LeukoLab

www.leukolab.com

Event Guide

DONOR RECRUITMENT

Updated | July 2023

Created by Donor Marketing & Donor Operations

This guide will serve as a living document that provides a roadmap for LeukoLab recruitment events as a collaborative effort between Donor Operations, Recruitment & Donor Marketing.

PURPOSE OF GUIDE

The purpose of this guide is to provide the overall strategy regarding LeukoLab's in-person events, community events, digital marketing, and recruiting efforts. This will enable our donor-facing teams/office staff to recruit donors based on ideal demographics.

LEUKOLAB PURPOSE

Recruit healthy donors to meet the fluid demand.

LEUKOLAB MISSION

Recruit new donors through an integrated marketing strategy.

LEUKOLAB BRAND VOICE

- **Voice Persona:** Competent. Professional. Humanistic.
- **Voice Tone:** Friendly. Authentic. Unique.
- **Voice Language:** Simple, Fun, Engaging, Inviting.

WHY IS THIS IMPORTANT?

Recruitment for LeukoLab involves collaborative efforts between the **LeukoLab Offices** (CA, MA, TX, AL) **& Donor Marketing to promote brand awareness, engage demographics and create interest to get Donors in the Door!**

LEUKOLAB OFFICES identify, coordinate, and submit events for approval (to ensure on-brand and within budget). Attend events, take pictures/videos at events, network within the community, capture ROI, and provide feedback following events.

DONOR MARKETING'S ROLE manage/support the LeukoLab brand per each event. Also, identify branding/event opportunities and promote upcoming events via social media or digital marketing efforts (post pictures/videos).

LEADERSHIP'S ROLE assess proposed events for approval within 5 business days, and evaluate recruitment ROI recap following events.

LEUKOLAB & THE IRB

Anything intended to be seen or heard by current or prospective donors **must be IRB-approved**.

WHAT IS THE IRB?

The IRB (Independent Review Board) operates in compliance with applicable laws and regulations including, but not limited to, federal regulations that pertain to human subject protection, as well as other pertinent regulations and guidelines, such as the Good Clinical Practice (GCP) Guideline (E6) of the International Conference on Harmonization, as applicable. The IRB is also fully accredited by the Association for the Accreditation of Human Research Protection Programs (AAHRPP).

WHY DO WE USE THE IRB?

LeukoLab works with Alpha IRB (Independent Review Board) to protect the rights and welfare of human research subjects and operates in compliance with applicable laws and regulations.

WHAT DOES LEUKOLAB RECRUITMENT & MARKETING MEAN TO THE IRB?

Anything that can be seen as "recruiting" or "marketing" to a current or prospective donor must be IRB-approved to ensure the message provided/given is not coercive.

WHY IS THIS IMPORTANT TO LEUKOLAB?

This is important to LeukoLab to ensure our messages are within compliance to federal regulations and guidelines. This also ensures that the messages provided to our current and prospective donors are not coercive.

LEUKOLAB & THE IRB ... CONTINUED

Anything intended to be seen or heard by current or prospective donors **must be IRB-approved**.

ACCEPTABLE VS. UNACCEPTABLE

It is a must that LeukoLab and team members that work for Discovery Life Sciences are mindful that our messages (written and verbal communication) are within compliance with federal regulations and guidelines. Please see below acceptable and unacceptable examples with LeukoLab and the IRB.

ACCEPTABLE EXAMPLES IRB-APPROVED ITEMS/STUDIES

- Collateral List – Click here for the link
- SWAG – Click here for current list (Ex: water bottle, heart, pen)
- Pop-ups/Signage – Office recruiter kit items
- Social Media Ads
- Google Ads
- Yelp Ads

UNACCEPTABLE EXAMPLES

- **Written and verbal communication that is used with a donor and not IRB-approved.**
  Example - "Donate with LeukoLab and make $1,650!"

- **Social Media posting on a personal account promoting LeukoLab and not IRB-approved.**
  Example - "Hey all friends and family donate with LeukoLab and make $25 plus $450 if you qualify!"

- **Creating your own signage/poster/flyer to promote/advertise LeukoLab without Marketing's knowledge and not IRB-approved.**
  Examples - Signage, poster, flyer, t-shirt, pen, or any other promotional material for LeukoLab.

- **Creating an online profile(s) to promote/advertise LeukoLab without Marketing's knowledge and not IRB-approved.**
  Example - Online account for college/University that requires a LeukoLab logo and company information.

We are happy to help our team with questions relating to the IRB.
PLEASE ASK! PLEASE EMAIL! marketing@leukolab.com

LEUKOLAB RECRUITMENT, EVENT & BRAND STRATEGY

LeukoLab's event marketing and recruitment strategy is based on target audience (demographics), location, digital platform, and seasonality. It is also key that we stay on-brand per each recruitment and event marketing efforts.

WHO IS OUR TARGET AUDIENCE?

- Our **primary** demographic is healthy males aged 18-30 (Huntsville, AL age starting at 19).
- Our **secondary** demographic is healthy people aged 18-55 (Huntsville, AL age starting at 19).

WHAT IS THE FOCUS?

In-person events, community events, digital marketing, and recruiting efforts are the focus to target primary and secondary demographic.

WHEN IS THE BEST SEASON TO HOST AN EVENT?

For colleges, during a spring or fall semester when classes are in session. Seasonality is not a determining factor when recruiting at community events.

WHERE TO HOST AN EVENT?

Within an hour of a collection facility because that is the standard expectation for a donor's home address.

WHY ATTEND/HOST AN IN-PERSON/COMMUNITY EVENT?

To draw more donors within our primary demographic, educate them in-person and answer questions about the donation process.

WHAT ARE THE EXPECTATIONS AT THE EVENT?

- Attend the event with enthusiastic, knowledgeable staff that can give a quick elevator pitch and speak at length when questions are asked by potential donors.
- Provide marketing with photos at the event or prior to event to support on LL social networks.
- Complete ROI within 1-3 business days following event.

TYPES OF EVENTS WE ATTEND

- College campus tabling (past events include: UMass Boston, Eastern Nazarene College,Quincy College, Laney College, UC Berkley, University of Houston, University of Alabama Huntsville, Calhoun Community College, and more!)
- Community-based tabling (past events include: Narragansett Summer Running Festival, Freejacks MLR Game, health fairs, on campus career fairs, fraternity/sorority events, tabling at gyms and more!)
- Local event support (past events include: Sickle Cell Walk in SF)

WHAT TO BRING AT AN EVENT - COLLATERAL, SWAG, ETC.

Recruiter Kit (per Office) - Recruiter Stickers (with unique QR Code), Generic Info Card, New RAF card/flyer, Recruiter Comp Card, Tabletop retractable banner - 8.5 x 12, Tabletop retractable banner - 11.5 x 18, Banner Sign (Tall Pop-up), Recruitment Flyer (8.5x11 - Recruiters responsibility to print and bring).

Tablecloth - A LeukoLab tablecloth should be used for inside/outside events. Recruitment Kit materials and SWAG should be placed on the table.

SWAG - Each Office is required to maintain its own SWAG counts and routine maintenance on stock (ex: water bottles, key chains, pens, etc.) Donor Marketing will provide a list of SWAG items to choose from and support the offices in ordering as needed. Unique SWAG items may be requested, but the rationale is required and must stay on-brand.

EXAMPLES OF EVENT MATERIALS NEEDED:

- Recruiter Kit Items (signage, cards, flyers per site location)
- SWAG (LeukoLab promotional items - pens, keychain,
- Tablecloth with LeukoLab logo
- Vendor/Event information
- Social Media coverage (per Donor Marketing support)

HOW WE MEASURE ROI ON AN EVENT - OUR METRICS

ROI and feedback following each event is required. Please add this information to the Creative Brief created with Donor Marketing.

- Total Cost?
- CPA | Cost per donor acquired?
- What Was the Goal?
- What Was Actual?
- Reviews (Google, Yelp)?
- Successful High Points?
- Problems/Challenges With the Event?
- What Could We Have Done Better?

RECRUITMENT EVENTS & DONOR MARKETING

TIME FRAME & LEAD TIME

Submit an event request via the **Creative Brief** (provided by Donor Marketing). Each proposal will include the event date, location, start time, duration, collaboration purpose, audience, and total budget.

Timing, budget, targeting demographic, swag, and/or marketing requests will be evaluated per each request.

Timing: Events should be submitted at least 3-4 weeks before the event date for optimal support.

ANY event requiring new collateral or SWAG will require a minimum of 3-4 weeks to account for lead times (this includes IRB-approval). Events submitted less than 3-4 weeks from the event date will not be guaranteed approval and/or requests for new collateral or SWAG may be denied.

Communication & Approval: All events will receive written communication regarding approval status within 3-5 business days of submissions. Expedited review may be requested via email and only for events that are submitted less than 2 weeks from the event date and require immediate turnaround.

Please note this is - At the approval of the Site Leader. The Site Leader needs to send the event contract/vendor agreement to Will Taylor (2-weeks lead time).

Budgeting: It is the responsibility of Outreach Recruiters to maximize each opportunity before it is presented for approval. After the event "package" is secured, the Cost of the Event will be provided in the Event Request Form. Individual event costs will be applied to the overall recruitment budget.

Any individual events costing > $4,000 will require approval from VP of Donor Operations for review.

More info soon to come on spend per Site (the goal is to be mindful and always keep spend low unless needed for donor leads).

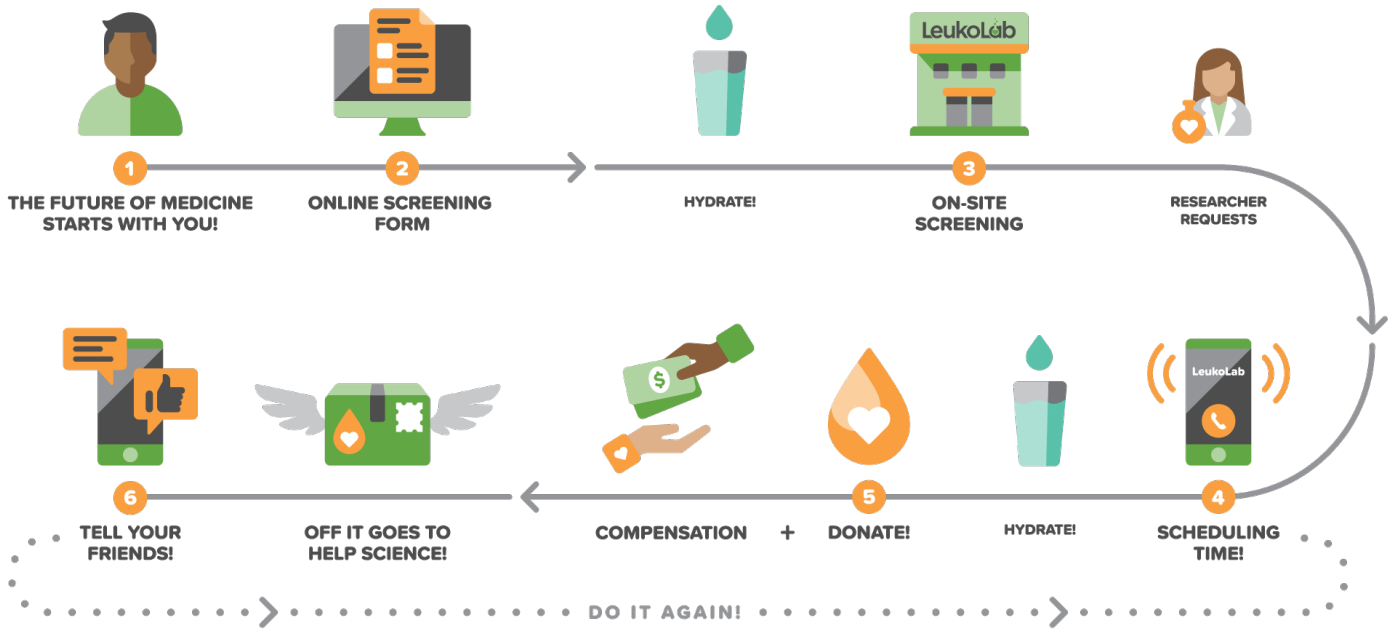
DONOR MARKETING
SITE LEADER & OFFICE SUPPORT

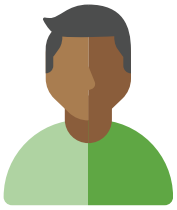
Donor Marketing is #LeukoReady to support each Site Leader and Office (CA, MA, TX, AL) to help ensure the effectiveness of an event, recruitment effort and that **LeukoLab is ALWAYS on-brand**.

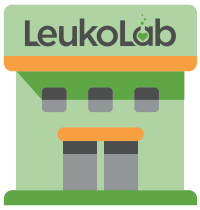
Here's a list of Donor Marketing's efforts/roles and responsibilities to support the LeukoLab brand and offices.

- LeukoLab Website
- LeukoLab Collateral
- LeukoLab Branding
- LeukoLab Advertising/PR (Ads/Promotions)
- LeukoLab Social Media (Facebook, Instagram, TikTok, LinkedIn, Twitter, YouTube, Pinterest, Vimeo)
- LeukoLab (per site) Google (My Business Page)
- LeukoLab (per site) Yelp (Business Page)
- LeukoLab Apple Maps (per site)
- LeukoLab IRB-approvals
- LeukoLab Email Marketing (e-blasts)

LeukoLab *Our Brand*







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