for any blood type. Only 7% of the population has O negative blood. Conversely, O positive blood is also in high demand as it is the most frequently occurring blood type, found in 37% of the population.

2. Donors Analysis

Cake Creative has conducted secondary research on blood donor demographics in the U.S. by analyzing reports and statistics from the blood donation industry. While recent research and data on blood donation are limited, Cake Creative believes the 2021 data provides effective insights into understanding blood donors.

In 2021, an estimated 11.5 million⁴ successful blood donations occurred in the U.S. Donors aged 25 to 45 comprised the largest group, accounting for 68% of donations, followed by donors aged 65 and older, who accounted for 21%. Further statistics reveal a decline in adult blood donation rates: only

³ https://americasblood.org/statistics_guide/

⁴ CDC (National Blood Collection and Utilization Survey (NBCUS); Wiley; Expert(s) (Kracalik I, Sapiano MRP, Wild RC, Chavez Ortiz J, Stewart P, Berger JJ, et al.)



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21%⁵ of U.S. adults reported donating blood in 2001, decreasing to 15% by 2021. These reports highlight the persistently sparse number of blood donations, contributing to ongoing shortages in the blood industry.

In terms of ethnicity, White individuals represent the largest percentage of blood donors (87.8%). The remaining 12.2% of donors, representing minority ethnicities, are comprised of Black or African American (2.7%), Hispanic or Latino (5.8%), Asian (3.0%), Native Hawaiian (0.2%), and Native American (0.5%). Furthermore, in 2021, first-time donors made up 26.3% of all donations, with repeat donors contributing the remaining 74%.

Beyond successful donations, blood donor deferrals remain frequent, meaning donors are deemed ineligible to donate and are rescheduled. A common reason for deferral is low hemoglobin. Other common reasons include recent tattoos or piercings, and travel to our residence in malaria-risk regions.

3. Blood Donation Advertising Analysis

Cake Creative analyzed advertising activities within the blood donation industry to understand how organizations position their services and brand image in audience perception. According to Health Economics and Management⁶, marketing activities enable blood service enterprises to attract and retain sufficient donors, ensuring the collection of necessary blood and its components.

⁵ Gallup

⁶ <https://doi.org/10.61093/hem.2024.1-04>



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Through observation of both non-profit organizations, such as the American Red Cross and Oneblood, and for-profit organizations, like Octopharma Plasma and Grifols Biomats, within the blood donation industry, it is clear that all possess websites and active social media presences. A key finding is the emphasis on informational content, with nearly all organizations' websites featuring details regarding blood donation procedures, blood types, and the life-saving potential of blood donations. Organizations consistently focus on educating their audience about the specifics of blood donation and communicating the powerful message of contributing to saving lives. Furthermore, these websites offer comprehensive information about the locations of nearby physical facilities or upcoming blood drives, facilitating easy access for potential donors.

Along with websites, all of these organizations promote themselves through social media platforms, where most activities aim to create donor engagement. Notably, these organizations often showcase the experiences of previous blood donors, using this "spokesperson" tactic to share the positive impact of donation more objectively. Social media platforms also enable efficient mass communication about upcoming events or blood drives. To encourage donations, organizations frequently offer promotional incentives like gift cards, T-shirts, or free tickets to special events.

4. SWOT Analysis of the Community Blood Bank

The Cake Creative team conducted a SWOT analysis of the Community Blood Bank of Northwest Pennsylvania and Western New York's marketing activities across social media⁷ websites⁸,

⁷ https://www.instagram.com/communitybloodbank?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==

⁸ <https://fourhearts.org/>



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and publicity in the region. We also researched Erie's population demographics⁹, focusing on aging factors, to understand the market served by the Community Blood Bank's center. The results of the SWOT analysis are presented below:

*** Strength:**

- Local trusted reputation - Has built a reputation with Erie local community due to it being established since 1966.
- Local impact - All donated blood stays within the community, responsive to the needs of local hospitals for blood products and services.
- Diverse blood donation options - Offers blood, plasma, and platelet donations.
- Community engagement - Has established relationships with local institutions, businesses, and organizations.
- Mobile blood drives - Able to travel to various locations in the region to attract more donors.

*** Weakness:**

- Donor retention - The Community Blood Bank wants to increase donor retention rate.
- Brand recognition - Compared to the Red Cross, the Blood Bank has less brand recognition and visibility since the Red Cross is a global organization.
- Public awareness - Potential donors may be unaware of the ongoing need for blood donations and their importance.

⁹ <https://www.census.gov/quickfacts/fact/table/eriecitypennsylvania/PST045223>



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- Over-reliance on incentives - Current promotions depend heavily on gift cards, giveaways, etc.
- Low audience engagement on digital platforms - The Community Blood Bank social media marketing has a low rate of user interaction.

*** Opportunity:**

- Applying advanced technology - Using more advanced technology to help donors have smooth and easy experience and enhance overall productivity for the Community Blood Bank.
- Strengthen partnerships – Community Blood Bank can strengthen its impact by forming strategic partnerships with local businesses, hospitals, schools, and community organizations.
- Expanding donor demographics – Community Blood Bank has the potential to reach demographic groups that typically have lower turnout, such as Gen-Z.

*** Threat:**

- Donor availability - Busy lifestyles, medical restrictions, and age can limit the number of eligible donors.
- Misconceptions about blood donation - Lack of information about blood donation can lead to negative perceptions.
- Younger demographics - Younger demographics may not have as strong a connection to their community as older demographics, which could deter them from donating blood to help the community.



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- Competition - The Blood Bank competes with Octapharma plasma centers, Grifols Biomat, the American Red Cross, and blood donation centers in the service area.
- Compensation - Some competitors can offer higher financial compensations to attract customers, for instance, Plasma Centers.
- Seasonal donation declines - Blood supply shortages occur during winter (snow), summer, and holidays.

5. Market Analysis of the Community Blood Bank

The Community Blood Bank of Northwestern Pennsylvania and Western New York plays a vital role in the region's healthcare system, supplying blood to 16 hospitals across 14 counties. As a lifeline for local patients, the organization ensures a steady and reliable blood supply for emergencies, surgeries, and ongoing medical treatments.

The 14 counties¹⁰ are:

- Erie, PA¹¹: Erie, Pennsylvania, is a city located on the southern shore of Lake Erie, serving as the county seat of Erie County. It is the fifth-largest city in Pennsylvania, covering approximately 19.37 square miles. As of the 2020 census, Erie's population was 94,831, with a metropolitan area housing 270,876 residents. Erie is known for its diverse mix of people and cultures, making the city a unique and lively place.

¹⁰ <https://www.census.gov/>

¹¹ <https://cityof.erie.pa.us/>



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- According to the U.S. Census Bureau's QuickFacts for Erie City, Pennsylvania¹², the median household income is \$43,397, and about 32.6% of residents live below the poverty line. The city's median age is around 35 years, with 25% of the population being over 65, which is unusual compared to the national average. About 71.9% of the population is white, 16.2% is black, 6.9% is Hispanic or Latino, and 1.5% is Asian. Around 7.1% of residents were born outside the U.S. Homeownership is at 53.1%, with a median home value of \$91,800, while the median rent is \$708. About 86.1% of adults have a high school diploma, and 19.3% have a bachelor's degree or higher, both of which are below the national averages of approximately 91.1% and 37.9%.
- Erie City's economy has grown beyond its manufacturing roots to include healthcare, education, technology, and tourism. Institutions like Gannon University, Allegheny Health Network, and UPMC Hamot Medical Center highlight the city's focus on education and healthcare.
- Erie County, where Erie City is located, holds a variety of communities and scenic areas, extending beyond the city itself. The county has a total area of 1,557 square miles, with a mix of urban, suburban, and rural environments. The population of Erie County is approximately 280,000, making it one of the more populous counties in the state. Erie also has strong transportation options, with Interstates 90 and 79 connecting it to cities like Buffalo, Cleveland, and Pittsburgh. Erie International Airport offers flights to major places for

¹² <https://www.census.gov/quickfacts/fact/table/eriecitypennsylvania/PST045223#PST045223>



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business and leisure travelers. In addition to the city of Erie, notable areas within the county include the communities of Edinboro, Harborcreek, Millcreek, and Summit Township.

- Millcreek Township, with a population of around 55,000, is a prominent suburban area just outside of Erie City. It features a mix of residential, commercial, and recreational spaces, including Presque Isle State Park, one of the most popular tourist destinations in the area. Harborcreek is another growing area in the county, known for its residential neighborhoods and proximity to the lake. Edinboro, located in the eastern part of the county, is a small college town that offers a more relaxed atmosphere. This diversity of communities allows Erie County to cater to a wide range of residents, from those seeking urban amenities to those preferring a quieter, more rural lifestyle.
- Chautauqua, NY: The largest county in Western NY by land area, Chautauqua has a population of about 125,000. It includes Jamestown, a former industrial spot, and is known for Chautauqua Lake and the Chautauqua Institution. The population is predominantly white, with a median age of around 44, and a slightly higher percentage of older adults compared to the state average. The median household income is approximately \$45,332.
- Cattaraugus, NY: Home to about 76,000 people, this county includes Olean and Salamanca. The area has a mix of rural communities and tourism, including Allegany State Park. The median age is about 44, with a predominantly white population and a notable Native American presence. The median household income is approximately \$47,240.
- Allegany, NY: One of NY's least populated counties, with around 46,000 residents, Allegany is heavily rural and known for farming, oil history, and Alfred University. The median age is



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around 41, and the population is predominantly white. The median household income is approximately \$47,033.

- McKean, PA: Home to around 40,000 people, McKean County is known for the city of Bradford and the Allegheny National Forest. It has a median age of about 45 and a predominantly white population, with many small, tight-knit communities. The median household income is approximately \$47,404.
- Potter, PA: A rural county with about 16,000 residents, Potter is known for Cherry Springs State Park. The median age is around 47, and the population is mainly white, with a low population density and a strong sense of rural identity. The median household income is approximately \$46,917.
- Tioga, PA: With a population of about 40,000, Tioga is home to Wellsboro, known for its proximity to the Pennsylvania Grand Canyon. The median age is around 45, and the county is predominantly white. The median household income is approximately \$48,196.
- Crawford, PA: Home to about 84,000 residents, Crawford County includes Meadville and Titusville, historically significant for the oil industry. The county is predominantly rural, with a median age of around 45 and a mostly white population. The median household income is approximately \$50,490.
- Warren, PA: With a population of about 38,000, Warren County is known for its proximity to the Allegheny National Forest. The median age is around 47. The population is predominantly white, with many small, close-knit communities. The median household income is approximately \$51,085.



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- Mercer, PA: Home to around 110,000 people, Mercer County includes Hermitage and Sharon, with a mix of manufacturing and rural communities. The median age is about 44, and the population is primarily white. The median household income is approximately \$53,912.
- Venango, PA: With around 50,000 residents, Venango County is known for Oil City and Franklin. The region has a mix of small towns and rural areas. The median age is about 46, and the population is predominantly white. The median household income is approximately \$48,424.
- Forest, PA: The least populated county in Pennsylvania, with around 7,000 residents, Forest County is heavily wooded and home to parts of the Allegheny National Forest. The median age is about 45, and the county has a low population density, with a predominantly white population. The median household income is approximately \$39,327.
- Clarion, PA: With a population of about 37,000, Clarion County is home to Clarion University and has a mix of small towns and rural areas. The median age is around 43, and the population is predominantly white. The median household income is approximately \$50,814.



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The 16 hospitals that the Community Blood Bank serves are:

- AHN Saint Vincent - Erie, PA
- Butler Memorial Hospital - Butler, PA
- Clarion Hospital - Clarion, PA
- Corry Memorial Hospital - Corry, PA
- Jones Memorial Hospital - Wellsville, NY
- Millcreek Community Hospital - Millcreek, PA
- Titusville Area Hospital - Titusville, PA
- UPMC Chautauqua - Jamestown,
- UPMC Cole - Coudersport, PA
- UPMC Hamot - Erie, PA
- UPMC Kane - Kane, PA
- UPMC Northwest - Seneca, PA
- UPMC Wellsboro - Wellsboro, PA
- VA Medical Center - Erie, PA
- Warren General - Warren, PA
- Westfield Memorial Hospital Westfield, NY



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6. Blood Donation Competitive Analysis

The Cake Creative team researched blood donation centers in Erie, Pennsylvania, and within a one-hour drive of the Erie downtown area. We analyzed these centers to evaluate competitors, including national, global, and for-profit blood donation organizations operating in Erie. Besides, the competitive analysis also covers the areas where the Community Blood Bank conducts blood drives, considering whether other centers do blood drive at the same area as the Community Blood Bank. Key details for each center are as follows:

National and non-profit

American Red Cross¹³

Location in Erie: 4961 Pittsburgh Ave, Erie, PA 16509

Blood drive: *Butler* (16001, 16002), *Clarion* (16214), *Corry* (16407), *Millcreek* (16509), *Titusville* (16354), *Coudersport* (16915), *Kane* (16735), *Seneca* (16346), *Wellsboro* (16901) in Pennsylvania and *Wellsville* (14895), *Jamestown* (14701, 14750), *Westfield* (14787) in New York. American Red Cross does not have blood drive to Kane in Pennsylvania

*** Summary:**

¹³ <https://www.redcross.org/local/pennsylvania/greater-pennsylvania/about-us/locations/northwestern-pennsylvania.html?srsId=AfmBOoo1efoqQ5Xg1tB6WUrVcsCW7yWBGosMTfEb8h2TiIVVBW2-7p6G>



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- National scale: A well-known organization with strong public trust and greater resources.
- Nationwide blood supply: Blood donations are not limited to local use; they can be sent anywhere in the nation.
- Strong digital presence: With over one million followers across social media, and convenient apps and informative websites, the organization facilitates easier blood donation.
- Varied social media content: The organization uses storytelling and public relations tactics to promote blood donation and maintain donor engagement.

Global and for-profit:

Grifols Biomat¹⁴

Total U.S. Centers: 286

Location in Erie: 2717 West 26th Street, Erie, PA, 16506

*** Summary:**

- National and global reach: Biomat USA, a division of the Spanish Grifols corporation, operates plasma donation centers throughout the United States.
- Strong brand positioning: Effectively communicates the organization's history and mission, highlighting its development and credibility within the blood donation industry.

¹⁴ <https://www.grifolsplasma.com/en/-/erie-pa>



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- Effective digital presence: A well-designed website and high engagement with followers on social media platforms, including apps for donors to schedule appointments.
- Financial incentives:
 - \$100 per donation for the first four visits.
 - \$35 for the first weekly donation, \$50-\$65 for a second donation in the same week.
 - Referral program: \$50 per new donor.
- Competitive advantages:
 - Clear online information and donor education.
 - Differentiates new vs. returning donor experiences.

Octapharma Plasma¹⁵

Total U.S. Centers: 180+

Location: 1700 Peach St, Erie, PA 16501

*** Summary:**

- National and global reach: Well-known organization from Switzerland that develops and manufactures medicine and is highly recognized and respected within the plasma donation industry.

¹⁵ <https://www.octapharmaplasma.com/>



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- Strong brand positioning: Effectively named the organization to promote the main service “plasma donation,” well-tailored the concept of plasma donation and convey the supportive idea of plasma donation with the term “plasmagic.”
- Financial incentives:
 - Up to \$500 in the first 35 days.
 - \$50 first 5 times, then \$65 per donation.
 - Referral program: \$50 per referral.
- Advantages:
 - High initial earning potential for donors.
 - Frequent bonus opportunities for donors.

Blood Donation Centers in Other Areas:

- Vitalant Blood Donation Center in Cranberry Twp, PA (Note: Previously hosted blood drives with Butler Memorial Hospital before the Community Blood Bank's involvement)
- American Red Cross – Jamestown Blood Donation Center in Jamestown, NY
- BioLife Plasma Service in Pittsburgh, PA (Approximately a 1-hour drive from Butler, one of the Community Blood Bank's blood drive locations)
- Octapharma Plasma (verify name if possible) in Youngstown, OH (Approximately a 20-minute drive from Hermitage, one of the Community Blood Bank's blood drive locations)
- St. Elizabeth Blood Donor Service in Youngstown, OH (Approximately a 20-minute drive from Hermitage, one of the Community Blood Bank's blood drive locations)



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7. Non-profit Competitive Analysis

The Community Blood Bank of Northwest Pennsylvania and Western New York's is a non-profit organization, which receives cash donations to maintain the operation in blood collection and transfusion. Cake Creative believes the importance of analyzing some of the larger non-profit organizations that are located in Erie will help determine the better approach for fundraising function of Community Blood Bank. Understanding that there are hundreds of non-profits in the area, Cake Creative has identified three larger non-profit organizations addressing social issues, recognizing their ability to attract a wide audience. Here is the list of non-profit organizations:

Second Harvest Food Bank of Northwest Pennsylvania

- Leading the top reason for donations¹⁶: The largest share (33%) of individuals giving supported human services organizations, compared to health organizations (15%)
- Greater food distribution area: Services 11 counties in Northwest Pennsylvania.
- Diversifying fundraising channel: Online donations, corporate sponsorship, fundraising activities by various organizations.
- Demonstrating the efficient use of donation: Donors easily know the impact of donations through financial reports, increasing the trust and retaining donations.

¹⁶ Source: Data from GivingTuesday Fundraising Effectiveness Project. Cause area determined by recipient NTEE.



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American Red Cross NW Pennsylvania

- Diversified funding streams: Large scale national campaigns, disaster relief donations, corporate partnerships which provide a more robust financial base.
- National brand recognition: Better recognition helps better aid in fundraising efforts.
- Wide range of services: Along with blood donation, they provide disaster relief, first aid training, and support for military families which appeal to a wide range of donors with varying interest.

Erie City Mission

- Funding: Erie City Mission generates approximately \$4 million annually. Individual and business donations contribute 40% of their funding, while 45% comes from revenue generated through two thrift stores that sell donated clothing. The remaining 15% comes from government funding.
- Services: The organization provides essential community services, including emergency shelter, food assistance, and recovery programs, positioning itself as a key player in local humanitarian efforts.
- Community Engagement: With a strong network of volunteers and employees (around 75 in total), many transition into financial donors, further reinforcing their sustainability and fundraising potential.



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Research summary (Primary Research)

1. Survey conduct

To better assess the public attitudes, experiences, and concerns regarding blood donation, surveys were conducted by Cake Creative. We gathered demographic information such as age, gender, ethnicity, and employment status, to identify trends and differences in donation behavior among various groups. These factors provided insight into which demographics are likely to donate blood and the reason behind their choices.

These surveys asked questions (*see survey questions at Appendix 1*) about prior donations, convenience, and likelihood of donating to help determine how accessibility plays in donor participation, while assessing fear and concerns that are related to blood donation. We asked questions about common reasons individuals avoid donating blood such as fear of needles and general concerns, which can highlight misconception, health related worries, or personal hesitation. The results from this insight can guide efforts to improve education and address concerns to increase donation rates.

Another key objective of the survey is to explore the motivation and awareness that current and potential donors may have. Asking what would make someone more likely to donate blood can reveal potential incentives or changes that could encourage participation. Additionally, understanding where respondents see the most advertisements helps identify the most effective communication channels for the marketing campaigns. The quantitative survey allowed Cake Creative to assess general knowledge, fear, and barriers that consumers face regarding donating blood. While the qualitative surveys allow



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respondents to elaborate on experiences, beliefs, and hesitation regarding blood donations. These responses provide a deeper real-world perspective on blood donations. The findings of these surveys helped us create a more effective marketing campaign that will correctly address communication issues regarding the Community Blood Bank.

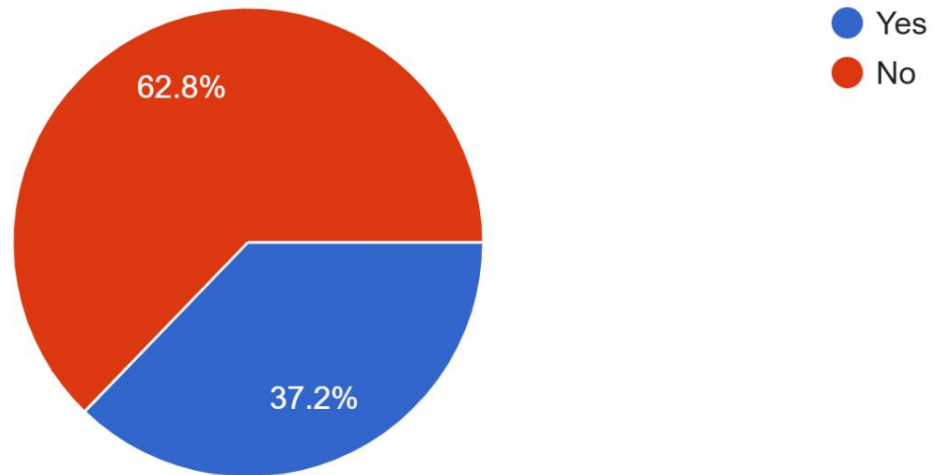
2. Survey results

From the quantitative survey conducted by Cake Creative, 129 respondents participated. Cake Creative believes these 129 respondents provide a valuable amount of data for constructing tactics and strategies to present the Community Blood Bank of Northwestern Pennsylvania and Western New York to audiences thoroughly. In a quick summary of the demographics, the majority of respondents were between 16 and 23 years old, with the rest ranging from 24 to 65 or over 65 years old. Also, more than half of the respondents are female. There was a wide range of ethnic diversity in the participants, with just over half being white. While a significant portion are full-time students, some hold full-time employment.

Here are the survey results with the questions relating to blood donation topic:

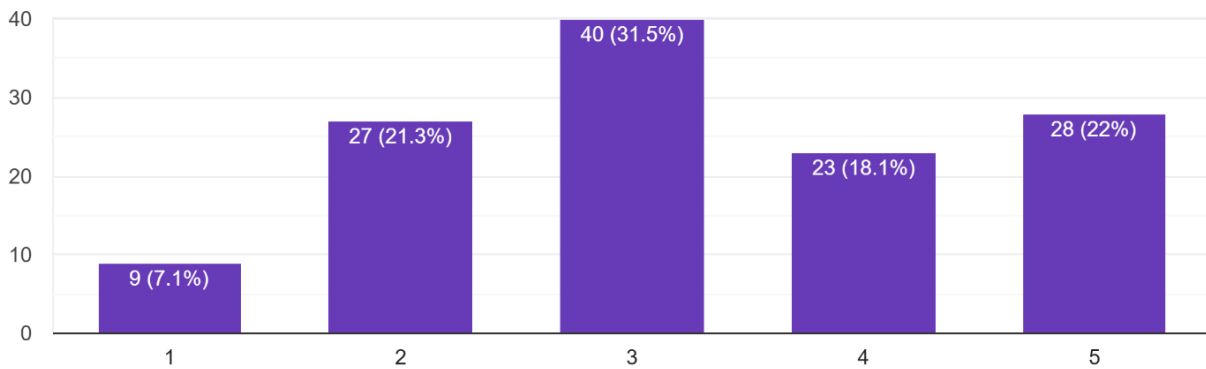
Have you ever donated blood

129 responses



How convenient do you find to donate blood?

127 responses



In this figure, 1 represents very inconvenient, while 5 represents very convenient.



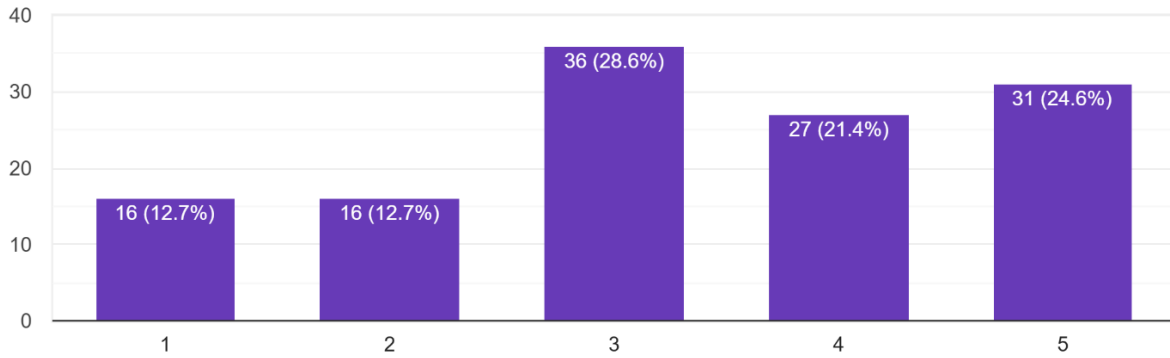
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If it's convenient, how likely would you donate blood?

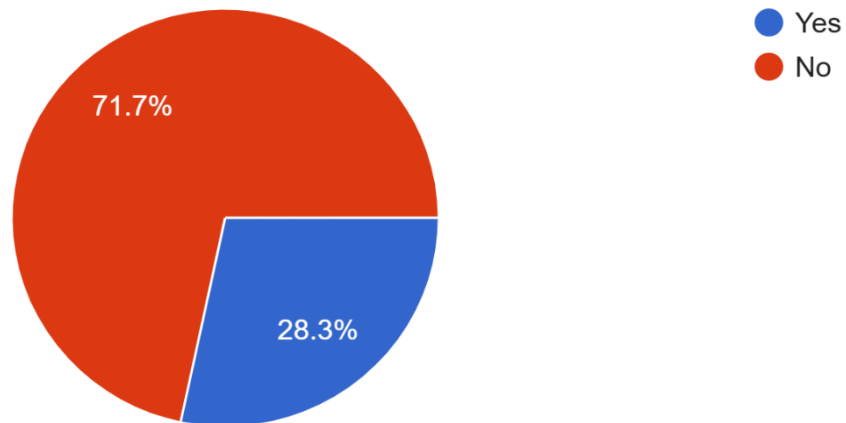
126 responses



In this figure, 1 represents not likely, while 5 represents very likely.

Do you have any concerns about blood donation?

127 responses





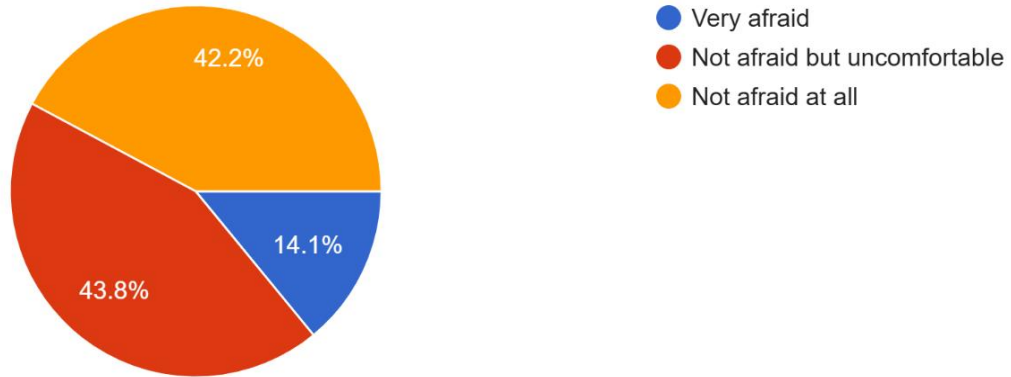
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Are you afraid of needles

128 responses



After completing the survey and exporting all collected data, Cake Creative analyzed the responses and identified key findings:

Previous Blood Donation Experience by Age Group:

- **16-23 years old:** 32% reported having donated blood previously.
- **24-35 years old:** 47% reported having donated blood previously.
- **36-65/over 65 years old:** 44% reported having donated blood previously.

Perceived Convenience of Blood Donation by Age Group:

- **16-23 years old:** 40% found it convenient, 28% inconvenient, and the rest were neutral.
- **24-35 years old:** 38% found it convenient, 23% inconvenient, and the rest were neutral.
- **36-65/over 65 years old:** 40% found it convenient, 22% inconvenient, and the rest were neutral.



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Likelihood of Donating Blood if Convenient by Age Group:

- **16-23 years old:** 46% would donate, 23% would not, and the rest were neutral.
- **24-35 years old:** 47% would donate, 23% would not, and the rest were neutral.
- **36-65/over 65 years old:** 41% would donate, 29% would not, and the rest were neutral.

Fear of Needles:

- When asked about their fear of needles, 56% of the 129 respondents in this survey indicated they would donate blood despite being afraid or uncomfortable with needles.

Based on the survey data, Cake Creative has identified some key points:

- Prior blood donation experience is diversified across the age groups. The age group of 24 – 35 has the highest percentage of respondents who have experienced blood donation before, meaning they could be interested in blood donation marketing.
- Convenience is a crucial factor in blood donation, which more individuals desire to donate if it is more convenient. This highlights the potential for increasing blood donation by the improvement of accessibility to a blood drive.
- Fear of needles is not a major barrier to blood donation when a majority of respondents are willing to donate in spite of being scared or uncomfortable with needles, which suggests encouraging people to overcome this fear.



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Big Idea/Key Message

The big idea is the core message that drives a campaign, capturing attention and creating a lasting impact. It is the element that ties together all marketing efforts, ensuring a campaign is both memorable and effective. At Cake Creative, we use strategic thinking, creativity, and data-driven insights to develop a compelling big idea for clients that resonate with their audiences. By understanding the needs of both the brand and its audience, we craft a campaign that not only informs but inspires action. Our approach combines storytelling, meaningful visuals and slogans, and community engagement to create a campaign that connects with audiences and drives tangible results. Cake Creative proposes a big idea for the Community Blood Bank of Northwest Pennsylvania and Western New York to refresh the organization's image.

"60 Years of Neighbors Saving Neighbors" is the heart of this campaign. Marking the Community Blood Bank's 60th anniversary event in this 2026, the slogan celebrates six decades of generosity from our community's donors.

The choice of the word "neighbors" by Cake Creative is intentional and multifaceted:

1. It fosters a sense of close connection between the Community Blood Bank and its donors, reflecting the strong, supportive bonds within our local community.
2. "Neighbors" inherently speaks of mutual support – the act of helping those nearby who are in need. The Community Blood Bank embodies this principle, acting as the bridge connecting local donors to local patients.



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3. Crucially, it reinforces the local impact of donations. The slogan underscores the fact that every blood donated stays right here, directly benefiting patients in hospitals across Northwestern Pennsylvania and Western New York.

Cake Creative believes that focusing on local impact is what distinguishes the Community Blood Bank. Therefore, we propose that the Community Blood Bank adopt the inspiration from this campaign's core concept and refine it into "Neighbors Saving Neighbors" as a brand slogan for long-term use after the anniversary.

To further unify the campaign elements, Cake Creative proposes a dedicated logo design to be used alongside the slogan. The primary purpose of this special campaign logo is to establish and maintain consistency across both visual elements and written communications throughout all marketing efforts for this initiative.



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Here is the proposed anniversary logo designed by Cake Creative:



This is the design of the anniversary logo that will be used during this campaign to highlight the anniversary. Please refer to Appendix ___ to see the logo mockup as it will appear on the Community Blood Bank website. The logo is designed in a circular shape to evoke a feeling of support, symbolizing neighbors supporting neighbors. The choice of color is to reflect the blue theme of the Community Blood Bank. The inner circle includes a blood drop image and the campaign slogan. Here are the details of this logo by using Canva:

- Fonts: Lato, Vintage Good
- Color codes: text (#1c2c5c), blood Drop (#ff736f), circle background (#4b91cb, #b6d6ff)



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Cake Creative believes that focusing on local impact is what distinguishes the Community Blood Bank. Therefore, we propose that the Community Blood Bank adopt the inspiration from this campaign's core concept and refine it into "Neighbors Saving Neighbors" as a brand slogan for long-term use after the anniversary.

Driven by this key message, Cake Creative intends to enhance the public image of Community Blood Bank among audiences in Erie city, Northwest Pennsylvania, and Western New York area. Based on the discussion between Cake Creative members with Community Blood Bank, Cake Creative has developed a campaign plan encompassing three challenges: donor retention, increasing new donors, and fundraising. Each challenge will be proposed with a specific group of target audience and objectives.

Challenge 1: Donor retention

Explanation

Donor retention is crucial for the sustainability of the Community Blood Bank. It is significantly easier and more cost-effective to encourage previous donors to give again than to acquire new ones. Returning donors already understand the importance of blood donation, reducing the need for extensive education and persuasion. By fostering a strong relationship with past donors and making them feel valued, the Community Blood Bank can ensure a steady supply of blood for local hospitals while minimizing recruitment costs.



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Target audience

With middle-aged adults 40-65, and older adults 60 + in the Erie community, we believe this group has strong community ties and a willingness to contribute to local causes. Especially with retirees, many of them have stable schedules, making it easier for them to plan donations, eliminating the common barrier of time constraints. They also tend to be more engaged with local organizations and value community-driven initiatives.

* Demographics:

- Middle-aged adults (40+)
- Previous blood donors (at least one donation)
- Residents of: Erie County, Clarion County, Mercer County, Crawford County, Venango County, PA, Chautauqua County, Cattaraugus County, or Allegany County, NY.
- Employed or retired.

* Psychographics:

- Values community involvement, community support, civic engagement, and social responsibility.
- Focuses on the impact of their contributions and support to the community.
- Interested in outdoor events, social events, and community gatherings.
- Personality: Passionate, eager to help, and contribute to society.



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Objectives

- Increase donor retention rates by 10% within the next year through targeted engagement strategies.
- Educate donors about the local impact of their contributions, reinforcing the message that their donations stay within the Erie community.
- Establish five more business partnerships to do blood drives.

Challenge 2: Increasing new donors

Explanation

Increasing the number of new donors is essential for the Community Blood Bank to bolster its blood supply. Specifically, attracting new donors helps increase the variety of blood types available. Diverse ethnicities among blood donors can also enhance the range of antigens present on red blood cells. To encourage participation, new donors need to be educated about the critical need for blood and understand the significant impact their donations have on the community. By emphasizing the importance of blood donation, illustrating positive community outcomes, and offering incentives for donating, the Community Blood Bank can increase its blood supply and improve donor retention rates.



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Target audience

Young adults aged 17-24, many of whom are college students¹⁷, are in the process of developing their sense of civic responsibility and social awareness. They are easily influenced by peer involvement, campus-wide initiatives, and the opportunity for social recognition, including resume building. Furthermore, this age group represents a crucial future donor base, as they can establish lifelong donation habits. Many college events offer potential and convenient opportunities for hosting on-campus blood drives.

* Demographics

- Young Adults (17-24)
- College Students: Gannon University, Mercyhurst University, Penn State Behrend, Erie County Community College, Edinboro, LECOM, University of Pitt. Titusville, Jamestown Community College, PennWest Edinboro, and Clarion University.
- Domestic students
- Residents of the service area of 14 counties, or those living in any of the counties for college

* Psychographics:

- Active in sports teams, campus clubs/organizations, or members of fraternities/sorties.
- Values community connections and actively participates in community events.

¹⁷ According to United Census Bureau, there are up to 30% of Erie County population¹⁷ currently pursuing bachelor's degree or Higher education



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- Motivated by incentives such as gift cards, free food, and participation gifts.
- Cares about social issues and the community.

Objectives:

- To increase new donors of this young demographic group by 15% over the next year through targeted efforts.
- To establish five business partnerships for blood drives (businesses that do not already do blood drives with the Community Blood Bank). This could be colleges, gyms, etc.
- To increase social media engagement (likes, follows, shares, comments) by 25% within the first four months 2026 by featuring donor stories, general campaign posts, and user-generated content with campaign hashtags.

Challenge 3: Fundraising

Explanation

Fundraising is important for non-profit organizations like the Community Blood Bank. Through fundraising activities, the Community Blood Bank can increase exposure and awareness within the community and strengthen its brand image. By effectively implementing fundraising, the Community Blood Bank can secure financial support for its blood collection and distribution operations within Erie County.



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Target audience

Middle-aged and older adults, particularly those with stable incomes, represent a significant source of financial donations. As reported by AARP, this demographic accounts for a substantial portion (84%) of all charitable giving. Their established residency and work history in Erie foster a powerful sense of community and a desire to provide local support. While health conditions may limit their ability to donate blood, they remain a valuable target audience for financial contributions to Community Blood Bank operations.

* Demographics

- Middle-aged and older adults (40+)
- Household income: \$45,000+ per year
- Residents of any county in the Community Blood Bank service area
- Adults who know the importance of blood donation, whether they have donated in the past or not.

* Psychographics:

- Values community involvement, community support, civic engagement, and social responsibility.
- Focuses on the impact of contributions and support to the community.
- Interested in outdoor events, social events, and community gatherings.
- Personality: Passionate, eager to help, and contribute to society.



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Objectives:

- To reach a goal of \$10,000 through fundraising activities throughout the year
- To establish three business partnerships for fundraising activities throughout the year



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Proposed Strategies

Cake Creative presents a series of targeted strategies designed to help the Community Blood Bank achieve its objectives and build stronger connections with the local community. These strategies align with the campaign's overarching theme, "60 Years of Neighbors Saving Neighbors" highlighting the power of community involvement and local support. By implementing these tactics, the Community Blood Bank will not only strengthen its ties with the community but also inspire more individuals to contribute to this vital cause, whether it is through blood donations or monetary donations. Each strategy is crafted to foster engagement and drive meaningful action within Northwestern Pennsylvania and Western New York.



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1. Becky Mascot Refreshing

What:

To celebrate the Community Blood Bank's 60th anniversary, Cake Creative proposes an exciting refreshment for the mascot, Becky. The current Becky design features a blood drop shape and is mainly red. Our vision for the updated mascot builds upon this familiar current version; we believe maintaining core visual elements is key to ensuring audience recognition and a smooth transition. The strategic enhancements will focus on integrating the Community Blood Bank's brand identity more strongly by adding blue accessories—reflecting your core brand colors—and incorporating the Community Blood Bank logo into Becky's new design.

The rollout of the new design will be coordinated with the creation and reveal of a new physical mascot costume for Becky. At the same time, the updated digital assets featuring the new Becky will be launched publicly on the Community Blood Bank's website and social media channels. Cake Creative plans a dedicated promotional strategy focused on social media, leveraging storytelling content to effectively connect with the audience and build excitement around the updated mascot.

Why:

A distinct mascot like Becky helps to increase the Community Blood Bank's brand recognition, memorability, and creates a lasting impression on younger demographics or people who have not donated blood before. By incorporating more blue elements and the official brand logo, Becky's refreshed design will more strongly align with the Community Blood Bank's visual identity. This updated look is intended to capture public attention, generate curiosity about the Community Blood



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Bank, and ultimately increase engagement with blood donation activity and its impacts to help community. The refreshed mascot also offers a creative and appealing strategy for storytelling; Becky can serve as a narrator in promotional materials to promote the center's mission memorably. Cake Creative believes this strategy aligns with increasing new donors by gaining their recognition of the Community Blood (Challenge 2).

When:

The release of the redesigned Becky mascot is recommended for January 1st, 2026. This timeline allows for the integration of the new design into all marketing strategies for that year and future years, ensuring consistent brand immersion.

How:

The refreshed Becky design retains key visual elements for continuity: her familiar red, blood-drop shape, and friendly face, complete with big eyes, eyebrows, and a welcoming smile conveying positivity. New features include arms and legs, allowing for more dynamic poses. Strategic use of blue color, which is core Community Blood Bank brand color, is introduced through accessories:

- **Blue shoes:** Directly tied into the Community Blood Bank brand palette, using the color codes provided to us from the Community Blood Bank.
- **Blue gloves:** Serve a dual purpose when it matches the brand color but also subtly referencing the blue gloves worn by medical staff during blood collection, reinforcing the connection to the donation process.



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- **Blue cape:** Completing the look, Becky will sport a blue cape, symbolizing her role as a community hero embodying the campaign theme of "Neighbors Saving Neighbors."

With the new Becky design concept established, the next crucial step is producing the physical mascot costume. This requires partnering with a company specializing in high-quality mascot fabrication. Based on research into qualified vendors, Cake Creative recommends contacting **Promo Bears**. Here are key details regarding their services and the production process:

- Recommended contact: Gilberto Maldonado (Email: gilberto@promobearusa.com and phone: (941) 254 3284)
- Mascot size: Promo Bears creates standard adult-sized costumes designed to fit individuals approximately 5'7" to 6'1" tall.
- Material: There are two options, which are inflatable material or EVA foam. However, the EVA foam could be good for exhibiting in the center with the mascot stand.
- Design process & recommendation: A significant advantage is that the Community Blood Bank is not required to provide finalized artwork. Promo Bears offers a free design service, working from the concept and incorporating feedback through revisions. Cake Creative strongly recommends leveraging this service to develop artwork by showing Becky in various poses (running, waving, flying) and expressing different emotions (happy, encouraging). Investing in these variations upfront provides valuable, versatile assets for future advertising, social media graphics, and other marketing materials. Additionally, all of these designs are full usage rights, without worrying about being used by other organizations.



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- Pricing category: Based on Promo Bears' production guidelines, the Becky mascot will likely fall under their pricing category for object/product mascots.
- Display stand recommendation: Cake Creative also recommends purchasing a dedicated mascot stand for displaying the new Becky costume in the center's living room, the location used for the current mascot.
- Production timeline: The standard production timeline provided by Promo Bears is approximately 11 to 12 weeks (about 3 months). This timeframe begins with confirmation of the order and final design approval and ends with delivery. Planning for the campaign rollout must account for this lead time.

The rollout of the new Becky design will leverage social media content produced internally by the Community Blood Bank team. Content creation can begin once the new mascot costume is finished and delivered to the center. There are three recommended content formats for this release:

1. Short video (Instagram reels / Facebook video):

- Objective: Introduce the new physical mascot costume and the "hero" concept in an engaging narrative format, reinforcing the anniversary
- Format: Approximately 15-30 seconds, vertical orientation (portrait), easily recordable via smartphone.
- Setting: Filmed on-site at the Community Blood Bank (waiting area, donation floor).
- Participants: Minimum 3 of the Community Blood Bank staff members.



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- Scenario concept (*see the video script at Appendix 2*): A staff member notices the old Becky mascot seems to be missing from its usual spot (the waiting area). He/She asks another staff member, who has not seen her either. They begin searching the center briefly. Suddenly, the *new* Becky (someone wearing the new costume) enters through the main door. She playfully reveals her transformation into a "hero" version “All the amazing life-saving power shared by our neighbors over the last 60 years gave me a heroic upgrade. Ready to help save even more lives together.” Then, Becky concludes by looking at the camera and stating the tagline: "Community Blood Bank Northwest Pennsylvania and Western New York: 60 Years of Neighbors Saving Neighbors."

2. Graphic post (Instagram / Facebook):

- Objective: Announce the new digital mascot design, reinforce the anniversary message, and drive engagement/visits.
- Format: Square graphic (1080x1080 pixels) easily created using a tool like Canva.
- Visuals: Showcase the *digital* version of the new Becky design. It must include the "60 Years of Neighbors Saving Neighbors" slogan and the special 60th-anniversary campaign logo.
- Caption guidance:
 - Announce the exciting release of Becky's new design in celebration of the 60th anniversary.
 - Describe her updated "hero" look and how she represents the community's life-saving impact.



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- Include a clear call-to-action: Invite the community to visit the center to donate blood and take a picture with the new Becky mascot costume and donate blood (mentioning it will be displayed there).

3. Media Outreach:

- It is recommended that the Community Blood Bank reach out to media organizations within their service area to seek coverage of the new mascot design.

Cost:

The total estimated cost for Becky mascot refreshing is \$6,775. Here is the breakdown:

- Mascot costume: \$5,500
- Mascot stand: \$675
- Graphic design of Becky in 5 different poses (if choosing not to use Cake Creative design): \$600

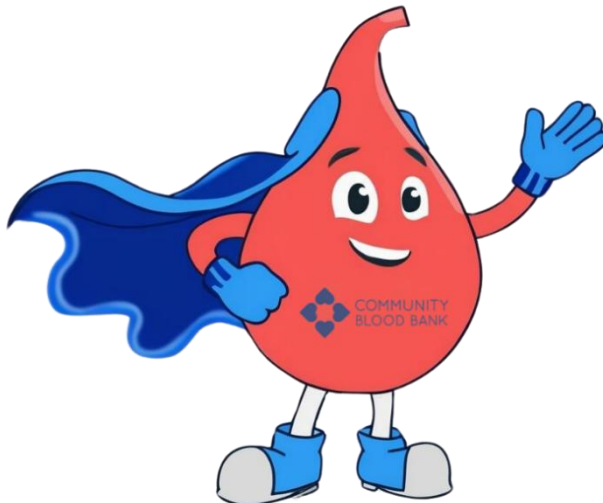
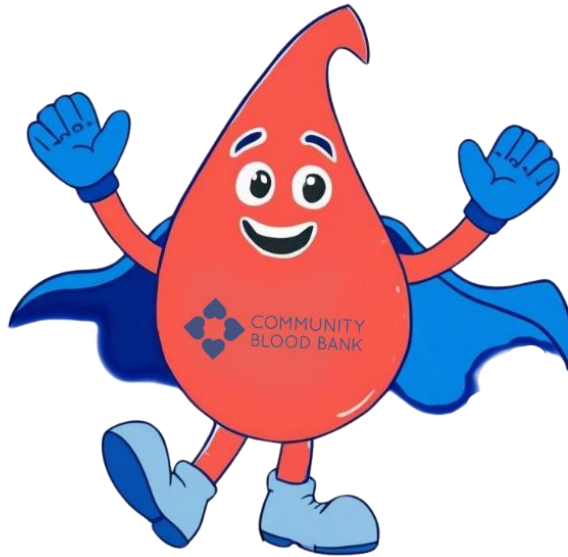


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Here is a demo version of digital Becky with two different poses, made by Cake Creative:





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2. Chatbot

What:

To enhance user experience and provide immediate support on the Community Blood Bank website, Cake Creative proposes the implementation of an AI Chatbot. Located on the official website, where visitors frequently seek donation information and learn about the Community Blood Bank, the chatbot will serve as a readily accessible resource. Its primary function will be to assist potential donors by instantly answering common questions regarding eligibility requirements and general blood donation procedures. Additionally, the chatbot will actively encourage users to utilize the QuickPass feature (which guides them through the required health history questions online before donating). The chat interface will highlight that completing QuickPass beforehand significantly saves donors time upon arrival at the center.

For brand consistency and welcoming interaction, the chatbot will be featured as the mascot, Becky, to provide information to website visitors in a friendly tone. Becky chatbot will be functioned to start with greeting, then introducing the idea of 60th anniversary and the message of neighbors saving neighbors. The launch of AI Chatbot will be promoted through social media to raise awareness of people about the convenience of blood donation experiences.

Why:

Following strict FDA eligibility protocols is essential in blood donation. Because eligibility can depend heavily on individual medical history and specific concerns, potential donors often need



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personalized information. Cake Creative proposes the AI Chatbot as an efficient tool to deliver this. Based on user inputs, the chatbot provides customized responses 24/7, helping individuals better understand their potential eligibility prior to visiting. This capability is expected to reduce the number of on-site deferrals, thereby minimizing the inconvenience and frustration donors experience when they make a trip, then find out that they cannot donate that day. By providing accessible, tailored information upfront, the chatbot strategy aligns directly with the goal of enhancing donor retention (**Challenge 1**), ensuring potential donors feel informed, prepared, and valued.

When:

The launch of the AI Chatbot on the website of the Community Blood Bank will be started on February 1st, 2026, one month after the renewal of Becky.

How:

Cake Creative proposes that the Community Blood Bank utilize Wonderchat, an AI Chatbot service provider enabling organizations to design custom website chatbots. Based on our direct experience setting up an AI Chatbot with this provider, Cake Creative believes Wonderchat is sufficiently user-friendly for the Community Blood Bank marketing team to configure and manage, particularly as the primary requirement focuses on basic Q&A regarding donation eligibility. Being an AI tool means it can access diverse external sources to provide accurate answers to general donation questions potential donors may have. Additionally, the chatbot platform allows for easy configuration to provide specific Community Blood Bank details, such as operating schedules, active promotions,



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location addresses, and upcoming blood drive information. Here are some important steps to configure the AI Chatbot to efficiently perform on the website:

1. Choose the plan: Cake Creative recommends starting with Wonderchat's Starter Plan, priced at \$29 per month. This plan includes 1,000 chatbot responses monthly and supports a knowledge base of up to 500,000 characters. We suggest the Community Blood Bank utilize this plan for the first three months following the chatbot's launch. After this initial period, usage data should be evaluated. If response volume or knowledge base needs consistently exceed the Starter Plan's limits, an upgrade to a higher-tier plan can be considered at that time. Additionally, please note that paying annually is typically cheaper than paying monthly; this is another factor to consider after the initial 3-month evaluation.

2. Set up the Chatbot

- Create an account from Wonderchat website, pay the subscription the starter plan.
- Follow the official Wonderchat setup guide ([Setup Guide](#)). Upload the digital version of the Becky mascot to serve as the chatbot's avatar and enter "Becky" as the chatbot name. Set the chatbot interface color to blue (Hex Code: #1c2c5c). Configure the greeting message (the greeting that pops up when a conversation starts) to: "Hi, I'm Becky! We are celebrating 60 Years of Neighbors Saving Neighbors – heroes like you supporting our community through the Community Blood Bank! How can I help you today?"
- Prepare and input key information: Compile essential Community Blood Bank details and eligibility criteria into a Word document. This document will serve as a core knowledge



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source for the chatbot. The document must include at least the following required information:

- Operating schedule: Current Community Blood Bank hours. *(Note: This schedule must be updated weekly within the document to reflect any extended hours or special openings, such as Saturdays during shortages).*
- Blood drives: Upcoming monthly blood drive schedule, including dates and location details.
- Donation types: List of accepted donation types (whole blood, plasma, double red cell, platelets).
- Donation process: Overview of the donation steps and estimated time commitment.
- ID requirement: Details on the government-issued ID required for donation.
- Upload document: Upload this completed Word document to the chatbot administration page via the Wonderchat interface. Plan to review and update the information in this document three months after the chatbot launch to ensure accuracy and add any necessary details based on initial usage.
- Launch the AI Chatbot on the Community Blood Bank official website *(see the chatbot demo version at Appendix 3).*

3. Promote the chatbot by graphic post (Instagram/Facebook)

- **Objective:** Announce the launch of the AI Chatbot on the website, reinforce the 60th-anniversary message, and drive website traffic and engagement.



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- **Format:** Square graphic (1080x1080 pixels) easily created using a tool like Canva.
- **Visuals:** Feature an engaging screenshot of a conversation with the chatbot, prominently showcasing the Becky mascot avatar. Include short, attention-grabbing copy directly on the graphic, such as: *“Got donation questions? Becky's here to help, 24/7!”* Place the 60th-anniversary logo visibly in a corner.
- **Caption guidance:** Announce the launch of the helpful new AI Chatbot, "Becky," on the Community Blood Bank website. Emphasize the chatbot's convenience, explaining how it helps potential donors by answering specific questions based on their individual situations and eligibility concerns, anytime. Reinforce the core campaign theme by including the sentence: *“We're celebrating 60 Years of Neighbors Saving Neighbors – heroes like you supporting our community through the Community Blood Bank!”*

Cost:

The total estimated cost for the AI Chatbot with use of Starter Plan in six months is \$174 (\$29 monthly).



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3. Email Newsletter - “Neighborhood Heroes”

What:

Cake Creative recommends a content marketing strategy - creating a bi-weekly email newsletter called “Neighborhood Heroes.” The purpose of the newsletter is to share local stories, how to donate blood, address misconceptions, and more about how the Community Blood Bank helps save lives. The goal of the newsletter is to strengthen community engagement and build a deeper emotional connection between the Community Blood Bank and its donor base. The newsletter will serve as an ongoing storytelling platform that highlights the real impact of local blood donations. Each edition will feature inspiring donor or patient stories, volunteer spotlights, and updates on upcoming donation events. The sender/narrator of the newsletter will be Becky, with a distinct email address and profile picture. The tone will be warm, personal, and community driven, helping subscribers feel like they are part of something larger than themselves.

In addition to storytelling, “Neighborhood Heroes” will offer valuable educational content. It will debunk common myths about blood donation, explain eligibility requirements in simple terms, and share tips to prepare for a successful donation experience. This will help remove fear and misinformation, two of the biggest barriers to first-time donors. Practical updates will also be included, such as blood type needs for the week, donor center hours, and links to schedule appointments. The newsletter can also highlight ongoing campaigns like the 60th Anniversary or special promotions such as limited-edition merchandise or upcoming events.



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Over time, “Neighborhood Heroes” will foster a sense of belonging among the Community Blood Bank supporters and encourage repeat donations by keeping the mission top-of-mind in a thoughtful, informative, and consistent way. With high-quality storytelling and a clean, mobile-friendly design, the newsletter will be a vital tool in donor retention, community building, and brand visibility. It effectively addresses the challenge of retaining donors (Challenge 1).

Why:

A bi-weekly newsletter is a powerful way to maintain a direct, personal line of communication with both existing and potential donors. For the Community Blood Bank, it offers an opportunity to build trust, share impact, and create a stronger emotional connection with the people it serves. By featuring real stories of lives saved through blood donation, profiles of local donors and staff, and myth-busting facts about the donation process, the newsletter becomes more than just an update. It becomes a storytelling tool that reinforces the life-saving importance of Community Blood Bank’s mission. It helps humanize the work being done and allows readers to see the faces behind the statistics.

Tying into the “60 Years of Neighbors Saving Neighbors” campaign, the newsletter celebrates the community’s role in the Community Blood Bank’s legacy. Each edition will emphasize how local donations stay within the region to support patients in Erie and surrounding counties. This message “your donation helps your neighbors” is central to driving both emotional resonance and repeat action. Educating readers on where their blood goes, how it is used, and who benefits from it not only increases transparency, but also boosts donor confidence and satisfaction. Informed supporters are more likely to become vocal advocates, spreading the message through word of mouth and encouraging others to get



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involved. Ultimately, the newsletter will serve as a consistent, cost-effective marketing tool that builds community loyalty, drives engagement, and reinforces the idea that even small actions, like opening an email, can lead to something lifesaving.

When:

The first edition will launch on Tuesday, January 13th, 2026, and be released every other Tuesday of the month.

How:

The newsletter (*see the newsletter template at Appendix 4*) will be sent out every other Tuesday of the month at 1 PM. To increase brand awareness of the mascot Becky will be the sender. Becky will have a dedicated email username and profile picture, adding a relatable touch to communications. To efficiently produce the newsletter, Cake Creative recommends that the Community Blood Bank has the Marketing director, Megan Solensky, write a short 3 paragraph article and include a short video no longer than two minutes long on stories of donors and people who receive blood, how to donate blood, and why donating is good for the community. This video could also include Becky talking!

Cost:

The estimated cost for the bi-weekly newsletter is \$720. Here is the breakdown:

- 60/month (\$720/year) costs to use Mailchimp for an audience of up to 2,500 subscribers. We recommend the Community Blood Bank uses their donor email list.



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4. Social Media Organic Content Strategy

What:

To strengthen the "60 Years of Neighbors Saving Neighbors" campaign, Cake Creative proposes an enhanced organic social media strategy across Facebook, Instagram, and TikTok, the platforms that the Community Blood Bank is already active on. This initiative will go beyond simply maintaining a social media presence. It will foster deeper emotional connections with both current and potential donors by leveraging authentic storytelling, educational content, and interactive engagement. We recommend focusing on:

- Engaging the community with donor stories – Showcasing real people who donate blood to inspire others. People connect with real stories—and blood donation is deeply personal. By featuring actual donors, this strategy will humanize the process and inspire others to give. Weekly Donor Spotlights will highlight individuals who donate, highlighting their motivations and experiences. These testimonials will not only reinforce the importance of blood donation but also create a sense of belonging and shared responsibility within the community. Video interviews, written testimonials, and behind-the-scenes donation experiences will help personalize Community Blood Bank's impact and encourage word-of-mouth advocacy.
- Educating potential donors – Many people hesitate to donate blood due to fear, misconceptions, or a lack of information. This strategy will address these barriers through myth-busting posts, Q&A sessions, and informative content that make the donation process more approachable. By



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highlighting the health benefits of donating—such as improved heart health and iron level regulation¹⁸—potential donors can see how giving blood is not only lifesaving for others but beneficial for themselves as well. Step-by-step guides will break down the donation process to ease first-time anxiety, while clear explanations of eligibility requirements will prevent misinformation from discouraging willing donors. Additionally, real-world impact stories will showcase how donated blood directly saves lives, reinforcing the idea that local donors are making a tangible difference in their own communities. Through consistent, digestible, and engaging content, this strategy will help potential donors feel more confident and empowered to take the next step in giving blood.

- Building excitement for the 60th Anniversary – The Community Blood Bank’s 60th anniversary is a powerful opportunity to unite the community, celebrate its legacy, and inspire new donors to get involved. To build excitement, the social media campaign will showcase historical throwbacks that compare the Community Blood Bank’s early years to its present-day impact, reinforcing how donor contributions have shaped its success. Countdown posts and teasers will create anticipation for the anniversary event, keeping the Community Blood Bank top-of-mind in the months leading up to the celebration. Exclusive content will spotlight past and present donors, share heartfelt community testimonials, and offer behind-the-scenes glimpses into the Community Blood Bank’s operations, making the milestone feel personal and meaningful. Interactive challenges and user-generated content will further engage the audience, inviting

¹⁸ <https://www.rasmussen.edu/degrees/health-sciences/blog/surprising-health-benefits-of-donating-blood/>



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people to share their own donation experiences using #NeighborsSavingNeighbors. By positioning the anniversary as a celebration of community-driven impact, this strategy will encourage both longtime supporters and first-time donors to take part in shaping the next 60 years of lifesaving contributions.

By integrating storytelling, education, and interactive engagement, this strategy will ensure the Community Blood Bank's message reaches a wider audience while reinforcing its lifesaving mission.

Why:

Social media is one of the most powerful tools for driving engagement and attracting new donors. While the Community Blood Bank has been consistently active, aligning its content with the "60 Years of Neighbors Saving Neighbors" campaign will amplify its emotional impact by fostering a deeper connection with the community. People connect with stories, and by featuring real donors, the Community Blood Bank can put a human face on its mission, inspiring others to take action. Additionally, education plays a crucial role in removing barriers to donation, as many potential donors hesitate due to fear or misinformation. Informative posts will address these concerns and provide facts while highlighting the personal and community-wide benefits of giving blood. Beyond education, the excitement surrounding the Community Blood Bank's 60th anniversary will serve as a powerful motivator, as a well-planned social countdown and milestone celebration will reinforce its legacy and encourage participation. This approach ensures that the Community Blood Bank remains top-of-mind, strengthens community ties, and solidifies the understanding that blood donation is a shared responsibility—one that has been saving local lives for six decades and will continue to do so with



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ongoing support. This strategy directly addresses the key challenges of donor retention, new donor acquisition, and fundraising (Challenges 1, 2, and 3).

When:

This strategy is planned to run January 1, 2026 – December 31, 2026.

How:

Cake Creative proposes the following content plan for Facebook, Instagram, and TikTok:

1. January – December: Weekly post structure (5 posts per week, on Facebook, Instagram and TikTok)

Mondays: "Why Give?" (Educational Post)

- Highlight health benefits, debunk myths, and share key facts.
- Example: *"Did you know a single blood donation can save up to three lives? That is real impact. Donate today and be a hero in your community!"*
- Example 2: *"Did you know donating blood has health benefits? Save yourself and your neighbors!"*

Tuesdays: Donor Spotlight

- Feature a short interview with a real donor answering:
 - What is your name?



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- How long have you been donating?
- What motivates you to give?
- What else do you give when you donate? (*example: 'I give my strength to those in need.'*)

Wednesdays: “Myth vs Fact post” (The Community Blood Bank Legacy Post)

- Each Wednesday, we recommend sharing a widely held myth about blood donation, followed by the truth. This will help address confusion, reassure potential donors, and increase confidence in the donation process.
- Example: “*Myth: I cannot donate blood if I have tattoos.*
Fact: Yes, you can!”

Thursdays: Interactive Engagement Post

- Run a poll, Q&A, or challenge via Instagram/Facebook stories, graphics, or TikTok videos
- Example: “*Tag a friend who should donate with you!*”
- Example 2: “*We’re here to bust blood donation myths! Drop your concerns below and let’s talk.*”
- Example 3: “*Did you know these facts about blood donation?*” (*health benefits, blood uses, statistics*)

Fridays: 60th Anniversary & Event Promotion

- Tease upcoming anniversary events, highlight milestones, and encourage participation.



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- From February-April, weekly countdown posts will drive engagement leading up to the main celebration.

Additional Content Enhancements:

- User-generated content: Encourage donors to post their own donation stories using #NeighborsSavingNeighbors.
- Behind-the-scenes footage: Showcase the Community Blood Bank staff, volunteers, and donors in action.
- Live Q&A sessions: Address common questions about blood donation in real-time.

2. March-April: Increased anniversary event promotions & countdown

- March: 2 teaser posts – *Anniversary event details* + *“Save the Date”*
- April: 4 posts (weekly countdown until the event)

Cost

- Organic content requires time rather than direct financial investment.
- We estimate that designing and posting content will take no more than 4 hours per week

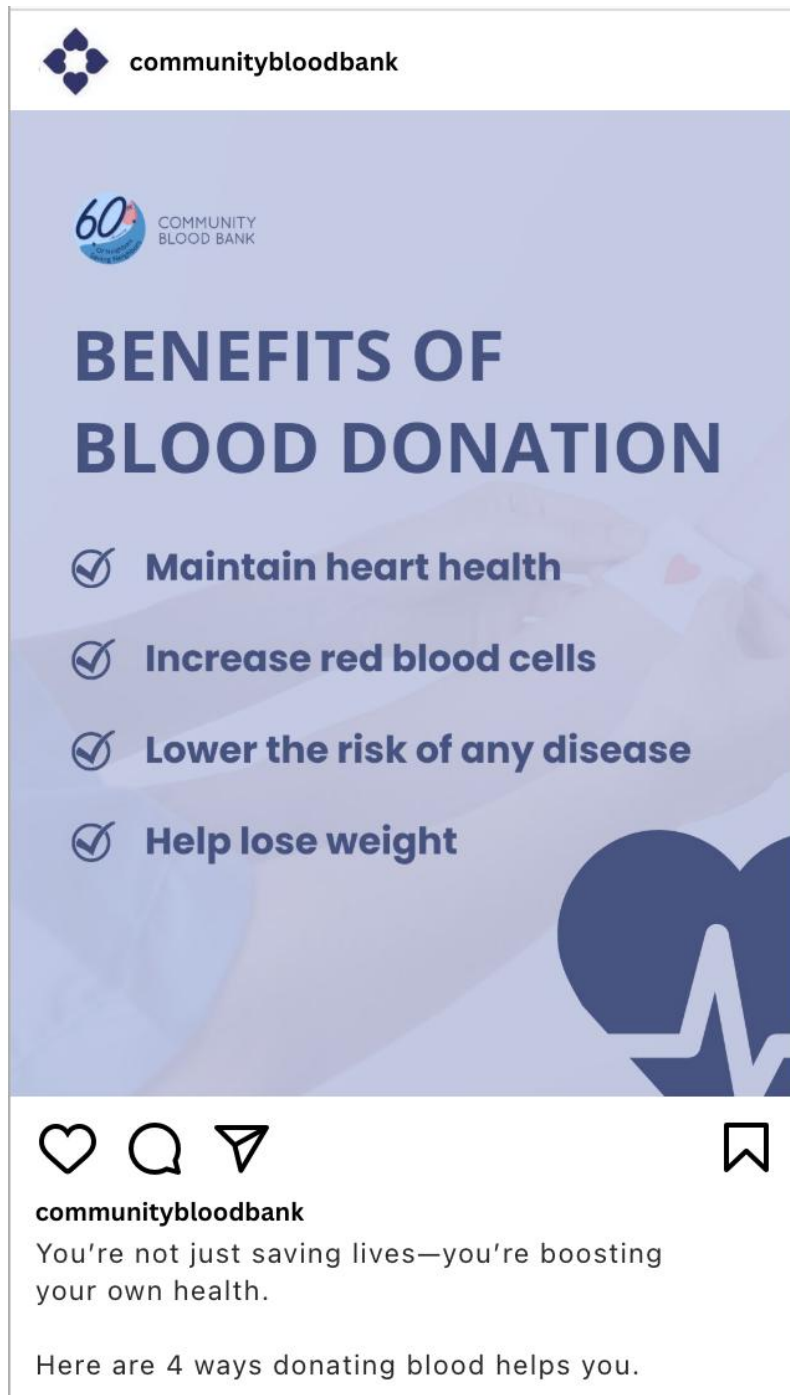


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Here are the mock-up designs for social media:




communitybloodbank



BLOOD BAG DRINKS

50% of proceeds from the Blood Bag Cocktails go to the Community Blood Bank! Drink up to support your neighbors this Halloween!


MCCOY'S BARRELHOUSE


30 & 31 OCTOBER






communitybloodbank

Join us for Blood Bag Drinks on October 30th & 31st! 🩸

Sip on a special treat and help save lives this Halloween. 🧛‍🦟

Don't miss out—mark your calendars!



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**communitybloodbank**

DONOR

Spotlight

“ *I am a creative person,
and I feel like I can give my
creativity to people
through blood donation.* **”**

MC GENSHEIMER



**COMMUNITY
BLOOD BANK**



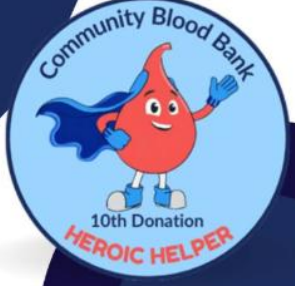
communitybloodbank
 Behind Every Pint Is a Hero – Meet MC Gensheimer

A dedicated donor who’s helped make 60 years of neighbors saving neighbors possible.


communitybloodbank

Milestone Pin Program

- Collect pins for every donation milestone you reach!
- All new donors will receive their first pin!
- You deserve to proudly show that you are a Neighborhood Hero!







communitybloodbank

🩸 Every Drop Counts. Every Donor Matters.

For 60 years, neighbors like you have been saving lives—one donation at a time.

🎉 Now it's time to celebrate you with our Milestone Pin Program:

- ✓ Donate blood
- 🏅 Earn pins
- 💙 Be recognized as a Neighborhood Hero



communitybloodbank

60th Anniversary
Of Neighbors
Saving Neighbors

COMMUNITY
BLOOD BANK

MYTH

I can't donate if I have tattoos.

FACT

There is no donation deferral for getting a tattoo in a regulated, state licensed facility. If you are unsure if your facility was licensed or if your tattoo was applied outside of your state, you may need to wait three months from the last touch up to donate.

♡ 💬 📍

communitybloodbank

🔴 MYTH: "I can't donate if I have tattoos."

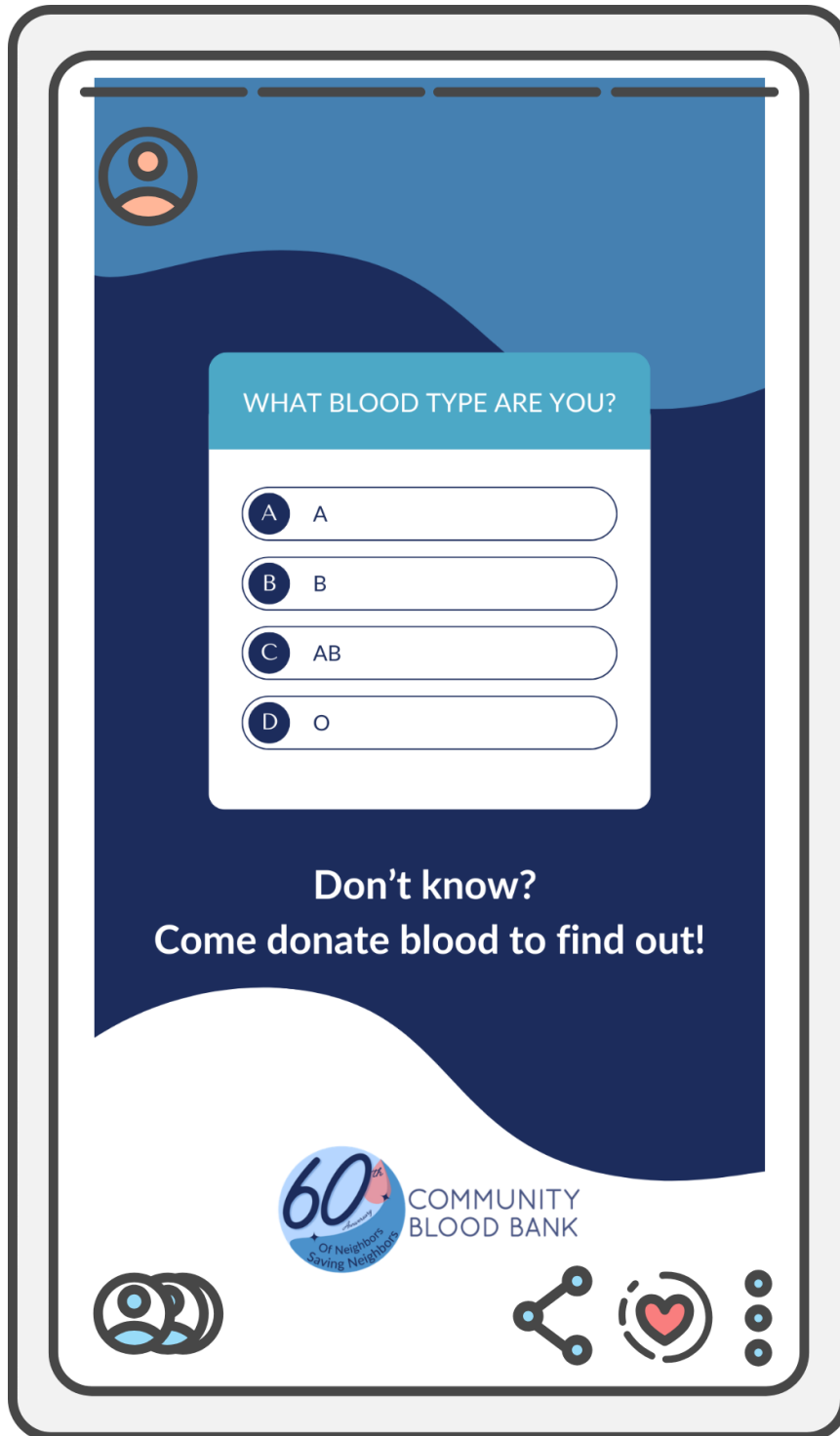
✅ FACT: Yes, you can!



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5. Social Media Advertising Strategy

What:

Cake Creative proposes to the Community Blood Bank a strategy that leverages Meta Paid Ads to drive blood donations through targeted, direct-response social media advertising. Two distinct ads will run and compete for performance insights:

1. Localized paid ads for blood drives: This paid advertising will utilize geographic targeting for residents in specific counties where upcoming blood drives are scheduled. Ads will typically begin running approximately two weeks prior to each event, highlighting the date, time, and location of the drive, along with a clear call-to-action to schedule an appointment. Ad messaging will focus on urgency, community impact, and convenience to motivate local participation.
2. Paid ads for promotions/giveaways: To maximize awareness and participation in monthly incentive programs, targeted paid advertising will be utilized on platforms like Instagram and Facebook. This approach builds upon the observed the past Community Blood Bank campaigns (e.g., the 2025 “Enter to win a Blackstone Grill” promotion). These ads are designed to generate broad excitement about current incentives available to donors across all service counties. Ad content will spotlight specific rewards (giveaways, limited-time offers, fundraising tie-ins) and include clear calls-to-action, encouraging donation appointments from both new and existing donors.



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These ads will be tested against each other to optimize message effectiveness, donor acquisition, and engagement.

Why:

For 60 years, neighbors have saved neighbors—quietly, consistently, and generously. But today, the Community Blood Bank needs to meet new donors where they are: online. In a world where people scroll more than they walk past posters, Meta Ads offer Community Blood Bank a way to put its life-saving mission directly in the hands of the community—on their phones.

This campaign focuses on turning passive awareness into action. By using Meta’s geo-tech and demographic tools, the Community Blood Bank can reach people in smaller counties who may not even know if a drive is happening near them. With a compelling value proposition, "your blood stays local," Community Blood Bank can connect each donor’s action to a real, neighborly outcome. It is the digital version of someone tapping your shoulder and saying, “Hey, you can help.” Cake Creative believes that it is not just advertising; it is mission-driven matchmaking, connecting donors with the communities that need them. With the ability to reach out to people in certain location and demographic, this raising awareness strategy through paid is strongly aligned with the challenges of increasing new donors (Challenge 2)



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When:

- Localized blood drive ad: Runs two weeks before each blood drive outside Erie County
- Giveaway incentive ad: Runs weekly throughout the month if there are promotional giveaway programs.

How:

Localized blood drive ad

1. Set targeting per county

- Use Meta Ads Manager to geotarget users living within a 15–20-mile radius of the blood drive location (excluding Erie County).
- Demographic: 25–65+, with health or community engagement interests.

2. Advertising copy (edited for highest impact):

- “They need blood. You have the heart.
- Donate at our next blood drive and keep saving neighbors.”
- CTA: *Schedule your donation*

3. Launch and Monitor

- Launch 14 days prior to drive date
- Monitor daily for CTR (click-through-rate), CPC (cost-per-click), and conversions

Giveaway Incentive Ad



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Cake Creative suggests an improved version of the advertisement based on the current campaign from the Community Blood Bank on Meta Ads, which promotes a grill giveaway for donors.

Here are the proposed steps to enhance the existing advertising:

1. Set regional targeting

- Target all counties the Community Blood Bank serves
- Audience: 25–65+, people with interests in giveaways, health, and local community

2. Advertising copy (improved for emotional and urgency appeal):

- “Who says saving lives cannot come with a side of steaks?”
- Donate blood this April and get a chance to win a Blackstone Grill.
- One donation. One entry. One delicious summer ahead.”
- **CTA:** *Donate this April to enter*

3. Launch and monitor:

- Run weekly during April
- Compare performance with localized blood drive ad for CPC, sign-ups, and engagement
- Assess ad performance using KPIs to adjust spending and increase funds for the successful ad after 2 months.
- This direct response campaign gives the Community Blood Bank measurable control over how and where donor engagement happens. With real-time feedback, we will know which messages move people to action, allowing the Community Blood Bank to refine



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future efforts and maximize ROI. More importantly, this strategy brings new donors into the system while celebrating 60 years of saving neighbors.

Cost:

The total estimated cost for social media advertising is \$20,500. Here is the monthly breakdown for 2026:

- February 2026: \$2,500
- March 2026: \$2,500
- April 2026: \$2,500
- May 2026: \$0
- June 2026: \$0
- July 2026: \$3,000
- August 2026: \$3,000
- September 2026: \$2,500
- October 2026: \$2,500
- November 2026: \$2,500



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Here is the demo version of paid social media advertising:

**communitybloodbank**
Sponsored

DONATE BLOOD IN APRIL
& BE ENTERED TO WIN A BLACKSTONE GRILL



WORTH \$400

PRIZE INCLUDES:

- Blackstone grill
- Cover
- BBQ tool set
- Cleaning kit
- Griddle conditioner

60
OF FRIENDSHIP
SINCE 1954

COMMUNITY
BLOOD BANK



communitybloodbank

Who says saving lives can't come with a side of steaks?

Donate blood this April and get a chance to win a Blackstone Grill.

One donation. One entry. One delicious summer ahead.



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communitybloodbank

Sponsored



COMMUNITY
BLOOD BANK



**JOIN OUR NEXT BLOOD DRIVE
& SAVE YOUR NEIGHBORS**



communitybloodbank

They need blood. You've got the heart.

Donate blood at our next blood drive and keep saving neighbors.



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6. Milestone Pin Program

What:

Cake Creative proposes that the Community Blood Bank implement a milestone program rewarding donors with a unique lapel pin upon reaching specific donation frequency milestones. This concept centers on collectible lapel pins designed for relatively frequent achievements, directly tying into the "Neighbors Saving Neighbors" theme within the context of the 60th Anniversary. The program aims to celebrate the Community Blood Bank's 60-year journey by recognizing the individual achievements of all donors—whether they are just starting or have provided long-term support to our community across Erie, Northwest Pennsylvania, and Western New York.

The proposed name for this program is the "*Neighborhood Hero Pin Program*." Participation would be automatic for all donors, regardless of whether they donate at the main center or at mobile blood drives. Proposed pin names for initial milestones include:

- 1st Donation: "Welcome Neighbor" pin
- 3rd Donation: "Community Helper" pin
- 5th Donation: "Neighborhood Saver" pin
- 10th Donation: "Heroic Helper x10" pin
- 15th Donation: "Community Pillar" pin
- 20th Donation: "Lifesaver League" pin
- 25th Donation: "Quarter Century Donor" pin



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The program details will be promoted through social media platforms of the Community Blood Bank, the newsletter and on the website. All of the pins will be placed in a frame and displayed in the register table, so that visitors can visualize the pins.

Why:

Cake Creative believes the “*Neighborhood Hero Pin Program*” is a practical and impactful strategy for the Community Blood Bank for several reasons:

- **Feasibility:** Implementation is convenient as it leverages the Community Blood Bank's existing database for tracking donor history and donation counts. This allows staff to easily identify milestones and present the appropriate pin during donor visits.
- **Engagement & recognition:** The program provides encouragement and recognizes donor kindness. Importantly, it includes first-time donors, giving them immediate recognition with a "Welcome Neighbor" pin.
- **Motivation:** Milestones are designed to be more achievable than traditional gallon markers, providing frequent positive reinforcement. The first milestone, awarded for the initial donation, is crucial as it gives donors an immediate feeling of achievement, motivating them to come back and reach subsequent milestones.
- **Strategic alignment:** Most importantly, this strategy directly addresses the challenge of donor retention (Challenge 1). By showing tangible appreciation to all donors, especially as the



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Community Blood Bank celebrates the 60th anniversary, the program strengthens relationships and reinforces their value to the community

When:

The “Neighborhood Hero Pin Program” is proposed to launch on February 2nd, 2026, and run through the end of that year. Cake Creative believes this program could also be effectively continued in subsequent years.

How:

Here are some important steps to prepare and launch the *Neighborhood Hero Pin Program*:

Step 1: Design the pin

Cake Creative proposes a general design concept for the milestone pins: a blue circular pin featuring the new Becky mascot design placed centrally. The name “Community Blood Bank” will arch across the top edge. The specific pin title and donation milestone (“1st Donation,” “Welcome Neighbor”) will be positioned at the bottom edge, below the Becky image. The primary color palette will be predominantly blue to align with the Community Blood Bank’s brand colors. This design structure can be applied consistently across all 7 initial pin designs, representing the different milestone titles. However, to signify higher achievement, the *title text* on the pins for the 10th donation milestone and subsequent levels will be rendered in red, highlighting these significant donor accomplishments in helping the community. The design process can be done through Canva



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Step 2: Contact facility for production

With the design concept established, the next step is production. Based on research into qualified vendors, Cake Creative recommends contacting Lapel Pin Now (website: labelpinnow.com and contact: 877-442-8910). Here are the production specifications & recommendations:

- The design of pin can be created by Canva, then uploaded to Lapel Pin Now website. There will be a representative from Lapel Pin Now to send digital proof before the order is officially produced.
- Style: Hard enamel pins are recommended, as they are long-lasting and more durable compared to other options.
- Size: A 1.50-inch diameter is suggested for good visibility.
- Backing: Standard rubber clutch backing.
- Total Order Quantity: 3,000 pins. Breakdown by Design:
 - 1st Donation (“Welcome Neighbor”): 2,000
 - 3rd Donation (“Community Helper”): 600
 - 5th Donation (“Neighborhood Saver”): 150
 - 10th Donation (“Heroic Helper x10”): 100
 - 15th Donation (“Community Pillar”): 50
 - 20th Donation (“Lifesaver League”): 50
 - 25th Donation (“Quarter Century Donor”): 50



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- Production timeline: The order should be placed on January 2nd, at least one month before the start of February 2026. Placing the order earlier may be cheaper or qualify for a discount.

Step 3: Ongoing program management

Once the program launches, Cake Creative recommends that the Community Blood Bank diligently track each donor's visits. When a donor reaches a specific milestone, staff should award the appropriate pin during that visit. Even if donors return without remembering their exact donation count, the Community Blood Bank should proactively award the earned pin based on internal records. This serves as a timely celebration of their act of kindness and helps enhance the positive image of the Community Blood Bank in donors' mindsets.

Step 4: Promoting the program

Promoting the “Neighborhood Hero Pin Program” is recommended across multiple channels of the Community Blood Bank: social media platforms, the donor newsletter, the website, and on-site at the donor center.

- **Social Media Platforms (Instagram/Facebook):**
 - Frequency: Post weekly during the first two months of the program launch (starting from February 2nd, 2026), then shift to approximately two posts per month thereafter.



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- Visuals: Posts should feature engaging images or graphics of the pins, clearly highlighting that the first pin is awarded upon the initial donation. Always include the "60 Years of Neighbors Saving Neighbors" slogan and the 60th-anniversary logo in the visuals.
- Caption: Explain the different milestone levels required to receive each pin. Include a clear call-to-action, such as: "Donate today to become a neighbor hero!"
- Stories: Share these posts regularly to Instagram and Facebook Stories for broader visibility.
- **Newsletter:**
 - Content: Include detailed information about the milestone program in the newsletter distributed during the launch month (the first newsletter for February 2026). Clearly explain that the program recognizes donor commitment in celebration of the "60 Years of Neighbors Saving Neighbors" anniversary.
 - Visuals: Display images (or ideally a short video) of the pins within the newsletter to provide recipients with a clear visual and generate excitement about collecting the series.
 - Highlight: Emphasize that the first pin milestone is achieved with the very first donation.
- **Website:**
 - Placement: Create a dedicated section on the Community Blood Bank website homepage or within the "Current Promotions" area to promote the program.



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- Content: Include details showing the different milestones and the corresponding pin awarded for each. Clearly highlight that the first pin marks the first donation.
- **Onsite promotion (Donor Center):**
 - Display: Place a complete, attractively framed set of the initial seven milestone pins at the registration desk for high visibility.
 - Staff engagement: Encourage staff to promote the program via word-of-mouth, explaining the milestones and fostering excitement by showcasing the achievable pin collection.

Cost:

The estimated cost for this milestone pin program is \$2,370.



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Here is the demo design for the pin that made by Cake Creative by using Canva:



- The left is design guidelines for the 1st, 3rd, 5th donation
- The right is design guidelines for 10th, 15th, 20th, 25th donation with the title in red color
- Fonts: Lato, Fredoka
- Color codes: text (#1c2c5c, #f35753), circle background (#aed3fb), circle outline (#1c2c5c)



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7. Free Premium: Car Air Freshener and Polaroid Photo

What:

To enhance the post-donation experience and express appreciation, Cake Creative proposes offering donors a choice of premium thank-you gifts. Two ideas include:

- Becky car air freshener: The idea is a custom car air freshener shaped like the new Becky mascot. This fun, practical gift serves as a reminder of the donor's contribution and can prominently display their next eligible donation date. This can be given to donors at the center or blood drive, with a blank line to write their next eligible donation date. The air freshener can also inspire brand awareness and create conversation among new or existing donors.
- Hero polaroid: Inspired by service gestures like those offered by Emirates airline, providing donors the option of a complimentary Polaroid photo. They could capture the moment of donation or pose with the Becky mascot. The photo would be presented in a custom-designed mini paper frame featuring the 60th-anniversary logo and "Neighbors Saving Neighbors" slogan, making it a shareable memento of their life-saving act. Additionally, the frame design incorporates a designated space where staff can write the donor's blood type upon request, particularly for those learning their type for the first time. The space can also be used to write their next eligible donation date.



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Why:

Cake Creative believes that offering premium gifts serves as a crucial strategy for the Community Blood Bank, addressing key objectives such as donor retention (Challenge 1) and potentially attracting new donors (Challenge 2) if the items are highly desirable. Therefore, our team strategically focused on identifying premium items that are both cost-effective and likely to be used frequently by donors. Frequent use increases the chance of others seeing the item and becoming curious about the Community Blood Bank. By carefully selecting these premium gifts, it shows that Community Blood Bank aims to express sincere gratitude and appreciation to donors for choosing to donate locally, reinforcing the core "Neighbors Saving Neighbors" theme during this 60th Anniversary.

- The car air freshener is an effective gift choice as donors can place it in their car immediately after visiting the blood center. Additionally, it is simple to use, and its visibility is very high (potentially daily) since people typically use their cars frequently. The intentionally attractive Becky design also makes it a welcome accessory for the car. It can also serve as a natural reminder for donors of their next eligible donation date (especially if the date is included).
- Polaroid photos offer a unique way to capture the donor's "hero moment," providing an immediate and tangible souvenir of their contribution. Presented in a custom mini paper frame, the photo becomes a keepsake displayable at home or at work. This visibility, combined with the custom frame design featuring the 60th logo and "Neighbors Saving Neighbors" slogan, significantly enhances the Community Blood Bank brand exposure. Furthermore, this concept potentially aligns with the Community Blood Bank's existing



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process for blood type notification. Donors could receive this complimentary photo with their blood type noted directly on the custom frame (upon request, for those learning their type), or their next eligible date, merging tangible appreciation with valuable personal information.

When:

The premium gift strategy is proposed to be started from January 1st, 2026, throughout the whole year of 2026.

How:

Step 1: Design and order premium gifts

A. Custom car air freshener hanger

- Recommended vendor: Cake Creative recommends contacting Make My Freshener (makemyfreshener.com) to order customized car scent hangers.
- Design specifications:
 - Use the vendor's website customization tool.
 - Shape: Select the Oval shape.
 - Visuals: Feature two different poses of the new Becky mascot design, one on each side.
 - Background color: Choose a blue that closely matches the Community Blood Bank brand color (Hex Code: #1c2c5c).



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- String: Simple white.
- Fragrances & quantity (recommendation):
 - Vanilla: 1,000 pieces
 - Fresh Air: 1,000 pieces
 - Jasmine: 1,000 pieces
 - Lemon: 1,000 pieces
 - *(Total recommended initial order: 4,000 pieces - adjust based on budget/expected usage)*
- Ordering Timeline: To potentially qualify for free shipping (per vendor info), ordering approximately 10 days before the desired shipping date might be required. To ensure delivery for a potential January 2026 program starts, the order should likely be placed on December 15th, 2025. *(Action Item: Verify the target launch date of January 2026 and confirm necessary lead time with the vendor).*

B. Polaroid photo experience

Camera & Film Purchase:

- Recommendation: Cake Creative recommends purchasing Instax instant cameras and films by Fujifilm (instaxus.com).



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- Camera model: We suggest the Instax Mini 12 model for its ease of use. Consider the Pastel Blue color option to align with the Community Blood Bank brand concept. (*Action Item: Determine the number of cameras needed for the donor center*).
- Film: Purchase compatible Instax Mini films. An initial quantity of 50 packs (each containing 20 exposures, totaling 1,000 photos) is recommended to order from BestBuy, which is cheaper than the official website. Additional films can be quickly reordered by COMMUNITY BLOOD BANK staff as needed when supplies run low.
- Deadline: Order the camera and polaroid film from BestBuy on January 26th, 2026

Custom Photo Frame:

- Vendor: For customized mini paper frames to hold the photos, Cake Creative recommends contacting 4Imprint (4imprint.com).
- Design specifications:
 - Product code [#145933](#) on 4Imprint
 - The frame should be sized to hold an Instax Mini photo centrally.
 - Top: Feature the text: "Hero of Our Neighborhood".
 - Bottom: Include the Community Blood Bank name, the 60th-anniversary logo, and the "Neighbors Saving Neighbors" slogan.



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- Sides: Place different poses of the new Becky mascot design on the left and right sides of the photo opening.
- Corner detail: Include a small blood drop icon in one corner, providing a designated space where the Community Blood Bank staff can write the donor's blood type if requested (for donors learning their type).
- Quantity: 1,000 frames (matching the initial film quantity).
- Customization process (with 4Imprint):
 1. Place the initial frame order via the 4imprint website. After receiving the order confirmation email, reply to provide customization details.
 2. Attach a mock-up or demo design illustrating the desired visual layout.
 3. Attach digital files for the Community Blood Bank 60th-anniversary logo and the new Becky mascot images.
 4. Carefully review and approve the digital proof provided by the 4Imprint representative before production begins.
- Deadline: Ordering the polaroid from 4 Imprint website on January 19th, 2026

Step 2: Promoting premium gifts



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Cake Creative recommends promoting these premium gifts via the Community Blood Bank's social media platforms and at the donor center to incentivize people to donate blood.

A. Social media graphic post (Focus: Car Air Freshener Hanger)

- Frequency: Post twice per month from the start date for giving these premium gifts (January 1st, 2026). Share these posts frequently to Stories (Instagram/Facebook) to increase awareness.
- Objective: Announce that donors will receive premium car air fresheners after donating blood at the Community Blood Bank.
- Format: Square graphic (1080x1080 pixels), suitable for creation with tools like Canva.
- Visuals:
 - Feature the design of the car scent hanger.
 - Include the list of available fragrances donors can choose from.
 - Overlay short, engaging copy such as: “Let Becky freshen your car!”
 - Add a small note indicating the gift is available at both the main donor center and mobile blood drives.
 - Crucially, include the 60th-anniversary logo and "Neighbors Saving Neighbors" slogan in the design.
- Caption guidance:



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- Write concise copy expressing the Community Blood Bank's sincere appreciation for donors, linking their life-saving action to the "Neighbors Saving Neighbors" theme and these thank-you gifts.
- Include a clear call-to-action encouraging people to donate blood, providing current operating hours.
- Direct people to follow the Community Blood Bank's social media channels for upcoming blood drive schedules, especially if they do not live near the main donor center.

B. Short video (Focus: Polaroid photo - Instagram reel/Facebook video)

- Deadline: Recording and posting on January 2nd, 2026.
- Objective: Introduce the complimentary Polaroid photo opportunity available at the Community Blood Bank donor center.
- Format: Approximately 60 seconds (*Note: Shorter, 15-30s might be optimal for Reels/engagement*), vertical orientation (portrait), easily recordable via smartphone.
- Setting: Film on-site at the Community Blood Bank, utilizing the blood collection area or the waiting area where the Becky mascot is displayed.
- Participants: Minimum 1 of the Community Blood Bank staff members.
- Scenario concept:
 - Adopt a friendly, informal "influencer" style (does not require high production value).



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- Have a staff member enthusiastically introduce the free Polaroid photo offer as a way to capture donors' 'hero moments'.
- Demonstrate taking a Polaroid photo (can be simulated) and placing it into the custom frame, visualizing the keepsake donors will receive.
- Suggest photo opportunities: during the donation process itself (if appropriate/allowed) or posing with the Becky mascot in the waiting area.
- Conclude by warmly encouraging donors not to hesitate to ask any staff member during their visit to take their complimentary Polaroid picture, capturing a memory of their kind act of helping the community.

C. On-site promotion (Focus: Polaroid Photo)

- Staff interaction: Cake Creative recommends that Community Blood Bank staff proactively introduce the complimentary Polaroid photo opportunity to donors when they come for their appointments starting from January 1st, 2024.
- Rationale: This small activity and direct interaction can significantly increase donor engagement, create a friendlier and more comfortable atmosphere, and make donors feel genuinely honored and appreciated for their contribution.



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Cost:

The estimated cost for the premium gift's strategy is \$3,637. Here is the breakdown:

- Car air freshener hanger: \$2,159
- Instax Mini 12 camera: \$79.99
- 50 packs of polaroid film: \$749
- Polaroid paper frame: \$650

Here is the demo design of the car air freshener hanger:





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Here is the demo design of the polaroid frame:





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8. Fundraising Strategy: Fundraising Activities with College Fraternities/Sororities Students

What:

Cake Creative proposes that the Community Blood Bank partner with college fraternities and sororities to raise awareness about the importance of blood donation among college students. This partnership would involve these Greek organizations hosting various fundraising activities in areas where the Community Blood Bank can conduct blood drives.

The fundraising activities offered to fraternities and sororities could include options such as bake sales, pie-throwing contests, dunk tanks, water balloon tosses, or other events designed to engage students on their campuses. To initiate this, the Community Blood Bank will reach out via email to the fraternity and sorority advisors at colleges in Northwest Pennsylvania. The email will provide brief information about the fundraising opportunities, explain the significant impact these activities will have in supporting the Community Blood Bank, and encourage the organizations to host a blood drive on their campus.

When a fundraising activity or blood drive is scheduled, the Community Blood Bank will provide support materials. These will include budgeting instructions, marketing guidelines (featuring approved slogans and logos), and free promotional items, like stickers of the new Becky mascot, to give away to students. Additionally, it is important to ensure that participating college sororities and



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fraternities tag the Community Blood Bank in their social media posts related to event marketing and photos. All students who participate in fundraising or help host a blood drive will receive service hours for their contribution.

Why:

Addressing the challenge of recruiting new and younger donors (Challenge 2), connecting with college students through fundraising events or by hosting blood drives is an effective strategy. This approach can increase the number of young donors or, at minimum, educate this demographic about the importance of blood donation and how it helps the community.

Cake Creative believes that college environments provide accessible and convenient settings for reaching younger demographics. These environments often foster awareness among students about social issues, community support, and helping others. For these reasons, fundraising activities related to blood donation are likely to be easily adopted and positively received by college students. This approach aligns well with the Community Blood Bank's core message emphasizing local support: “Neighbors Saving Neighbors.”

The strategy involves partnering with student organizations such as fraternities and sororities because their active influence can quickly promote the Community Blood Bank and its message of local support to other students on campus. These groups often foster strong bonds among members and are highly recognizable within the college environment. Furthermore, their members are typically familiar with fundraising activities, as social service and community support are often key missions for



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fraternities and sororities. Additionally, fraternity and sorority chapters on college campuses frequently compete with each other for recognition or credit for service hours. For these reasons, Cake Creative recommends partnering with college fraternities and sororities for this fundraising and blood drive initiative. The aim is to increase donations from young people through peer-to-peer inspiration and encouragement (Challenge 2)

When:

Based on the usual academic calendar of colleges, the fundraising strategy with college fraternities and sororities is proposed to happen in two period during the year of 2026:

- January 12th – May 31st, 2026
- August 17th – December 12th, 2026

How:

Here are some important steps to implement the fundraising strategies with college fraternities and sororities students.

Step 1: Order Becky Mascot Stickers

Cake Creative recommends that the Community Blood Bank order the promotional stickers from VistaPrint (www.vistaprint.com) according to the following guidelines:



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- Design:
 - The recommended sticker design is circular with a blue background (suggested hex code: #b4d9ff).
 - The new Becky mascot design should be centered on the sticker.
 - The slogan “60 Years of Neighbors Saving Neighbors” should be curved and placed above the Becky mascot image.
 - *Note:* This design can be created using Canva.
- Ordering process:
 - Upload the final design file to the VistaPrint website to place the order.
- Recommended sticker specifications:
 - Type: Die-cut single stickers (or equivalent individual stickers)
 - Shape: Circle
 - Size: 2" x 2" (inches)
 - Material: White Plastic / Vinyl (water-resistant)
 - Quantity: 3,000
 - Deadline: The order should be placed via the VistaPrint website by January 5th, 2026.



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Step 2: Email outreach to colleges

Send introductory emails to the appropriate contacts at colleges in Erie County and Northwest Pennsylvania.

- Target Colleges and Contacts: *(Ensure titles are added if available for professionalism)*
 - Allegheny College – Ella Horner (ehorner@allegheny.edu)
 - Gannon University – Jaime McCaslin (mccaslin007@gannon.edu)
 - Mercyhurst University – Michelle Kephart (mkephart@mercyhurst.edu)
 - Penn State Behrend – Kim Lynch (kml349@psu.edu)
 - Clarion University (PennWest) – Panhellenic Council (clarionnpc@pennwest.edu)
 - Edinboro University (PennWest)– Interfraternity Council (hasbrouck_d@pennwest.edu)
 - Slippery Rock University – Student Engagement and Leadership (leadership@sru.edu)
 - Thiel College - Student Activities & Involvement (greeklife@thiel.edu)
 - Westminster College - Panhellenic (humekl52@westminster.edu), Interfraternity (medvjr52@westminster.edu)
- **Email content:**
 - Include an introduction to the Community Blood Bank.
 - Highlight the upcoming anniversary (if applicable) and the core "Neighbors Saving Neighbors" concept that makes Community Blood Bank unique.



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- State that Community Blood Bank is seeking partnerships with fraternities or sororities for fundraising activities or hosting blood drives.
- Mention that Community Blood Bank can provide an initial budget to support approved fundraising initiatives.

Step 3: Follow-Up with Committed Fraternities and Sororities

Once a fraternity or sorority commits to participating in fundraising activities, take the following steps:

1. Evaluate proposal & funding: Review their proposed fundraising idea to determine an appropriate level of initial funding (approximately \$100, based on needs).
2. Send marketing materials: Provide simple marketing guidelines suitable for busy students. Include digital assets such as the Community Blood Bank logo, official slogan, and the Becky mascot image. These materials should enable them to effectively market their activities on campus and spread awareness about the Community Blood Bank.
3. Provide blood drive link: If the group believes they can gather significant participation for a blood drive, provide them with the official link or contact information to register for hosting one.
4. Mail promotional items: Mail the agreed-upon quantity of Becky mascot stickers and any other giveaway items for the group to distribute to students on campus during their event.



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5. Social media recognition: After their fundraising activities conclude, create social media posts for Community Blood Bank's channels. These posts should feature the fraternity/sorority name and their college, recognizing their service and philanthropic achievements in supporting the Community Blood Bank.



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9. Anniversary Party Event: 60 Years of Neighbors Saving Neighbors

What:

To celebrate its 60th anniversary, the Community Blood Bank in Erie will host a party event for past donors. This event will serve as an opportunity to express gratitude to those who have supported the community throughout the blood bank's history. It will also highlight the Community Blood Bank's unique position in the region, emphasizing its strong commitment to making a significant community impact. The event is planned for a Gala where food and alcoholic beverages will be served. During the event, the Community Blood Bank will also display marketing and printed materials highlighting the 60th anniversary. Guests will also receive souvenirs or small gifts customized with the anniversary logo and the new Becky mascot.

This anniversary event is planned to strongly reflect the campaign's theme "Neighbors Saving Neighbors" by expressing appreciation for the "neighbors" the dedicated donors who have supported the Community Blood Bank over the years. Therefore, the plan includes inviting regular donors and dedicating time to award a "Hero of the Neighbor" trophy or recognition to exemplary supporters. Additionally, we recommend inviting representatives from businesses with connections or partnerships, such as Mighty Fine Donuts, Presque Isle Fish & Farm, and other organizations that have previously donated gift cards or support. Through these actions, the Community Blood Bank projects an image as a locally focused, friendly organization that recognizes the contributions of donors and businesses in the area and expresses gratitude for their kindness.



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Cake Creative recommends that the Community Blood Bank take advantage of this event to promote all upcoming fundraising activities for 2026, especially the Fore Hearts Open Golf tournament. A table should be set up at the event displaying materials to promote the upcoming golf tournament. Regarding the fundraising strategy of selling polo shirts for golf participants, the Community Blood Bank could consider selling these shirts at the gala if inventory remains.

Why:

The Community Blood Bank's anniversary event will serve to strengthen brand loyalty and donor relationships by celebrating the act of blood donation and expressing gratitude to donors for their long-term support. Additionally, this event provides an opportunity to increase brand visibility through public relations and social media marketing, particularly by reinforcing the "Neighbors Saving Neighbors" message, which highlights the importance of local support for local needs. This term of "local support" encompasses not only individual donors but also the crucial backing of local businesses and organizations, illustrating the broad community engagement the Blood Bank prioritizes. This strategy directly supports our donor retention and fundraising objectives (Branches 1 and 3).

When:

This anniversary event is scheduled for April 25th, 2026. This date was chosen to be earlier than June in order to avoid the significant workload associated with the Fore Hearts golf event, which may take place in June.



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How:

Here are the key planning steps for the anniversary party:

Step 1: Booking the venue (target date: January 19, 2026)

- Location: Erie Art Museum. Located downtown, it offers a vibrant setting. The venue space is convenient, with equipment and a stage available indoors. The space is formal yet feels engaging and professional, suitable for this type of anniversary party.
- Recommendation: Cake Creative recommends booking the Holstein Gallery and adjacent reception area. The Holstein Gallery can be set up with banquet tables for the main part of the event, while the reception area can host a standing reception with drinks served beforehand.
- Included: Tables and chairs are provided by the Erie Art Museum.
- Contact: Courtney Gross (Event Coordinator)
 - Email: courtney.gross@erieartmuseum.org
 - Phone: 814-459-5477 (*Standard US format*)

Step 2: Booking catering service (target date: January 22, 2026)

- Catering service: Make It Fabulous Catering. Based on research and customer feedback, Cake Creative believes Make It Fabulous is a reputable choice.



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- Food selection: While various options exist, Cake Creative recommends selecting Hot Hors d'Oeuvres, Cold Hors d'Oeuvres, and Desserts. These items allow for easy mingling and buffet-style service. Menu link: <https://www.makeitfabulous.com/menus/>
- Dietary needs: The food order must include clearly labeled vegetarian and gluten-free options.

Step 3: Arranging bar service (target date: January 26, 2026) (Renumbered from Step 4)

- Bar service provider: Erie Art Museum. Contact the event coordinator, Courtney Gross, to arrange bartender service.
- Recommendation: Choose the Consumption Bar option (cost calculated per drink consumed). The Community Blood Bank will pay the final cost at the end of the event.
- Available drinks: Options typically include liquor, mixed drinks, domestic/imported beer, craft beer, wine, and soda. Confirm specific selections with the venue.

Step 4: Guest list planning (Target date: February 2, 2026) (Renumbered from Step 4)

- Target attendance: Approximately 150 people.
- Suggested breakdown:
 - 10 long-term donors: Send personalized invitations. (Recommendation: The Community Blood Bank should check its donor database to identify 10 long-term donors deserving special recognition/the "Hero of the Neighbor" award).



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- 10 partnership representatives: Send personalized invitations to representatives of key partner businesses/organizations (Mighty Fine Donuts, Presque Isle Fish & Farm, others who have previously donated support).
- 130 other guests: Include Community Blood Bank staff and other donors. (Consider allowing guests to bring one family member/guest, often denoted as "+1").
- RSVP: Create an RSVP method (e.g., a QR code linking to an online form or a dedicated email address) to accurately estimate attendance. Set a clear RSVP deadline.

Step 5: Ordering gifts & awards (Target Date: February 5, 2026)

- Recommendation: Cake Creative recommends that the Community Blood Bank order gifts customized with the 60th-anniversary logo, slogan ("Neighbors Saving Neighbors"), and the Becky mascot (as appropriate per item).
- Suggested items:
 - Round buttons (Qty: 200): Size 2.5" diameter. Customize the design with the anniversary logo. (Order from Vistaprint with the product ID [PRD-TQO36CDIO](#))
 - Tote bags (Qty: 200): Design customized with the anniversary logo and slogan. (Order from Vistaprint with the product ID [PRD-2H6M7BZCW](#))
 - Coffee mugs (Qty: 150): Design customized with the anniversary logo. (Order from Quality Logo Products with the product ID [SQ1069C133075](#))



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- Trophies (Qty: 10): For "Hero of the Neighbor" awards. Design should include the award title and the 60th-anniversary logo. (Order from Crown Award with the product ID [GLOCT7](#)) (*Seeing the trophy design at Appendix 5*)

Step 6: Event marketing (Begin By: February 15, 2026)

- Social media: Create posts for Instagram and Facebook to promote the event (target audience: general donors, staff).
 - Visuals: Include the anniversary logo/slogan.
 - Content: Brief event details (date, time, location), purpose (celebration/gratitude), mention complimentary food/beverages (note ID requirement for alcohol), highlight gifts, and include the RSVP QR code/link.
- Flyers/print materials: Design flyers for display at donation center(s) and mobile drive locations.
 - Focus: 60th Anniversary theme, logo, and slogan.
 - Content: Include event details, mention complimentary items/gifts, note ID requirement for alcohol, and include the RSVP QR code/link.
- Personalized invitations: Ensure the specialized invitations for honored donors and partners are sent out separately and tracked.

Step 7: Event setup (Date: April 25th, 2026 - day of event / April 24th - day before, as needed)



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- Coordination: Coordinate closely with Courtney Gross (Erie Art Museum) on all setup details and timing.
- Holstein gallery setup: Needs banquet tables, a podium, and a projector/screen on the stage for the presentation.
- Reception area setup: Needs high-top tables. Include the Community Blood Bank backdrop for photos (consider having the Becky mascot present during the reception). Set up:
 - One table for guest gifts and pamphlets about the Bank's 60-year history.
 - One table displaying materials for the Fore Hearts Open golf tournament (including registration info).
 - The "Imprints of Neighbor" interactive art project station.
- Bar setup: Ensure the bar section is fully stocked and staffed before 5:00 PM.
- Catering liaison: Confirm arrival and setup times with Make It Fabulous Catering.
- Logistics: Arrange transport of Community Blood Bank decorations, backdrop, pamphlets, art project supplies, golf tournament materials, etc., to the venue.

Step 8: Event day schedule/flow (Date: April 25, 2026)

- 5:00 PM: Guest Arrival & Reception. Guests arrive, enjoy drinks/appetizers in the reception area, collect gifts, take photos (with Becky/backdrop). Encourage participation in the "Imprints of Neighbor" interactive art project.
- 6:00 PM: Program begins (Holstein Gallery).



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- Welcome Speech by Executive Director (sharing highlights of the 60-year journey, possibly showing a short video).
 - Keynote Speaker presentation.
 - Award Ceremony: Presentation of "Hero of the Neighbor" trophies to the 10 honored long-term donors.
-
- 6:45 PM (Post-awards): Buffet service opens. Guests enjoy food and socialize. (*Adjust timing based on program length*)
 - Event conclusion: (Specify end time, e.g., 8:00 PM or 8:30 PM). Thank guests for attending.
 - The gala party event is a great opportunity for PR the Community Blood Bank, if possibly invite media or news coverage to promote the event and its big idea to the neighborhood.

Cost:

The total estimated for the anniversary party event is \$9,223. Here is the breakdown:

- Facility rental (3 hours, Holstein Gallery & reception area, includes setup time & staffing):
\$1,250
 - 10 Glass trophies (honored donors): \$658
 - Event marketing (print materials, posters, mailing for personalized invites): \$400
 - Guest gifts: \$1,665
-
- 200 Round Buttons (customized w/ anniversary logo)



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- 200 Tote Bags (customized w/ logo & slogan)
- 150 Coffee Mugs (customized w/ anniversary logo)

- Logistics (transport of the Community Blood Bank materials/decor): \$500
- Bar service (Consumption bar estimate): \$1,750
- Catering (Make It Fabulous - hot/cold hors d'oeuvres, desserts): \$3,000



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Here is a demo flyer for the event:



60 YEARS OF NEIGHBORS SAVING NEIGHBORS PARTY

FREE FOOD
ALCOHOLIC BEVERAGES
MUSIC & FUN

-  Erie Art Museum
-  25 April
-  Cocktail hour 5pm
Event begins 6pm

RSVP
HERE! 





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10. Baby Boomer Bingo: 60th Anniversary Celebration

What:

Baby Boomer Bingo is a proposed donor-exclusive event series, hosted in May and September 2026 as part of the Community Blood Bank's 60th-anniversary celebration. Specifically designed for loyal Baby Boomer blood donors, these events aim to honor their steadfast commitment, foster community engagement, and highlight the vital significance of local blood donation. The series will feature lively bingo games, desirable prizes, and enjoyable refreshments, all while celebrating the crucial role these dedicated donors have played in safeguarding the community through their years of giving blood.

Why:

Baby Boomer Bingo is a proposed donor-exclusive bingo event series hosted in May and September 2026 to celebrate the Community Blood Bank's 60th anniversary. The event is specifically designed for loyal Baby Boomer blood donors to reward their commitment, foster community engagement, and emphasize the significance of local blood donation. The primary goal of this targeted event is to enhance donor retention (Challenge 1) within this crucial demographic by showing tangible appreciation and strengthening their connection to the Community Blood Bank. This event series will offer fun, prizes, and food, while simultaneously celebrating the vital role these donors have played in keeping the community safe through their continued blood donations.



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When:

- Event 1: Friday, May 29, 2026
- Event 2: Friday, September 25, 2026

Each event will run for approximately 1 hour, featuring 10 rounds of Bingo.

How:

Here is the step-by-step plan to execute both events:

1. Secure a venue:

- Location: Five Iron Golf (partnership for venue and food)
- Contact: Chase Rogan, Managing Partner (chase@swingproject.golf)
- Confirm with Five Iron Golf at least 3 months prior to each event.
- Negotiate partnership for event hosting and food provision in exchange for visibility and cross-promotion.

2. Order bingo materials:

- Purchase Bingo cards from Amazon or Cake Creative (approx. \$19 for one pack).
- Ensure materials arrive at least 2 weeks before the event.

3. Establish participant eligibility:

- Participants must:
 - Be born in 1970 or earlier.



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- Have donated at least three times.
- Have an upcoming donation appointment scheduled.
- Promote these criteria through social media and event materials.

4. Promote the event:

- Begin advertising 2 months before the event date.
- Social media: Design and post engaging content on Facebook and Instagram.
- Flyers: Distribute flyers at the Community Blood Bank locations and blood drives, with clear call-to-action to schedule donation appointments.

5. Purchase prizes:

- Estimated total cost for prizes per event: \$500.
- Recommended prizes:
 - 5 gift cards (\$50 each).
 - 5 themed gift baskets (\$50 value each).
- Purchase these prizes 2 weeks before the event.

6. Host the bingo night:

- Run 10 rounds of bingo (total duration: 1 hour).
- Announce winners: Celebrate the winners after each round.
- Thank You moment: Acknowledge all attendees for their continued impact on the community.
- Photos: Capture moments for social media and email newsletters.



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Cost:

The total estimated for the Baby Boomer Bingo is \$1,019 for one event (\$2,039 for two events). Here is the breakdown:

- Venue & food: Covered by Five Iron Golf through the partnership.
- Bingo kit: \$19.25 for both Event.
- Prizes: \$500 per event.
- Food: \$500 (estimated).

Funding strategy: Potential sponsorships or donor gifts can be explored to cover prize and food costs, allowing the event to be cost-neutral or even generate additional funding.



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11. Fundraising Strategy: “60 Years” Commemorative Polos for Fore Hearts Open

What:

To mark a major milestone—the 60th anniversary of Community Blood Bank—we recommend launching a limited-edition golf polo that blends style, symbolism, and community spirit. These exclusive shirts are designed to be sold in the months leading up to and during the Fore Hearts Open, Community Blood Bank’s annual charity golf scramble. The polos are perfect for the course and comfortable enough for everyday wear. The design features a clean white base, the official Community Blood Bank logo, and a special anniversary message printed with pride:

“60 years of neighbors saving neighbors.”

More than just apparel, these polos represent decades of life-saving donations, unwavering community support, and a shared belief in making a difference. Each shirt is a tribute to the local heroes who have made Community Blood Bank’s work possible since 1966. Whether worn at the event or around town, they help supporters show their pride, spark meaningful conversations, and wear their impact on their sleeves!

This strategy effectively addresses Challenge 3, fundraising. It can also supplement Challenges 1 and 2, donor retention and getting new donors, by showing appreciation to donors and showing pride in the Community Blood Bank’s mission. It also acts as a symbol of brand awareness, grabbing the attention of new potential donors.



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Why:

For 60 years, Community Blood Bank has existed because neighbors step up for neighbors. Every donation, every life saved, has been made possible by a shared commitment to local impact. As we celebrate this milestone, we want to give people a way to wear that commitment proudly—and use it as a way to raise funds, awareness, and momentum for the future.

Selling golf polos branded with our anniversary message “60 years of neighbors saving neighbors” is more than a commemorative gesture. It is a strategic fundraising opportunity. These polos offer tangible value to supporters while reinforcing your mission. Each purchase directly supports the continued work of Community Blood Bank, making it a donation with a visible return.

This effort combines fundraising, brand visibility, and community engagement into one strategy. Unlike a traditional donation, buying a polo shirt gives supporters something they can wear and share. When participants wear the polos at the Fore Hearts Open, they become walking billboards for your message—starting conversations, spreading awareness, and showing others that they care about saving local lives.

Additionally, the limited-edition aspect drives urgency and interest. People love to be part of something special and time-sensitive, especially when it ties into a compelling cause they believe in. This initiative allows donors and eventgoers to literally wear their impact, while Community Blood Bank raises both critical funds and community recognition.



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It is a win-win: supporters get a high-quality, meaningful keepsake, and the Community Blood Bank gains financial support and dozens of brand ambassadors proudly representing our mission.

When:

- March 15, 2026: Deadline to place polo order
- April 1 – June 15, 2026: Polo promotion and pre-sale period
- June 16, 2026 (Event Day): Last chance sales and distribution at the Fore Hearts Open

How:

1. Finalize polo details

- Use vendor Opentip

Follow Cake Creative's design already set up here:

- The Community Blood Bank Polo Design – Opentip
- Select white polo with the Community Blood Bank logo + "60 Years of Neighbors Saving Neighbors"

Recommended sizing:

- 30 Medium
- 40 Large
- 25 XL
- 5 2XL

2. Place the order



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- Order deadline: March 15, 2026
- Quantity: 100 polos
- Cost per unit: \$17.38
- Total investment: \$1,738

3. Pre-event promotion campaign (April 1 – June 15):

- Use multiple channels to drive pre-orders and create excitement about wearing the polo to the event:
- Email blasts to past participants and the Community Blood Bank donor lists
- Website banner with call-to-action: “Wear your support. Celebrate 60 years with us.”
- Social media countdown posts featuring the polo, donor stories, and throwbacks
- QR codes and signs at every blood drive leading up to the event
- Front desk sales at the Community Blood Bank

Promote as:

- Limited-edition
- Pick-up at the event or in advance

4. Sell at the event (June 26):

- Set up a merchandise tent near registration
- Promote as “Last chance to get the official Fore Hearts Open 2025 Anniversary polo”
- Display visuals showing attendees already wearing the polo on the course



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Cost:

The estimated cost for 100 polos is \$1,738. Here is the breakdown:

- Sale price: \$45 per polo
- Cost: \$17.38 per polo
- Profit per unit: \$27.62
- Estimated units sold: 100

Estimated fundraising return:

- \$2,762 profit
- Dozens of brand ambassadors wearing your message across the region



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12. Commercial Video: 60 Years of Impact

What:

Cake Creative recommends creating and launching a 30-second video that highlights the Community Blood Bank's impact over the past 60 years. This video will serve as a powerful storytelling tool, showcasing key facts and compelling donor stories that illustrate the Community Blood Bank's vital role in saving lives and supporting local hospitals. By incorporating both impactful facts and personal narratives, the video will emphasize the importance of blood donation while fostering a strong emotional connection with viewers. The opening segment will feature a brief introduction to the Community Blood Bank, delivered either by Megan Solensky or the newly introduced Becky mascot. This introduction will set the stage for the video's core message, ensuring that audiences quickly grasp the Community Blood Bank's mission and the urgency of ongoing blood donations.

To strengthen the message, the video will highlight the critical medical procedures that rely on donated blood, demonstrating its life-saving impact. The heart of the video will focus on donor storytelling, incorporating direct quotes and testimonials from consistent donors who can share their personal motivations for giving blood. Additionally, including stories from individuals whose lives have been saved through blood donations will create a powerful and persuasive appeal. By highlighting these real-life experiences, the video will reinforce the significance of blood donation and encourage community participation.



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The advertisement will be designed for multi-platform distribution to maximize its reach and impact. It will air as a 30 second television commercial, ensuring that a broad audience, including those who may not actively engage with social media, is exposed to its message. Additionally, the video will be optimized for digital engagement and shared across key social media platforms, including Facebook, Instagram, TikTok, and LinkedIn. This cross-platform strategy will help the Community Blood Bank connect with different demographics, from younger potential donors active on TikTok to professionals on LinkedIn who may be inspired to organize workplace donation drives. By leveraging a combination of traditional and digital media, this campaign will effectively raise awareness, drive donor participation, and reinforce the Community Blood Bank's longstanding impact on the community.

Why:

This strategy directly supports the marketing plan's big idea, "60 Years of Neighbors Saving Neighbors," by both celebrating the Community Blood Bank's 60-year anniversary and emphasizing the local impact of blood donation. Through this tactic, the campaign highlights the organization's longstanding commitment to the community, reinforcing the idea that donating blood is not just an individual act of kindness, but a shared responsibility that has united neighbors for decades. By showcasing six decades of service, the commercial serves as both a tribute to past contributions and a call to action for continued donor participation. The video will act as a visual representation of this milestone, incorporating historical elements alongside new testimonials to create a strong emotional connection with viewers.



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Beyond celebrating the anniversary, this strategy is designed to educate and inspire action. The commercial will not only remind long-time donors of their crucial role but also introduce new audiences to the tangible impact of blood donation. Through compelling storytelling, viewers will see real examples of how donated blood has saved lives, making the decision to donate feel more personal and urgent. The video's blend of personal testimonials and real-world applications will strengthen both the educational and emotional appeal, making it a powerful tool to attract first-time donors while also reinforcing the commitment of existing supporters.

This approach aligns directly with the marketing plan's goals of retaining current donors and getting new ones (Challenges 1 and 2), by fostering community pride and encouraging action. Long-term donors will feel a renewed sense of purpose as they see the impact of their contributions, while potential donors will be motivated by the shared sense of responsibility within their community. By emphasizing the "neighbors saving neighbors" theme, the video not only commemorates the past 60 years but also sets the stage for continued growth and engagement in the future. This strategy effectively addresses Challenges 1 and 2 by ensuring that both retention and acquisition efforts are seamlessly integrated into the messaging.

When:

The "60 Years of Neighbors Saving Neighbors" campaign will officially launch in May 2026, aligning with the Community Blood Bank's anniversary celebrations and maximizing community engagement. The commercial will run through May and June of 2026, leading up to the anniversary



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month, to encourage both long-time donors and first-time participants to take action. We also recommend to bring back the commercial to air in December, as a final tribute to the 60 year anniversary. By spanning multiple months, this timeline ensures visibility and reinforces the ongoing impact of blood donation, helping to drive participation well beyond the initial launch.

How:

Here is a list of three TV stations in the Community Blood Bank service area with contact information:

1. WICU-TV (NBC Channel 12) – Erie, PA (Serving Warren, Corry, Titusville)

Contact:

- Matt Glass:
 - Phone: 814-454-5201
 - Email: mglass@erienewsnow.com.
- Website: <https://www.erienewsnow.com/story/20260905/advertise-with-us?clienttype=generic&mobilecgbypass#television>

2. WTAE-TV – Pittsburgh PA (Serving Butler)

Contact:

- Main desk phone (advertising inquiries): (412) 242-4300
- Email: newsteam@wtae.com



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- <https://www.wtaeadvertising.com/contact-us>

3. WNY News Now (Serving Jamestown, Chatauqua, Cattaraugus, and Allegany)

Contact:

- Email: newsdesk@wnynewsnow.com
- Phone: (303) 591-9873

These TV stations were chosen by Cake Creative because the three of them work together to reach most of the Community Blood Bank service area. The video will be produced to meet these factors:

- TV commercial adaptation: Create a concise 30-second spot with a strong call to action and clear branding. Target local news stations and cable networks to reach a diverse audience. Cake Creative recommends using Revox Media (<https://revoxmedia.com/>), a video production service in Erie, PA to produce this video. *(See the video script at Appendix 6)*
- Data-driven storytelling: Use compelling facts (number of hospitals served, uses for blood donations, success stories) in an easy-to-digest visual format.
- Donor and recipient testimonials: Feature short interviews or quotes from long-time donors and recipients to personalize the impact and appeal to emotions.



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- **Animated graphics:** Incorporate engaging motion graphics to make the content visually appealing and shareable. Including the new Becky mascot would also help enhance brand awareness.
- **Social media optimization:** Share the full video on Facebook and Instagram, post short snippets on TikTok, and upload a LinkedIn version with a professional tone.
- **Engagement Features:** Encourage viewers to comment with their own blood donation experiences and share the video to spread awareness.

Cost:

The total estimated cost for the infographic video is \$11,000. Here is the breakdown:

- \$2,000 cost for video production (filming and editing done by Revox Media).
- \$1,000 cost for paid social media advertising.
- \$8,000 cost for TV commercial airtime (local networks).



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13. **"How Many Gallons Can You Lift?" – A Strength Challenge for 60 Years of Neighbors Saving Neighbors**

What:

For 60 years, the Community Blood Bank has relied on neighbors helping neighbors to save lives. To honor this milestone and engage a new audience, Cake Creative proposes launching the “How Many Gallons Can You Lift?” Challenge. This is a competitive fitness contest that connects strength with saving lives. This campaign will partner with 5-10 gyms across the 14-county region, challenging members to lift their community by testing their strength in the gym and donating blood to help local hospitals. The “How Many Gallons Can You Lift?” contest will challenge gym-goers to lift as much weight as possible in a single session with the goal of matching or exceeding the gallons of blood needed in the community. Participants will also be encouraged to donate blood during a special blood drive event at their gym. The contest will be held before the blood drive, as we understand that lifting after donating blood is not recommended.

How the contest works:

1. The Strength Challenge:

- Participants lift as much weight as possible in one session.
- Gyms will provide tracking sheets so lifters can tally their total weight lifted.
- The goal? Lift at least 60 gallons’ worth of weight (1 gallon = 8.3 lbs., so 60 gallons = 500 lbs.).

2. The Blood Challenge:



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- Each gym will host a blood drive, giving lifters the chance to turn their strength into action by donating.
- Participants who donate blood get bonus points in the contest.

3. **Winners & recognition:**

- The top lifters from each gym (based on weight lifted) will be recognized with prizes.
- Gyms with the most blood donors will be honored as Community Champions and featured in press and social media.
- A final recap post will celebrate the total weight lifted and total pints donated across all gyms.

Why:

The "How Many Gallons Can You Lift?" challenge is a way for the Community Blood Bank to engage a new audience while reinforcing its 60-year legacy of neighbors saving neighbors. By tapping into the competitive spirit of gym-goers, this initiative turns fitness into a life-saving mission, encouraging participants to test their strength while directly supporting their community through blood donation. The campaign seamlessly integrates into the dedicated gym culture, where members are already motivated by challenges, making it a natural fit for engagement. More importantly, it sends a powerful message: true strength is not just about lifting weights—it is about lifting others. By connecting physical endurance with the life-saving impact of blood donation, this contest transforms a simple gym challenge into a movement that celebrates both individual achievement and collective community support. As the Community Blood Bank marks 60 years of service, this initiative



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modernizes its mission, proving that the tradition of neighbors helping neighbors can evolve in exciting, meaningful ways.

For 60 years, neighbors have lifted each other up by donating blood. This contest brings that tradition into a new, exciting challenge, showing that true strength is not just about lifting weights—it is about lifting lives. Through gym partnerships, community engagement, and competition, the “How Many Gallons Can You Lift?” contest will drive awareness, blood donations, and lasting impact. Let us see how strong our community really is!

This strategy aligns with the challenge of donor retention and getting new donors (Challenge 1 and 2), with the help of brand awareness and community pride.

Where:

Cake Creative recommends that the Community Blood Bank partner with gyms across all 14 counties served by the Community Blood Bank. Here are some recommendations of gyms:

- Erie County, PA – LECOM Fitness & Wellness, Iron Oxygen Fitness, Planet Fitness
- Crawford County, PA – Meadville YMCA, Snap Fitness
- Warren County, PA – Warren YMCA, Anytime Fitness
- McKean County, PA – Bradford Family YMCA, Allegheny Valley YMCA
- Chautauqua County, NY – Jamestown YMCA, Chautauqua Health & Fitness
- Allegany County, NY – Wellsville YMCA, Houghton Fitness Center
- Potter County, PA – Coudersport Wellness Center, Snap Fitness



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When:

This strategy is planned for October 2026. Coordinate with gyms to ensure exact dates.

How:

Cake Creative recommends collaborating with gyms to host the challenges, organize blood drives, and amplify event promotion. Leveraging social media will be key to driving participation, with engaging content that builds excitement and encourages community involvement. To further boost attendance, offering prizes and incentives will create an added layer of motivation, making the events both impactful and rewarding for participants.

Gym partnerships & promotion:

- At least 5-10 gyms will participate, hosting both the lifting challenge and a blood drive, where the Community Blood Bank Blood Mobile will come.
- Each gym will receive a promo kit with posters, social media content, and challenge tracking sheets.
- Trainers and gym staff will help encourage participation.

Marketing & social media:

- Use #GallonsLiftedChallenge to encourage participants to share their progress.
- Feature local gym trainers who support the cause.
- Promote real stories of blood donors and recipients to connect strength with impact.

Prizes & incentives:



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- Top lifters from each gym receive small prizes (branded gym gear, water bottles, gift cards).
- Blood donors get exclusive stickers to show their support.
- The gym with the most blood donors receives a Community Champion Award and a feature in media and social posts.

Cost:

The total estimated cost for this contest is \$4,500. Here is the breakdown:

- \$2,000 – Printed promotional materials (posters, tracking sheets, signage).
- \$1,500 – Social media content creation and ads.
- \$1,000 – Prizes and donor incentives (wristbands, stickers, gym gear).



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14. Digital Billboard Donation Tracker

What:

As part of the “60 Years of Neighbors Saving Neighbors” anniversary campaign, Cake Creative proposes a large-scale digital billboard initiative to track and publicly display the number of pints donated to the Community Blood Bank. The billboard(s) will feature a live or regularly updated donation counter, transforming the abstract act of giving blood into a visually powerful and collective community achievement. The billboard addresses Challenges 1 & 2, retaining donors and getting new donors.

The main feature of the billboard is a high-impact visual tracker, which could take one of several creative forms:

- A thermometer-style graphic that rises as more blood is donated.
- A giant blood bag that fills as the total pint count increases.
- An animated heartbeat or pulse line that becomes more vibrant with each milestone.
- A counter with numerical stats, such as: "3,268 Pints Donated – That's Up to 9,804 Lives Saved!"

This digital billboard will serve as a high-visibility symbol of progress, reminding the public that their donations matter, and that the community is coming together in a meaningful way. We recommend the billboard be placed in high-traffic areas in Erie, PA, such as on 26th street and Interstate 79, or on



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lower Peach Street to increase visibility. Cake Creative researched which board gets more impressions and found that Lamar Advertising's PEACH ST 100' N/O GRANDVIEW E/S F/N board gets 139,218/week¹⁹. The billboard should be updated frequently (daily or multiple times per day) using one of the following methods outlined to us by Lamar:

- Real-time RSS feed integration: If the Community Blood Bank's system can export real-time donation data, the billboard can automatically refresh without manual updates.
- Semi-manual updates by the Community Blood Bank: The Community Blood Bank staff can update a shared graphic file or template (once or twice daily), which Lamar will post.
- Scheduled manual updates by Lamar: The Community Blood Bank provides updated figures weekly or bi-weekly, and Lamar updates the display accordingly.

Why:

The billboard donation tracker is more than just a marketing tactic—it is a public celebration of community generosity and impact. Adding a digital billboard campaign that visually tracks blood donations taps into the powerful psychological principle of social proof, meaning people are more likely to take action when they see others doing the same²⁰. Watching the number of donated pints climb in real time creates a sense of momentum and urgency, showing the community that their neighbors are already stepping up. It transforms the concept of blood donation into a visible, measurable achievement.

¹⁹ <https://ib.lamar.com/app/?webmarket=erie#center=42.065309939743486,%20-80.0124104704589&zoom=12>

²⁰ <https://www.dynamicyield.com/glossary/social-proof/#:~:text=By%20definition%2C%20social%20proof%20is,should%20be%20doing%20it%2C%20too.>



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This not only boosts awareness but also motivates people who may be on the fence to participate, because they can immediately see the collective impact. It reinforces the idea that every single pint matters and contributes to a growing, shared success.

Key benefits:

- Visual proof of impact: When people see real numbers increasing, it reinforces that their donation has a visible, measurable effect.
- Builds momentum: Watching the pint count climb builds a sense of urgency and excitement, encouraging repeat donors and inspiring first-time participants.
- Reinforces community pride: The display becomes a city-wide symbol of how local people are stepping up to save lives. It positions blood donation as not just a responsibility, but a shared community achievement.
- Complements all other promotional activities: It ties in seamlessly with social media, press outreach, event activations, and donor center signage. People who see the billboard will be more likely to engage with the Community Blood Bank online or donate again.
- Drives foot traffic to the Community Blood Bank donation center: Including a call to action or QR code encourages immediate signups, especially from passersby who may not know where or how to donate.



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When:

The billboard will run towards the beginning of the campaign, throughout February and March. We recommend bringing back the billboard in late summer (August), when many people are traveling for vacations or college. Billboard updates should be made at least daily, with more frequent updates (1–2x per day) during peak donation periods to maximize excitement.

How:

Here are the important steps to implement this billboard advertising strategy:

Step 1: Confirm Logistics with Lamar Advertising

- Meet with the Lamar Erie team to review billboard specs, location options, and pricing. Phone number: [\(814\) 454-6435](tel:8144546435)
- Confirm Community Blood Bank's eligibility for nonprofit pricing:
 - \$2,500/month for one digital billboard (versus the usual \$4,400/month).
 - Or \$4,400/month for two billboard locations, doubling reach.
- Choose locations based on:
 - High traffic volume.
 - Proximity to donor centers or downtown areas.
 - Visibility from major roads or intersections.



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- Determine screen format (Lamar provides an 8 second repeating digital slot, total slots for the board is 8) and if animations/real-time graphics are supported.

Step 2: Billboard visuals

- Cake Creative has designed a template for this billboard that includes:
 - The current donation total.
 - A visual tracker (thermometer, bag, heartbeat, etc.).
 - “60 Years of Neighbors Saving Neighbors” branding.
 - A call to action (“Save your neighbors, donate today”).

Step 3: Set up update system

- Option A: Automated RSS/data feed
 - The Community Blood Bank team works with Lamar to connect a feed that auto-updates the pint count. An RSS feed (short for Really Simple Syndication) is a type of web feed that allows websites or systems to automatically share updated content in real time. In simple terms, it is like a live news ticker for websites or databases. When something changes, like a blog post is published or, in this case, a new blood donation is recorded, an RSS feed can instantly push that update to another platform (like a digital billboard, a



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website widget, or an app)²¹. If the Community Blood Bank has a system that tracks blood donations, it could potentially generate an RSS feed that constantly updates the current pint total. This feed could then be linked to the digital billboard, which would automatically update the number shown, without needing someone to manually upload a new file.

- Option B: Editable graphic template
 - Using a Canva template where the Community Blood Bank staff can input the current pint number.
 - Lamar replaces the graphic daily or twice daily.
- Option C: Scheduled manual updates
 - The Community Blood Bank emails updated numbers every Monday and Friday.
 - Lamar changes the graphic accordingly.

Step 4: Promote the campaign

- Promote the billboard via:
 - Instagram, Facebook, and TikTok.
 - Press release to local news outlets.
 - “Spot it & Share it” social media posts encouraging people to post photos when they see the billboard.

²¹ <https://ifttt.com/explore/how-to-use-rss-feeds>



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- Use hashtags like:
 - #NeighborsSavingNeighbors
 - #PintsThatCount
 - #ErieGivesBlood

Step 5: Engage throughout the campaign

- Weekly themes (“Milestone Mondays,” “Feel Good Fridays”) on social media highlighting new totals.
- Consider short-term challenges:
 - “Let’s add 500 pints by Thanksgiving!”
 - “Can we hit 10,000 by Christmas?”

Step 6: Post-campaign wrap-up

- Share final donation total across all platforms.
- Thank the Erie community for contributing.
- Use the momentum to drive into the next seasonal campaign or donor drive.



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Cost:

The estimated total cost for this strategy is \$5,000-\$8,800. Here is the breakdown:

1. Billboard rental:

- 1 billboard = \$2,500/month
- 2 billboards = \$4,400/month total
- 2-month run = \$5,000-\$8,800 total

2. Update labor:

- Minimal for manual updates (5–10 minutes daily).
- None if automated.

Here is a demo billboard design:





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15. Halloween Bar Promotion – Blood Bag Drinks at McCoy’s

Barrelhouse

What:

Cake Creative proposes a Halloween-themed partnership with McCoy’s Barrelhouse in Erie, PA, to support the Community Blood Bank through a limited-time specialty drink promotion. On Friday, October 30th and Saturday, October 31st, McCoy’s will feature “Blood Bag” cocktails, served in an IV-style drink pouch, with 50% of proceeds donated to the Community Blood Bank. The Blood Bag cocktail will be crafted with a blood-red, seasonal blend. Think vodka, cranberry, citrus, and a hint of spice. This is designed to appeal to Halloween partygoers looking for something festive, fun, and photo-worthy.

This initiative will align with both the festive Halloween spirit and the lifesaving mission of blood donation. The Blood Bag cocktail, served in IV-style drink pouches, will add a festive and eerie touch to the bar’s Halloween atmosphere, making it a perfect social media moment. To boost engagement, McCoy’s will encourage customers to share photos of their drinks on Instagram and Facebook using #BloodForGood and #NeighborsSavingNeighbors.

To further boost participation, a photo booth or spooky backdrop will be set up for customers to pose with their drinks and tag both McCoy’s and the Community Blood Bank, with a chance to be featured on their social media pages. By tying into Halloween’s spooky theme, this promotion will raise



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awareness for blood donation in a fun and approachable way while driving traffic to McCoy's during one of the busiest bar weekends of the year. The result is a high-impact, low-barrier community engagement event that makes giving back part of the Halloween celebration, all while boosting foot traffic, creating buzz, and positioning McCoy's and the Community Blood Bank as partners in community-driven fun.

Why:

This strategy aligns with the “60 Years of Neighbors Saving Neighbors” initiative by reinforcing the importance of blood donation in a creative, engaging, and community-driven way. Halloween offers a timely and thematic opportunity to capture attention, and the Blood Bag drink promotion provides a fun, low-effort way for people to support a lifesaving mission during one of the busiest bar weekends of the year. The strategy is crafted to address Challenge 3, fundraising for the Community Blood Bank. However, brand visibility can help get new donors (Challenge 2).

By partnering with McCoy's Barrelhouse—a popular, community-loved bar in Erie—this initiative brings the Community Blood Bank into nightlife culture in a fresh and unexpected way. Guests can order a spooky, IV-style Blood Bag cocktail, with 50% of the proceeds benefiting the Community Blood Bank. It is a simple transaction that turns an ordinary night out into a chance to give back. This format makes the promotion highly accessible, especially for younger, socially active individuals who may not be regular blood donors yet but are responsive to cause-based marketing and experiences that feel shareable and relevant.



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The visually appealing drink and Halloween theme are designed for social media, encouraging guests to post photos and tag the experience. This organically boosts visibility, extends the campaign's reach beyond the bar, and keeps the Community Blood Bank top-of-mind in the digital space. While the promotion does not involve a blood drive, it introduces the Community Blood Bank in a fun, non-medical setting that builds positive brand association and sparks new conversations about its mission.

Most importantly, the campaign reinforces the idea that strength, community, and generosity can show up anywhere, even in a festive cocktail. By tying the promotion into the Community Blood Bank's 60th anniversary, the Blood Bag drink becomes more than just a seasonal promotion, it becomes a symbol of neighbors continuing to support neighbors in meaningful, modern, and memorable ways, even if it is not directly giving blood.

How:

To ensure the Halloween "Blood Bag" cocktail promotion is executed smoothly and effectively, Cake Creative recommends the following step-by-step process. This strategy is designed to integrate seamlessly into McCoy's Barrelhouse's Halloween weekend activities while maximizing the community's engagement and the Community Blood Bank's visibility. The process will include preparation leading up to the event, the actual promotion during the weekend, and follow-up steps to track success and ensure lasting impact.



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Step 1: Coordinate with McCoy's Barrelhouse

- Initial meeting: Set up a meeting with McCoy's Barrelhouse to discuss the campaign logistics, including timing, the cocktail recipe, and promotional materials.
- Finalize the details: Confirm the specific date and time for the promotion, ensuring it aligns with Halloween weekend (October 2026). Discuss how 50% of proceeds will be tracked and ensure McCoy's team is aligned with the percentage of sales donation structure.
- Agree on the drink special: Work with McCoy's staff to finalize the cocktail recipe and presentation for the Blood Bag drink, ensuring it is visually appealing and Instagram-worthy. This will likely involve a mix of red liquids (such as cranberry juice with a clear vodka), served in IV-style blood bag drink pouches. These pouches will be purchased in bulk from Amazon and provided by the Community Blood Bank. The Community Blood Bank can ask McCoy's if they are willing to contribute half of the cost for these pouches.
- Here is a direct link to purchase the pouches: [Blood Bag Drink Pouches](#)

Step 2: Develop marketing materials

- Promotional materials: Use flyers, posters, and digital content (social media posts, Stories, etc.) to advertise the Blood Bag cocktail promotion. These assets will be shared both in the bar and on the Community Blood Banks and McCoy's social media accounts.



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- Provide McCoy's with ready-to-share content to ensure consistency in messaging and visuals, staying aligned with both the Halloween theme and the Community Blood Bank's branding.
- Event page: Create a Facebook event page with all the details, including the cocktail's cost, the proceeds donation, and a call to action encouraging people to come out and support the cause.

Step 3: Promote the event

- Start early promotion: Begin promoting the event 2-3 weeks in advance, posting teaser content and countdowns on both the Community Blood Banks and McCoy's social media pages. Use hashtags like #BloodBagDrink, #NeighborsSavingNeighbors, and #McCoysBarrelhouse to boost the visibility of the campaign.
- Social media engagement: Post countdown reminders leading up to Halloween weekend to generate excitement. Share behind-the-scenes content of drink preparation and sneak peeks of the Halloween setup.

Step 4: Implement the promotion on Halloween weekend

- Implement the drink station: On the night of the event, ensure the Blood Bag drink is ready to serve. The IV bag presentation should be eye-catching, and the drinks should be easy for bartenders to prepare.
- Promote at the bar: Have McCoy's staff remind guests about the campaign when they order the Blood Bag drink, explaining that 50% of the proceeds go to the Community Blood Bank. This can be done with table tents, posters, and verbal reminders from bartenders.



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- **Interactive experience:** Encourage guests to take photos of their Blood Bag drink and share them on social media with the campaign hashtags. Offer small incentives, such as a shout-out on social media, for those who post their photos and tag McCoy's or the Community Blood Bank.

Step 5: Post-Event Engagement

- **Thank you:** After Halloween weekend, post a thank-you message on the Community Blood Bank's social media pages, expressing gratitude for everyone who participated. Include visuals from the event, showcasing people enjoying the Blood Bag drinks and highlighting how much was raised for the Community Blood Bank.
- **Share impact:** After calculating the total amount raised, create a post detailing the impact, "Thanks to your support, we raised \$X for the Community Blood Bank, helping save lives right here in our community!"
- **Engage with participants:** Repost any guest photos from Instagram or TikTok and continue using the campaign hashtags to foster a lasting conversation about the event. Consider offering a follow-up social media post or thank-you message from McCoy's to further build the relationship.

When:

The promotion will take place during Halloween weekend, October 2026, with the most significant activity occurring on the weekend itself (October 30-31). The event will be promoted 2-3 weeks prior to the weekend to generate buzz, starting in early October.



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- Pre-event promotion: Begin social media and in-bar promotion 2-3 weeks before the event (early to mid-October 2026), with teaser posts, countdowns, and engagement activities. This will allow enough time to create excitement and raise awareness of the Blood Bag drink promotion.
- Event day: The primary promotional push will happen on Halloween weekend (October 30-31), during peak hours at McCoy's Barrelhouse.
- Post-event engagement: After Halloween weekend, continue social media engagement and post-event communication (thank you posts, impact sharing, and participant engagement) during the first week of November.

Cost:

The estimated cost of this strategy is \$500-\$1,000. Here is the breakdown:

- Blood Bag drink pouches: The Blood Bag drink pouches can be purchased from Amazon at approximately \$0.50 to \$1.50 per pouch (depending on quantity). The Community Blood Bank will provide these pouches to McCoy's Barrelhouse. The estimated total cost for purchasing enough pouches for the promotion will depend on the expected number of drinks sold but can be calculated based on the number of customers McCoy's expects during Halloween weekend. McCoy's Barrelhouse will be asked to go half on the cost of these pouches, so the Community Blood Bank will only be responsible for 50% of this expense.
- Marketing materials: The cost for marketing materials, including printed posters, flyers, and a photoshoot backdrop will be minimal, as most content will be shared via social media. Estimated



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cost for design and printing may range from \$200 to \$500 depending on the volume of printed materials. These costs will be split between the Community Blood Bank and McCoy's Barrelhouse.

- Social media advertising: If the Community Blood Bank and McCoy's decide to invest in social media ads for broader reach, the estimated cost will be between \$100-\$300 for targeted Facebook and Instagram campaigns promoting the event.
- Total Estimated Cost: Based on initial estimates, the total cost for the campaign, including drink pouches, marketing materials, and social media ads, is likely to be around \$1,000, with the Community Blood Bank likely contributing approximately half of the costs (\$500).

This plan ensures the campaign is executed seamlessly while keeping McCoy's Barrelhouse and the Community Blood Bank's mission at the forefront. With creative drink offerings, strong social media engagement, and a community-driven cause, this Halloween promotion is set to make a significant impact, both in terms of awareness and fundraising.



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16. Blood Drive Mobile Exterior Sign

What:

Cake Creative proposed new exterior decorations to the Community Blood Bank for their blood drive mobile vehicles. Leveraging the appeal of the new "Becky" design, Cake Creative believes maximizing her visibility is important. Our members believe this approach will pique public curiosity about the Community Blood Bank through the adorable Becky image. For that reason, they recommend applying decals of the Becky mascot to both sides of the Community Blood Bank's two blood drive mobile vehicles.

Why:

Blood drive mobile is one of the primary vehicles, and it appears in many locations in Erie city, Northwest Pennsylvania and West New York area. In order to do that, we believe that a well-designed vehicle wrap would help the Community Blood Bank stand out and strengthen the brand image better. Advertising on vehicles is not usually considered as intrusive as same as online pop-ups, telemarketing calls, or interruptive commercials. Most importantly, the strategy is designed to emphasize the big idea "Neighbors Saving Neighbors." With the appearance physical advertising on blood drive mobile, the brand image will reinforce stronger and more powerful to gain people awareness of mission of the Community Blood Bank, which finally lead to the increase of new and younger donors in the community (Challenge 2).



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When:

Cake Creative recommends applying the new decorative wraps to two blood drive mobiles during September 2026. An exact date is not being proposed at this time because the application process needs to be aligned with the blood drive schedule. The Community Blood Bank can determine the specific date(s) in September once the blood drive schedule for September 2026 is finalized.

How:

Design Proposal:

Cake Creative proposes a design for the exterior wrap of the blood drive mobiles that is simple yet strongly represents the spirit of the Community Blood Bank. The design will feature a pastel blue background with wave-shaped decorations in the bottom-right and top-left corners. The name “Community Blood Bank” will be placed to the right of the door, along with the ‘Fourheart’ logo. We do not recommend using the anniversary logo, as this wrap may be used in subsequent years. The Becky mascot will be placed to the left of the door, accompanied by a speech bubble graphic saying, “Hi, I am Becky.”

Installation Recommendation:

For the installation of the wraps on the blood drive mobiles, we recommend that the Community Blood Bank reach out to the Fast Signs company in Erie regarding their ‘Custom Vehicle Graphics’ service. According to our research, Fast Signs has completed numerous exterior advertising projects and has received a high rating of 4.8/5 on Google. The Community Blood Bank can create a draft design



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using Canva and then upload it to the Fast Signs website to request a price quote. It is important to include the detailed dimensions of the blood drive mobiles in the request.

- Production timeline: Recommend doing initial contact on Fast Sign website (fastsigns.com) on August 3rd, 2026

Cost:

The total estimated cost for blood drive mobile exterior sign is \$7,000 (\$3,500 for each vehicle)

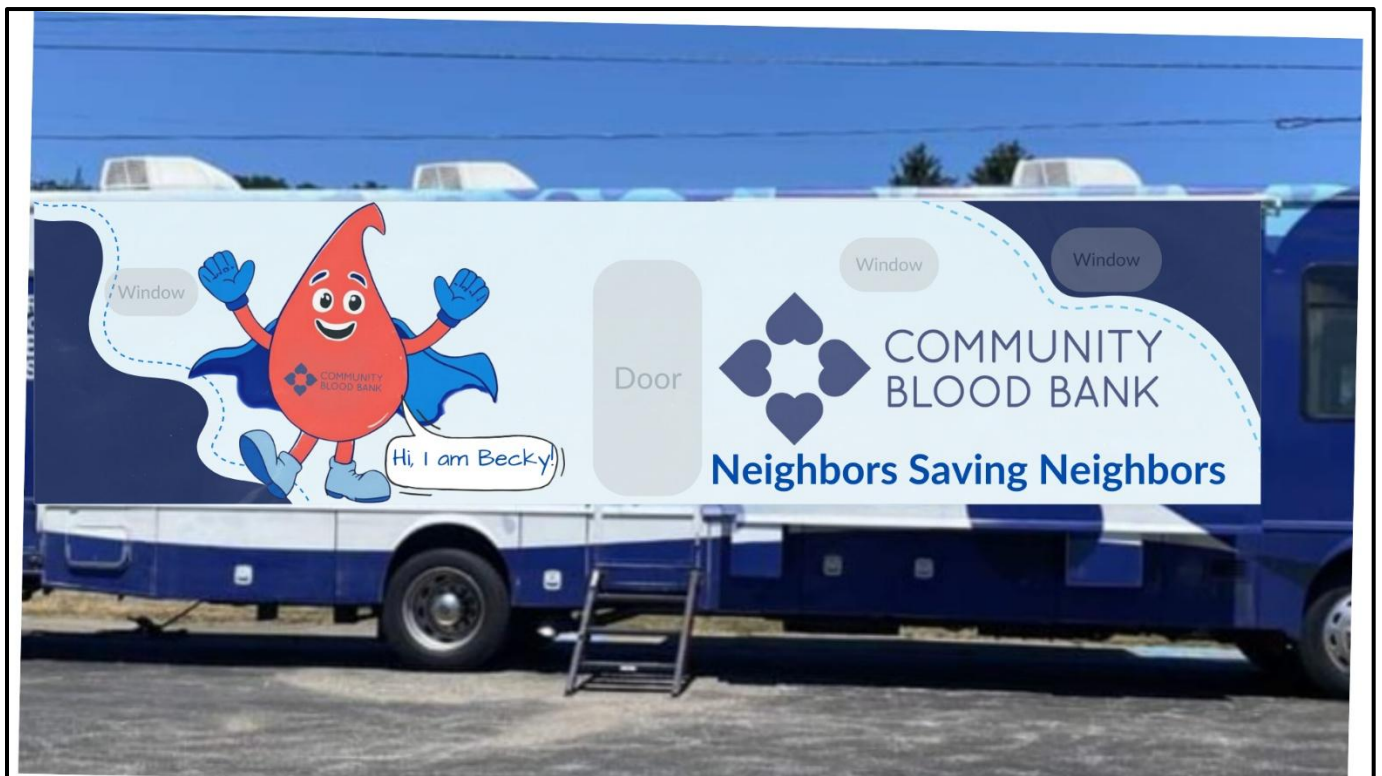
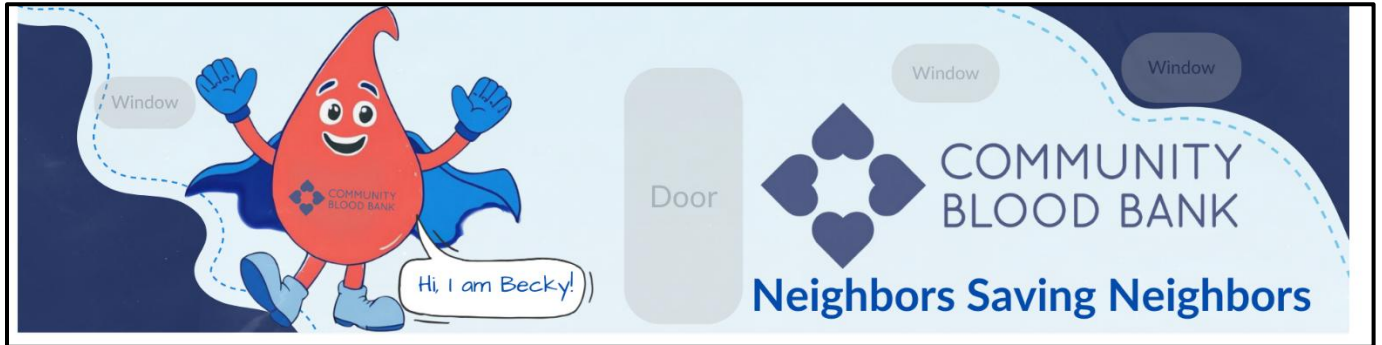


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Here is the demo design for with blood drive mobile with Becky:





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17. Becky Plush Toy Holiday Strategy - Neighbors Saving

Neighbors – One Hug at a Time!

What:

To celebrate the Community Blood Bank's 60th anniversary, Cake Creative recommends the Community Blood Bank to launch a heartwarming holiday strategy featuring custom plush toys of the newly refreshed mascot, Becky. The plush toy can be made through Promo Bears, the same trusted company producing the Becky mascot costume.

The campaign has two heartfelt components:

1. Holiday gifting to children in local hospitals:

- Plush Becky toys will be delivered to all 16 partner hospitals in December 2025 and distributed to pediatric patients staying in the hospital over the holidays. These gifts offer emotional support and serve as a visible symbol of community care made possible by blood donors.

2. Blood drive incentive giveaway:

- Remaining plush toys will be offered as exclusive giveaways at blood drives in early 2026 to attract new donors and reward returning ones, addressing two campaign challenges: getting new donors, and retaining existing donors.

Becky is not just a mascot. She is a tangible extension of the Community Blood Bank's mission: a cuddly reminder that neighbors really are saving neighbors.



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Why:

Cake Creative believes this strategy will be effective because it taps into powerful human emotions—care, community, and comfort—while also solving two of the most pressing donor engagement issues, retention, and acquisition.

Delivering these plush toys to children in hospitals during the holidays is a deeply emotional and visible gesture that reinforces the life-saving power of blood donation. Every plush toy is a physical representation of a blood donor's impact, creating a clear line between action and outcome. The plush toys also serve as a symbol and object of comfort for the struggling children.

This strategy seamlessly integrates the “60 Years of Neighbors Saving Neighbors” anniversary message. The plush Becky toys are not just promotional items, they are symbols of local generosity. Each gift given to a child is a result of a neighbor's selfless act to donate blood. When those same toys are given to donors, it creates a full-circle story of kindness. The strategy is more than a giveaway, it is a movement of neighborly love, beautifully packaged in the form of a Becky plush.

How:

1. Design and production

- Work with Promo Bears to create a custom Becky plush toy, modeled after the costume.
- Order 1,000 plush toys, approximately 8” tall, with accurate details (logo, uniform, friendly expression).



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- Include a custom hang tag that reads: “You have just been hugged by a community of neighbors. #NeighborsSavingNeighbors”
- Based on the attached pricing brochure: \$9.00 per toy x 1,000 units = \$9,000.00 total

2. Hospital distribution

- Coordinate with the Pediatric departments at all 16 partner hospitals to distribute toys the week of Christmas. This can be done by a Community Blood Bank staff member, or done by a staff member of the hospitals.
- Pair each plush with a holiday card signed by the Community Blood Bank and local donors.
- If possible, document 1–2 deliveries with photos (with permissions) for press and social content.

3. Donor incentives

- Reserve ~300–400 plush toys for blood drives in December.
- Promote these as limited-edition Becky gift available to the first set of donors at select drives.
- Create marketing materials:
 - Social: “Give Blood. Get Becky.” Short form videos such as reels and TikToks can also be posted, with the plush Becky toy being the focus and “talking” to the camera.
 - Posters/flyers for the donor center: “This winter, give the gift of life—and get a Becky plush in return. Limited supply!”
 - Use the promotion to target first-time donors and re-engage lapsed ones.



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4. PR and media

- Send a press release to local TV, radio, and print outlets showcasing the Becky toy drop-offs.
- Share video reels, donor quotes, and behind-the-scenes packaging on Instagram, TikTok, and Facebook.
- Tie everything back to the 60th anniversary: “For 60 years, our neighbors have saved lives. This holiday season, we are giving a hug back.”

When:

The beginning stages of development for this strategy will begin in mid-October of 2026, allowing enough time for the toys to arrive just in time for the holiday season. Here are more details regarding the timeline for this strategy:

- Finalize design with Promo Bears – October 14th
- Place order (6–8 week (about 2 months) lead time) – October 16th
- Print tags/cards and prep gifts – Once toys arrive
- Hospital toy delivery – First or second week of December
- Continue giving plush toys at blood drives – the rest of December



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Cost:

The total estimated cost for this strategy is \$9,900. Here is the breakdown:

- Plush Toys (1,000 units) at 9.00 each = \$9,000
- Custom hang tags = \$150
- Holiday cards = \$250
- Gift packaging (bags, tissue) = \$200
- Marketing materials (print) = \$300



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18. NIL (Name, Image, Likeness): Sponsorship to College Athletes in the Local Area

What:

Cake Creative recommends that the Community Blood Bank sponsor college athletes at Gannon University, Mercyhurst University, University of Pittsburgh at Bradford, and Jamestown Community College to serve as official ambassadors. These athletes will represent the brand on social media, at campus events, and in their communities, promoting the Community Blood Bank's mission, services, and values. NIL deals allow college athletes to receive compensation for the use of their name, image, and likeness — including brand partnerships, social media posts, and promotional campaigns.

This strategy helps to increase brand awareness, as well as get the attention of a younger audience, who can potentially become blood donors. The Community Blood Bank is all about local support, and college athletes are hometown heroes. Their involvement in donation campaigns reinforces the “**Neighbors Saving Neighbors**” message by showing real, recognizable faces making a difference in their community.

Many people are more likely to act on messaging that comes from someone they know or admire. A trusted local athlete advocating for blood donation can have a powerful emotional impact, especially if paired with storytelling ("I donate because a teammate once needed blood"). Athletes can create and share content around blood drives, donation reminders, or even limited-edition incentives



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(like the Becky plush or clothing). This amplifies the Community Blood Bank's reach and provides fresh, organic content that stands out more than traditional ads.

Example NIL Campaign Ideas:

- Video stories: Athlete shares a personal or family connection to blood donation (adds emotional weight).
- Instagram reels/TikToks: Light, funny content like "What to expect when giving blood," led by an athlete.
- Challenge drives: Compete with rival schools to get more student donors, great for sports rivalries.

Sample messaging:

- "I give blood because teammates are family, and so is this community. Join me in donating through the Community Blood Bank. #NeighborsSavingNeighbors"

Why:

We believe that partnering with college athletes through NIL (Name, Image, and Likeness) deals is a smart and strategic move for the Community Blood Bank because it helps bridge the gap between younger audiences and the critical need for blood donation. College athletes often have strong community ties and engaged followers, especially among Gen Z — a demographic that is traditionally harder to reach and less likely to donate. By having these athletes promote the importance of blood



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donation through their social media platforms and personal lives, the Community Blood Bank can tap into peer influence to make blood donation feel relevant, accessible, and even aspirational.

This strategy also effectively aligns with the Community Blood Bank’s “60 Years of Neighbors Saving Neighbors” message by highlighting a new generation of community heroes. College athletes are not just performers on the field — they are sons, daughters, neighbors, and leaders within their campuses and hometowns. By partnering with them, the Community Blood Bank reinforces the idea that saving lives is a collective effort that crosses generations and backgrounds. NIL deals humanize the blood donation experience and provide a storytelling opportunity that connects emotion, influence, and community service. It is a modern, culturally relevant way to keep the mission fresh, reach new donors, and deepen local pride in the life-saving work that the Community Blood Bank does every day.

When:

Research for prospective candidates and ordering athlete gear will begin during the summer of 2026 (July, August) and sponsorship of athletes will begin during the Fall semester of 2026 (September).

How:

- Selection process: The Community Blood Bank will identify and contact potential athletes with strong local influence and alignment with the brand’s values. Interested athletes will apply or be nominated.
- Criteria: Includes social media following, likes, and posts, success in respective sports, and influence in their college town.



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- Contracts: Each athlete will enter into a Name, Image, and Likeness (NIL) agreement outlining expectations, compensation, and terms.
- Responsibilities: Ambassadors will:
 - Attend community and campus events sponsored by the Community Blood Bank
 - Be a spokesperson for the Community Blood Bank at their respective schools
 - Repost about blood drives near them, put the Community Blood Bank name and link in their profile, make their own posts about the Community Blood Bank and blood donation, and be in posts to help market the Community Blood Bank.
- Support: The Community Blood Bank will provide a book bag, t-shirt, hoodie, and a \$100/month stipend. The NIL deals will run for 3 months.

Cost:

The total estimated budget for this strategy is \$2,810.20. There will be a one-time cost of \$810.20 for the gear that will be provided to athletes. CAKE Creative recommend the Community Blood Bank purchase high-quality T-shirts and bags for the athletes to wear the gear more often. Then there will be a total cost of \$2,000 (\$500/month) for the stipend to the athletes. Here is the breakdown:

- Stipend will cost a total of \$500/month
 - \$100/month per athlete (5 athletes, 1 for each school listed above)
 - \$500/month x 4 months = \$2,000



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- \$137.45 total for hoodies (\$27.49 per hoodie)



- \$437.75 total for bags (\$87.55 per bag)





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- \$235 for t-shirt (\$47 per t-shirt0





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Timeline

This plan is built to be executed throughout 2026, the 60th anniversary of the Community Blood Bank.

January

- **January 1, 2026:** Release of the Becky Mascot Refreshed
- **January 1, 2026:** Start of Free Premium: Car Air Freshener and Polaroid Photo
- **January 12, 2026:** Start of Spring Semester Fundraising Activities with Fraternities/Sororities Members
- **January 13, 2026:** Release of the Newsletter First Edition (release one every two weeks for the remaining year)
- **January 17, 2026:** Start of Fundraising Activities with Fraternities/Sororities Members
- **January 2026:** Social Media Organic Content

February

- **February 1, 2026:** Chatbot Release
- **February 1, 2026:** Release Feb. Social Media Paid Advertising
- **February 2, 2026:** Start of Milestone Pin Program
- **February 1, 2026 – February 28, 2026:** Billboard
- **February 2026:** Social Media Organic Content
- **February 2026:** Free Premium: Car Air Freshener and Polaroid Photo



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March

- **March 1, 2026:** Release Mar. Social Media Paid Advertising
- **March 15, 2026:** Deadline to place order for Polo
- **March 1, 2026 – March 31, 2026:** Billboard
- **March 1, 2026 – March 31, 2026:** 60 Years of Impact Commercial
- **March 2026:** Social Media Organic Content
- **March 2026:** Free Premium: Car Air Freshener and Polaroid Photo

April

- **April 1, 2026:** Release Apr. Social Media Paid Advertising
- **April 2026:** Start of Polo Promotion and Pre-Sale Period
- **April 25, 2026:** 60th Year Anniversary Event
- **April 1, 2026 – April 30, 2026:** 60 Years of Impact Commercial Video
- **April 2026:** Social Media Organic Content
- **April 2026:** Free Premium: Car Air Freshener and Polaroid Photo

May

- **May 1, 2026:** 60 Years of Impact Commercial Video
- **May 29, 2026:** Baby Boomer Bingo
- **May 31, 2026:** End of Spring Semester Fundraising Activities with Fraternities/Sororities Members
- **May 2026:** Social Media Organic Content



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- **May 2026:** Free Premium: Car Air Freshener and Polaroid Photo

June

- **June 1, 2026 – June 30, 2026:** 60 Years of Impact Video
- **June 15, 2026:** End of Polo Promotion and Pre-sale Period
- **June 16, 2026:** Last Chance Sale on Commemorative Polo
- **June 2026:** Social Media Organic Content
- **June 2026:** Free Premium: Car Air Freshener and Polaroid Photo

July

- **July 1, 2026:** Start Searching for Potential NIL Candidate
- **July 1, 2026:** Release Jul. Social Media Paid Advertising
- **July 1, 2026 – July 31, 2026:** Billboard
- **July 2026:** Social Media Organic Content
- **July 2026:** Free Premium: Car Air Freshener and Polaroid Photo

August

- **August 1, 2026:** Release Aug. Social Media Paid Advertising
- **August 14, 2026:** Select Candidate for NIL Deal
- **August 16, 2026:** Purchase Gear for NIL Athletes
- **August 17, 2026:** Start 2026 Fall Semester Fundraising Activities with Fraternities/Sororities Members
- **August 1, 2026 – August 31, 2026:** Billboard



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- **August 2026:** Social Media Organic Content
- **August 2026:** Free Premium: Car Air Freshener and Polaroid Photo

September

- **September 1, 2026:** Release Sept. Social Media Paid Advertising
- **September 1, 2026:** NIL Stipend
- **September 25, 2026:** Baby Boomer Bingo
- **September 2026:** Social Media Organic Content
- **September 2026:** Free Premium: Car Air Freshener and Polaroid Photo

October

- **October 1, 2026:** Release Oct. Social Media Paid Advertising
- **October 1, 2026:** NIL Stipend
- **October 10, 2026:** Begin Promoting Halloween Bar Promotion
- **October 14th:** Finalize Design with Promo Bears
- **October 16th:** Place Order for Promo Bear
- **October 30 & 31, 2026:** Halloween Bar Promotion
- **October 2026:** How Many Gallons Can You Lift Strength Challenge
- **October 2026:** Social Media Organic Content
- **October 2026:** Free Premium: Car Air Freshener and Polaroid Photo
- **October 2026:** How Many Gallons Can You Lift Strength Challenge (coordinate with gyms for exact dates)



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November

- **November 1, 2026:** NIL Stipend
- **November 1, 2026:** Release Nov. Social Media Paid Advertising
- **November 2026:** Social Media Organic Content
- **November 2026:** Free Premium: Car Air Freshener and Polaroid Photo

December

- **December 1, 2026:** Release Dec. Social Media Paid Advertising
- **December 1, 2026:** NIL Stipend
- **December 12, 2026:** End of Fall Semester Fundraising Activities with Fraternities/Sororities Members
- **December 1, 2026 – December 13, 2026:** Hospital Toy Delivery
- **Rest of December:** Giving Plush Toys at Blood Drives
- **December 2026:** Social Media Organic Content
- **December 2026:** Free Premium: Car Air Freshener and Polaroid Photo



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Budget

The Community Blood Bank has a total advertising budget for this plan of \$10,000/month.

Budget breakdown by month:

Month	Strategy	Cost
January		
	Becky	\$6,775.00
	Newsletter	\$720.00
	Premium	\$3,637.00
	Total for the Month	\$11,132.00
February		
	Chatbot	\$174.00
	Pin program	\$2,370.00
	Social Media Advertising	\$2,500.00
	Billboard	\$4,400.00
	Total for the Month	\$9,444.00
March		
	Polos	\$1,738.00
	Social Media Advertising	\$2,500.00
	Billboards	\$4,400.00
	Total for the Month	\$8,638.00
April		
	Anniversary Event	\$9,223.00
	Social Media Advertising	\$2,500.00
	Total for the Month	\$11,723.00
May		
	Bingo	\$1,019.25



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TV Commercial	\$11,000.00
Total for the Month	\$12,019.25

June

TV Commercial	\$9,000.00
Total for the Month	\$9,000.00

July

Billboard	\$4,400.00
Social Media Advertising	\$3,000.00
Total for the Month	\$7,400.00

August

Billboard	\$4,400.00
Fraternity & Sororities	\$600.00
NIL Gear Purchase	\$820.00
Social Media Advertising	\$3,000.00
Total for the Month	\$8,820.00

September

NIL Athletes Stipend	\$500.00
Bingo	\$1,000.00
Social Media Advertising	\$2,500.00
New sign at donor center	\$7,000.00
Total for the Month	\$11,000.00

October

Lifting Event	\$4,500.00
Halloween	\$1,000.00
NIL Athletes Stipend	\$500.00
Social Media Advertising	\$2,500.00
Total for the Month	\$8,500.00

November

Becky Plushie Toys	\$9,900.00
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NIL Athletes Stipend	\$500.00
Social Media Advertising	\$2,500.00
Total for the Month	\$12,900.00

December

TV Commercial	\$9,000.00
NIL Athletes Stipend	\$500.00
Total for the Month	\$9,500.00

Annual Total	\$120,076.25
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Evaluation

The success of this plan will be measured by tracking donor retention rates, new donor acquisition, and overall blood supply levels in local hospitals. Key performance indicators (KPIs) include repeat donation rates, engagement with digital content, number of partnerships, and fundraising numbers. In addition, we will monitor the return rate of new donors and evaluate fundraising performance and donor retention during the specific time periods when strategies are actively implemented. These insights will help us determine which tactics are most effective. Adjustments will be made based on donor feedback and overall campaign effectiveness.

Looking at how often people come back to donate tells the Community Blood Bank how engaged they are with the mission. Success will also be shown by the number of community partnerships built and how much the Community Blood Bank raises through fundraising. Finally, collecting feedback from donors to learn what worked, what did not, and how the Community Blood Bank K can improve future efforts. All this information will help adjust the campaign as needed and make sure it truly supports your goals—raising funds, increasing awareness, and saving more lives.



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Conclusion

At the heart of this campaign is a simple but powerful message: **60 Years of Neighbors Saving Neighbors**. For six decades, the Community Blood Bank has been sustained by everyday people stepping up for one another—giving blood, giving time, and giving hope. This anniversary is not just a celebration of the past; it is a recognition of the community that made it all possible and a reminder of the strength we have when we come together.

This plan is designed to strengthen Community Blood Bank's long-term impact. By highlighting the local, life-saving impact of every donation and giving supporters tangible ways to get involved, we are not just asking for a one-time gift, but inviting people to become part of a movement. Through targeted storytelling, community-focused outreach, and strategic partnerships, we hope to deepen the emotional connection donors feel with the Community Blood Bank's mission. When people understand the real difference their donation makes for neighbors, friends, and loved ones, they are more likely to give again and encourage others to do the same. This approach helps build a donor base that is not only larger, but also more engaged, loyal, and passionate.

Ultimately, this campaign can help ensure a stable and consistent blood supply for our region, something that benefits everyone. It is about honoring the past 60 years while laying the foundation for the future. On behalf of Cake Creative, thank you for the opportunity to present this plan, and for the time, trust, and collaboration you have given us. We are excited to support the Community Blood Bank



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in continuing its mission of saving lives. Together, we can make this anniversary not just a celebration, but a catalyst for even greater impact!



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Appendix

Appendix 1:

Question for quantitative survey

1. **Age**
 - 16 – 23
 - 24 – 35
 - 36 – 50
 - 50 – 65
 - Older than 65
2. **Gender**
 - Female
 - Male
 - Not prefer to answer
3. **Ethnicity**
 - White
 - African American
 - Asian
 - Pacific Islander
 - Middle Eastern
 - Hispanic or Latino
 - Others
4. **Employment Status (Can choose more than 1)**
 - Full-time student
 - Part-time worker
 - Full-time worker
 - Retire
- Non-employed
5. **Have you ever donated blood before?**
 - Yes
 - No
6. **On the scale 1 – 5, how convenient do you find to donate blood?**
 - 1 (Very inconvenient)
 - 2
 - 3
 - 4
 - 5 (Very convenient)
7. **If it is convenient, how likely would you donate blood?**
 - 1 (Non-likely)
 - 2
 - 3
 - 4
 - 5 (Most likely)
8. **Are you afraid of needles?**
 - Yes
 - No
9. **Do you have any concerns about blood donation?**
 - Yes
 - No



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Appendix 2:

Video Script: Becky's Hero Reveal

Objective: Introduce the new Becky mascot costume and connect her transformation to the 60th anniversary and community support. **Format:** Vertical Video (~15-30 seconds) **Setting:**

Community Blood Bank - Erie Donor Center (Waiting Area / Main Entrance) **Characters:**

- **STAFF 1:** (Friendly, perhaps holding a clipboard or tablet)
- **STAFF 2:** (Working nearby, helpful)
- **HERO BECKY:** (Person in the new mascot costume - energetic, positive, voice should be clear and friendly)

(SCENE START)

[SCENE 1] (0-4 seconds)

- **VISUAL:** Opens in the Community Blood Bank waiting area. STAFF 1 looks around, then points with slight confusion at an empty spot where the old Becky might usually be displayed.
- **AUDIO:** (Optional: Light, slightly quizzical background music begins)
- **STAFF 1:** (Looking around, puzzled) Hey... was not Becky right here?

[SCENE 2] (4-8 seconds)



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- **VISUAL:** Staff 1 walks over quickly to STAFF 2 who is nearby (at a reception desk or prepping supplies).
- **STAFF 1:** [Staff 2's Name], have you seen Becky anywhere? She vanished!
- **STAFF 2:** (Looks up, shakes head, shrugs) Becky? No idea! Strange! *(Optional: They both do a quick, playful look around their immediate area).*

[SCENE 3] (8-15 seconds)

- **VISUAL:** Sound of the main Community Blood Bank entrance door opening (can use SFX if door is not easily filmed). Staff 1 and 2 turn toward the sound with surprised expressions. **HERO BECKY** (person in the new costume with blue gown, gloves, shoes) strides confidently into view. Maybe strikes a gentle "hero pose" (one hand on hip, smiling, chest slightly puffed out).
- **AUDIO:** (Music shifts slightly – becomes a bit more upbeat and positive, maybe a subtle *swoosh* or *sparkle* SFX on Becky's entrance).
- **STAFF 1 & 2:** (Audible gasp or "Whoa!")

[SCENE 4] (15-28 seconds)

- **VISUAL:** Medium close-up on HERO BECKY. Becky gestures proudly to her new blue gown/accessories.



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- **HERO BECKY:** (Warm, energetic voice) Looking for me? All the amazing life-saving power shared by our neighbors over the **last 60 years** gave me a heroic upgrade! (*Does a little positive gesture, like a thumbs-up or friendly wave towards the camera*). Ready to help save even more lives together!
- **HERO BECKY:** (Looks directly at camera, clear and smiling) **Community Blood Bank Northwest Pennsylvania and Western New York: 60 Years of Neighbors Saving Neighbors!**

[SCENE 5 - Optional End Graphic] (28-30 seconds)

- **VISUAL:** Freeze frame on Hero Becky smiling, or a simple graphic card appears with:
 - Community Blood Bank logo
 - 60th anniversary logo
 - Text: "Meet Hero Becky!"
 - Maybe the Community Blood Bank website URL
- **AUDIO:** (Music swells slightly and fades out)

(SCENE END)

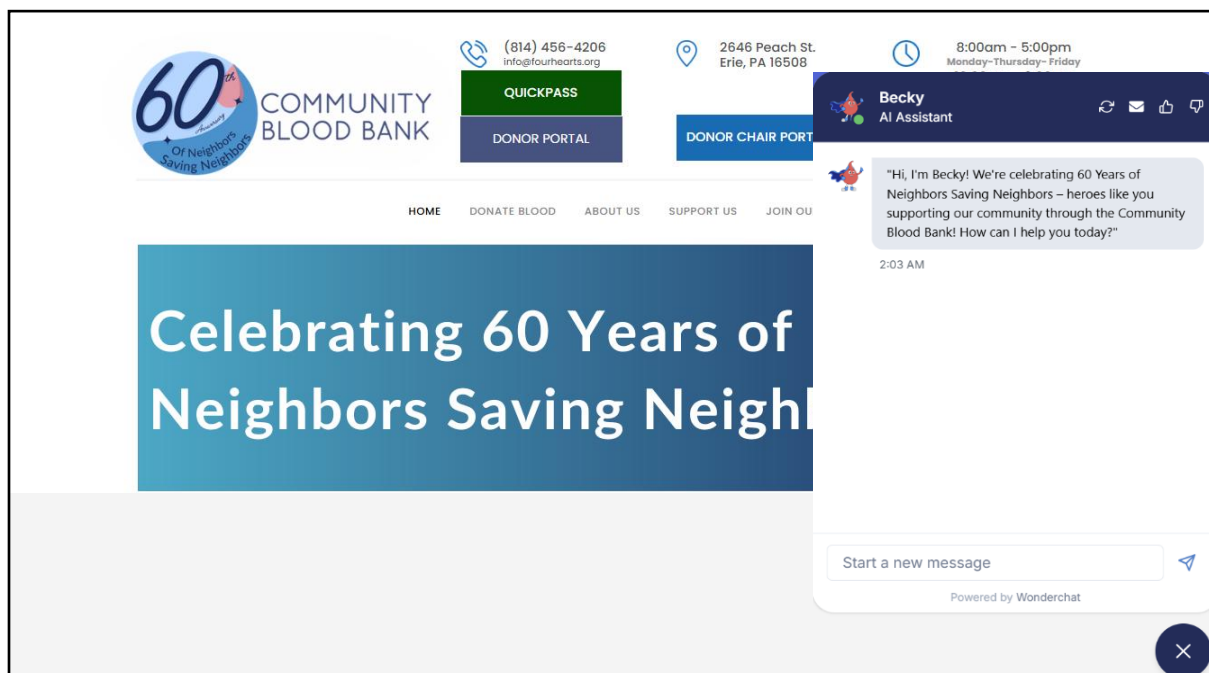


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Appendix 3:



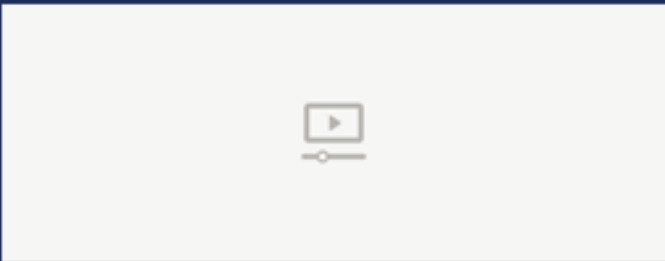


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Appendix 4

<u>Community Blood Bank of Northwestern PA and Western NY</u>	
	<u>Neighborhood Heroes Newsletter</u>
<u>Title</u> <u>Author</u> <u>Information</u>	<u>Upcoming Event</u> <u>Date - Title</u> <u>Information</u>
<u>Title of Video</u>	
	
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Appendix 5





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Appendix 6

30-second script "60 Years of Neighbors Saving Neighbors" Commercial

Opening scene: legacy & community impact

- *(Soft, uplifting music plays. Fast-paced montage of past and present blood drives—black-and-white photos fade into modern clips.)*

- **Narrator (inspiring tone):**

"For 60 years, the Community Blood Bank has been here—neighbors saving neighbors, saving lives with every donation."

(Overlay text: "60 Years of Neighbors Saving Neighbors.")

Middle scene: the impact of blood donation

- *(Quick-cut montage: Doctors in hospitals, nurses handling blood bags, a patient receiving a transfusion.)*

- **Narrator:**

"Donated blood helps accident victims, cancer patients, and those in critical care."

(Overlay text: "1 donation can save up to 3 lives.")

- **Donor & Recipient Highlights**

(Rapid cuts of donors at blood drives—young adults, older donors, first-timers—all smiling and giving thumbs up.)

- *Voiceover by MC Gensheimer, a consistent blood donor: "I donate every 56 days because I know that just a few minutes of my time can mean the difference between life and death"*



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for someone in need. It's a small act that creates a ripple effect, touching families, friends, and entire communities."

Closing scene: call to action

- *(Show the Community Blood Bank donation center or blood drives)*
- **Narrator:**

"Be part of 60 years of neighbors saving neighbors. Donate today."

(On-screen: "Find a drive near you- show QR code to website. Include logo and slogan)