

THE COURTESY CALL

SAMPLE AGENDA



The “Courtesy Call” is simple and takes only a few minutes. Below is a sample meeting agenda and a list of suggested materials to use during your visit.

I. Introductions

II. Local Importance – Blood Center information to demonstrate that you are an essential part of health care for their constituents by providing the necessary safe and available blood supply.

A. Structure: not-for-profit and independent, with a community-based board. Don't bad mouth other industries but it is often helpful to explain who you are not (Red Cross or paid plasma).

B. Licensed and regulated by the Food and Drug Administration (FDA).

C. A bit of information about how the blood supply works – most people know the blood is there when it's needed but don't understand all that it takes to get it there.

D. What services are provided to the community by the blood center.

E. Any investments you have made in the community, including the number of jobs your blood center creates.

F. What hospitals are served by the blood center

G. A little information about your donors and recipients to really humanize what you do and why it is so important.

III. Close - Thank the Member of Congress or their staff for the meeting and invite him/her to visit the blood center.



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An important note about inviting your Member of Congress and their staff to the blood center:

Make sure to provide options. Not all members of Congress or their staff are comfortable around blood and needles, and some may have a reason they cannot donate that they don't want to share.

Make sure they know there are options that will fit their comfort level. If they are uncomfortable around blood or needles, invite them to greet donors at the door and thank them in the canteen, let them talk to and thank front line employees.

If they don't personally want to donate, invite them to visit your lab to see blood processed and tested or to greet donors in your donor room. If they don't want pictures taken of them donating or don't want it to be part of the story, give them that option.

There are a lot of ways your Member of Congress and staff can get a lot out of a visit even if they don't want to donate blood or see a needle.

MATERIALS FOR THE COURTESY CALL.

Make sure to have the following blood center information on hand that can easily be sent prior to, during, or after the call:

- Services provided by the blood center;
- Hospitals or number of constituents served;
- Average number of volunteers who donate;
- Special programs coordinated by the blood center.

ABC has an array of materials on specific topics and the blood supply. Visit our website or contact us and we can help put together what makes sense for your visit.

DOWNLOAD RESOURCES ONLINE



The advocacy section of ABC's website has a series of one-pagers, FAQ documents, background information, and more that are available for use by your member center.