

Project Report

Prepared by: UW Market Penetration Team

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Preface

The Young Leaders Program at the Greater Seattle Chinese Chamber of Commerce, a Seattle-based 501-c-3, not-for-profit, organization recruited and formed a multidisciplinary team to support Bloodworks Northwest, an independent, non-profit organization harnessing donor gifts to provide a safe, lifesaving blood supply to more than 90 Northwest hospitals, to spread the words about the importance of blood donation to the local community.

Through this project, we strive to create a sustainable solution to generate awareness about blood donation awareness to the local community. The project takes place between January and May 2019 where 5 multidisciplinary teams work closely with local communities across the Greater Seattle area.

This project report summarizes the key findings and outcomes from a specific team. The content of this report is solely written for the purpose of helping Bloodworks Northwest to understand public perception's on blood donation and to implement solutions that can be used to encourage people to start donating.

Team Information

This is the report from YLP UW Market Penetration Team. Our team consisted of the following individuals:

1. Hung-Jen (Ryan) Huang, Project Coordinator
2. Jiahui (Johnson) Chen, Analytics Consultant
3. Yu-Hsuan (Shania) Peng, Strategic Consultant
4. Yinuo (Nicole) Xie, Technical Consultant

Executive Summary

Due to low Chinese blood storage and lack of awareness within the Chinese community, BloodWorks NorthWest is seeking to gain more Chinese blood donors at the University of Washington (UW) District through conducting effective marketing campaign with the help of the Chinese Young Leader Program. As such, the main objectives of this consulting project are to raise blood donation awareness within the UW Chinese community, and then increase Asian blood donors using this opportunity.

In order to reach this goal, the student consulting team has conducted extensive market research on Chinese population distribution in the University District by means such as investigating various Asian student organizations. Based on these findings, the student consulting team then formulated a comprehensive marketing plan to spread awareness throughout the UW Chinese community. The core idea of the marketing plan was surrounded by the Chinese key opinion leaders within the university. By utilizing their popularity and vast network, the marketing campaign created by the student consulting team has reached out to 3,500 people in total.

The marketing plan will ultimately help BloodWorks NorthWest to gain Chinese donors in the long term after conducting several times. The recommendations in this report will assist BloodWorks in re-implementing the plan on different ethnicity groups with new improvements of the plan based on the experience of the student consulting team.

Situation Analysis

Recognizing that Bloodworks is facing the difficulty of recruiting ethnically Chinese donors, we first researched the Chinese student population in the UW area to find out the number of potential donors. As shown from official statistics, there are 11,141 Asian American students and 7,078 international students enrolling at UW, constituting 41.5% of the total amount of students. Among the international students, 4,452 students are identified as Chinese (See Appendix). From the

statistics, it is obvious that Asian students, especially Chinese, compose a large amount of students population in the UW area. Nevertheless, as the statistics provided by Bloodworks, in 2018, there were only 426 Asian donors, which was only 2.73% of the Asian population at UW. As shown above, there is still a large amount of potential Asian donors, including both international Chinese students and American born Chinese. As a result, our goal is to promote Bloodworks Northwest and the need of donors in the large Chinese population in order to engage more people in donating blood.

After analyzing the statistics, we performed a SWOT analysis regarding Bloodworks Northwest. One of the most important strength we have found is that Bloodworks has brand recognition in Seattle since it has partnership with many local hospitals, including UW Medicine. It is valuable because as most people are not familiar with blood donation, a well-known name brand could help to increase reliability. Another strength the UW area has is that the eligible donors all can communicate well in English, which eliminates the need of Chinese-speaking volunteers and enables us to use one language consistently in promotion. However, since the Chinese population in UW is composed by a large amount of international Chinese students, people generally have a false idea about the criteria for blood donation. For example, most people think that only American born Chinese are eligible to donate, which stops international students from knowing the urgent need of Chinese donors. Also, Bloodworks does not have stories of how Asian donors impact the society. The lack of real examples prevents the spread of message that Asian donors are important for reasons. The weakness leads to the threat of a lack of goodwill and social responsibility among the Chinese community. An information asymmetry is also created because even though Bloodworks need donors, people are not aware of it and have even become indifference to blood donation. To solve these problems, we need to use the opportunities provided to us in the UW area to the largest extend. The most valuable opportunity is that we could collaborate with on campus RSOs (Registered Students Organizations). There is many Chinese students-run RSOs that all have a substantial amount of Chinese audience. Since posting articles and other promotional information on RSOs' official platforms are defined as commercials and requires costs, we decided to ask the members, usually

the executive board members, to promote Bloodworks inside the RSOs or on their personal social networking sites. Considering that most Chinese students have joined at least one RSO, we believe our method could be able to reach a significant amount of audience. The widespread use of social medias and the strong influence of key opinion leaders could all contribute to the marketing as well. In the future, if Bloodworks is interested in connecting with the RSOs, we have provided the UW RSO directory in the Appendix page, which includes RSOs' contact information.

In conclusion, even though we are facing a small number of existing donors and the lack of awareness of blood donation, the strength and opportunities provided in the UW area are valuable and useful in promoting Bloodworks Northwest in the Chinese community.

Our Solutions and Outcome

Based on our market research and analysis, we have proposed a strategy that expands Bloodworks Northwest's reputation and blood donation awareness in UW's Chinese community. First, we invited Chinese Key Opinion Leaders from different fields and people in our network to donate blood. After they successfully donated, they were encouraged to post their donation experience on their social media to let more people know about it. We aimed at this approach because if our invitees donated, they would share the information with their friends, who, if interested, might tell other people about it. The data from our survey supports our hypothesis: our donors donated because of words of mouth. Moreover, social media, such as Instagram and Facebook, are effective platforms to diffuse that information since the younger generation generally spend a fair amount of time on it, and people could be easily influenced by the information posted by friends. Second, we engaged with a local cafe called Rain cafe and received 30 coupons. In order to incentivize donors to donate, we gave them a free drink coupon once they registered with Bloodworks Northwest as a donor. Third, we have created a WeChat group to gather all the donors and people who are interested in blood donation. This group chat could be a convenient and effective tool for future marketing strategies because basic information about Bloodworks and upcoming donation

events at UW campus can be shared in the group. Everyone in the group can also easily ask questions about donation and be answered by us.

So far, we have reached out to 52 people, which include Chinese student organizations' executives and YLP mentors. Among the 52 people, nine people registered as a donor, four have donated, and thirty-six people have shared posts related to blood donation on their social media. Furthermore, we have advertised in other WeChat groups. Conservatively speaking, we have spread the information to approximately 3500 Chinese people in UW area. Additionally, we invited a professional influencer, Wei Lin, who has 680 thousand followers on Chinese social media, Weibo. We did not have enough time to negotiate with her to cooperate with our marketing strategy, but she was willing to share the post in her WeChat.

On a survey given to our donors, we found that they were not motivated by the material incentives but rather by friends' invitation. People have said in the survey that they got to know about blood donation by words of mouth, especially, of friends. Therefore, we think that our strategy is effective and will be successful in seeking donors in the future.

Recommended Actions

According to our outcome, five out of nine students on the registered list are international Chinese students but not eligible to donate. These five international students are ineligible to donate because they have traveled to Malaria regions outside the US or Canada within the past three years, and they could be at risk of Malaria transmission.

Based on the 2019 Spring Quarter statistic (See Appendix), Asian-Americans account for the highest portion of enrolled students in UW each quarter, so we recommend targeting Asian-Americans in the UW area. Asian Americans generally have a higher social responsibility because they were born and raised in the US, while international students have not become aware of the social responsibility in the foreign society. Thus, Asian Americans are more likely to donate once they are informed about the lack of donors in the community. Most importantly, if they have a good donating experience, they are likely going to refer to their family members and friends who live in the US, which could bring more people to donate, while international students do not have family and friends living in the US. According to the result of donor survey, the motivation of donating blood is word-of-mouth and friend's experience, therefore, the strategy we use is more effective on Asian-Americans.

The best way to reach out to Asian-Americans in UW area is to build relationships with RSOs, such as Taiwanese Student Association (TSA), Chinese Student Association (CSA), Asian Fraternity, China Entrepreneur Network(CEN), Association Student of UW (ASUW) and Seattle University Chinese Students and Scholars Association (SU CSSA). All of them have a high number of Asian-Americans members and their contact information can be found in RSO directory as attached in the appendix page.

Our strategy successfully attracted four students to donate blood in the UW area. We believe that a longer approach period will attract more students and enhance the blood donation rate in the Chinese community. The following are three stages of the plan within three months in the future.

First month

- Reach out to student representatives via RSOs in UW
- Host educational events about blood donation benefits and bias in RSOs meetings
- Create a group for students who are interested in blood donation

- Develop a mobile application that donors can input their personal health information

Second month

- Promote an award system like a punch card system
- Collect donors survey about blood donation experience
- Collect survey from people who are not interested in blood donation in a group
- Contact influencers to share posts or experiences on social media or on the Bloodworks Northwest mobile app

Third month

- Keep recruiting donors and promoting award system
- Collect and analyze all data on the survey, social media and app
- Build a process improvement and create a new action plan

Based on the donor's experience, filling out personal health information at UW drive takes too much time; therefore, we recommend developing a function on the mobile app to make donors fill out their information in advance. Not only will this solution provide efficiency, but it will provide a platform for donors to write a review about their donation experience. Although the reason drives donors to donate blood is word-of-mouth and friend's experience, we still recommend implementing a punch card award system, which means that donors will get a gift card after three times of blood donation to attract more students. After data analysis, we recommend focusing on the reasons: why donors are willing to donate blood, why donors select Bloodworks Northwest and why other people do not want to donate blood. Furthermore, we recommend analyzing the usefulness of the award system to adjust and improve the use of the resource. Finally, come up with a process improvement to provide donors with a better experience, including time-efficiency and quality of service.

Appendix & References

1. Quick Stats of Student Enrollment at UW Seattle for Spring 2019:
https://studentdata.washington.edu/wp-content/uploads/sites/3/2019/04/Quick_Stats_Seattle_Spr2019.pdf

2. International Student Statistics at UW Seattle: <https://iss.washington.edu/about-us/statistics/>

3. UW RSOs directory: https://uws-community.symplicity.com/index.php?s=student_group

4. The influencer shared the post



另维

西雅图地区的中国小盆友，献血光荣，欢迎献血～献血送奶茶券～欢迎大家转发～

Bloodbank Northwest 是一家非营利的血液组织，为美国 1/3 的血液提供 70% 的血源。我们由 100 多名志愿者组成，为西雅图地区的血液中心提供血液。我们提供血液、血浆、血小板、血浆衍生物等血液制品。

Bloodbank Northwest 提供 70% 的血液。
www.bloodbanknw.org/ 查看详情，或查看我们 1/3 的血液由我们提供。我们由 100 多名志愿者组成，为西雅图地区的血液中心提供血液。我们提供血液、血浆、血小板、血浆衍生物等血液制品。

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Bloodbank UW Blood Donation



PLEASE GIVE BLOOD
URGENT! TYPE O donors NEEDED!

美国 · Tukwila · Tukwila Int'l Blvd St...
提到了我
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