



America's Blood Centers®
It's About *Life.*

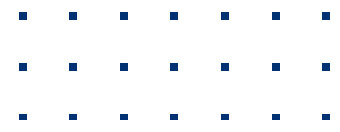


PROMOTING VIDEO CONTENT

BLOOD CENTER CAREERS AD

Nov. 2022

Promoting the Video



1 Television

This ad is television quality and ready to be aired across your community once it is personalized to your blood center (see our video editing guide for more information on adding your logo). We encourage you to consider achieving this through paid and donated PSA advertising if possible.

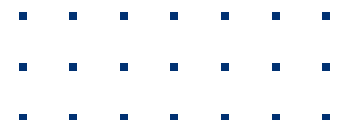
[Download the Draft PSA Letter](#)

We have drafted a letter that you can personalize and send to your local television outlets asking them to air this ad as a PSA.

2 Radio

This ad has also been provided in an audio-only format that is ideal for placement on radio stations across your community. Similar to the television version, you'll want to personalize the ending with a voiceover. This can be done using Adobe Premiere Pro if available or other free online programs. For troubleshooting, please contact ABC. The above draft letter can be edited for use for radio stations as well to try and get placement as a possible PSA.

Promoting the Video



3 Events

Consider playing this ad at job fairs, blood drives, partner events (example: HOSA), and other in-person gatherings to spread the word about careers available at your blood center. This ad may be particularly helpful for building on Vein to Vein's career resources as you speak to students at your local high schools and colleges.

You can also include a link to this video on printed materials by using QR codes to expand its reach even further.

A number of websites offer free QR code creation:

<https://www.beaconstac.com/qr-code-generator>

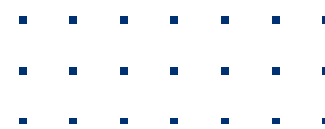
<https://www.qr-code-generator.com/>

[Bit.ly](#)

4 Website

Posting this ad on your blood center's homepage or on its careers page will help show potential applicants the difference they can make at your blood center. It would also highlight that positions are available for jobseekers looking to transfer their skills or those seeking on the job training.

Promoting the Video



5 Social Media

Post this ad across your social media platforms. Below are suggested captions:

- Are you interested in a career that's more than a job? A career at (blood center) allows you to serve your community and help save lives. Learn more: (link to careers page)
- Every two seconds in America, someone needs blood. Careers at (blood center) help save the lives of our friends and neighbors. Learn more: (link to careers page)
- Whether you're hoping to transfer your existing skills or are looking for an entry level position with on the job training, there's a career waiting for you at (blood center). Learn more: (link to careers page)
- The staff at community blood centers come from diverse backgrounds, but we're focused on one mission: the lifesaving power of blood donation. Learn more about joining (blood center) in this important mission: (link to careers page)
- When is a career more than just a job? When it saves lives. Learn about the rewarding careers available at (blood center): (link to careers page)

Questions?



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