

Appendix C – Reconciliation of Revised Plan with original Donor Experience Lab initiatives

#	Donor Experience Lab initiative reference	Name of initiative in Revised Plan	Phase to be delivered in	Ro gap reduction (%)	Notes
1	Permanent, full-time, community-based roles for BAME donor recruitment	Introducing new community-based roles for recruitment	1	3.0	
2	Create touchpoints through other government channels (e.g. with pharmacists, GP surgery receptionists) to create 'brief interventions'	Develop new partnerships with public health networks & channels	1 to 2	2.5	
3	Expand appointment availability for new donors from target ethnicities	Ring-fencing appointments and new capacity for improved conversion	1	6.0	Combined with #23 and #24
4	Target employers with large numbers of target donors for campaigns and partnerships (e.g. paid-time off work for blood donation)	Develop new partnerships with employers (private & public)	1 to 2	2.5	
5	Improve national advertising campaigns to reflect target donors lives	Increase diversity and relevance within national advertising	1	1.0	
6	Improve paid media segmenting to enable better ad targeting	Revise paid media segmentation	1	2.0	
7	Create a target donor research group to better understand target donors	Creating a dedicated donor research group to develop stronger insight	1		
8	Implement social media campaign combining paid ads and influencer marketing through new channels (e.g. YouTube, TikTok)	Launch new and relevant targeted social media campaign	1	1.0	
9	Lower Hb requirement for in-demand donor groups	Lower Hb requirement for blood donors	2	4.0	Dependent on "Initiate clinical research on Hb levels and travel restrictions" (Phase 1)
10	Relax travel restrictions in DHC for in-demand donors	Relax travel restrictions for blood donors	2	3.0	Dependent on "Initiate clinical research on Hb levels and travel restrictions" (Phase 1)
11	Introduce post-donation testing	Introduce post-donation testing	3		
12	Move DHC online to predict deferrals	Improve eligibility checks prior to donation (incl. DHC)	1		
13	New in-session role for someone to speak with deferred donors	Review deferrals and introduce a new role on-session for deferred donors	2	5.0	13 and 14 are combined
14	Redefine the deferred donor journey to make it more meaningful		2		
15	Create dedicated programme for Ro donors	Launch a dedicated Ro programme for retention	1	4.5	
16	1-1 patient-donor pairing for patients requiring repeat transfusions	1-2-1 Patient-donor pairing	3		
17	Segment all donors by archetype	Segment donors based on motivations	1 to 2		
18	Tailor communication to different archetypes	Re-style communications based on donor segmentation	1 to 2	0.5	
19	Drop-in clinic for new donors	Trial drop-in clinics for new donors	2		

20	Starter pack mailed to new donors who have just booked their first appointment	Create and launch new starter packs for all new donors	2		
21	Personalise the blood donation in-session experience	Personalise the in-session experience	2		
22	Leverage data to create micro-segments for further personalisation	Leverage data to create micro-segments for further personalisation	3		To be delivered in phase 3, dependent on success of #17 and #18
23	Open additional fixed donor centre(s) in London	Ringfencing appointments and new capacity for better conversion	1		Combined with #3 and #24
24	Increase capacity so more appointments are available when donors want them		1	6.0	Combined with #3 and #23
25	Introduce more mobile donation sessions in high footfall retail spots (e.g. popular coffee shops)		3		Based on outcome of delivering #3, #23 and #24
26	Redesign the appointment booking journey in the app	Improving user experience across registration, search, book and re-book appointment	1		Combined with #27 and #28
27	Enhance the app UI and UX to create a smooth digital experience		1		Combined with #26 and #28
28	Integrate app into post-donation journey to facilitate a sustained relationship with donors		1		Combined with #26 and #27
29	Create an end-to-end view of donor communications	Re-style communications based on donor segmentation	2		Combined with #18, #30, #31 and #32
30	Redesign end-to-end communications plan		2		Combined with #18, #29, #31 and #32
31	Revise text of communications to be more empathetic and less clinical		2		Combined with #18, #29, #30 and #32
32	Send proactive notifications/messages to encourage registrants to book first appointment		2		Combined with #18, #30, #31 and #29
33	Create transparency over demand	Create transparency over blood type demand	3		
34	Opportunity for non-donors to contribute financially	Explore and test options for non-donors to contribute	2		Combined with #35 and #36
35	Opportunity for non- donors to volunteer		2		Combined with #34 and #36
36	Encourage donors to contribute in other ways between donations		2		Combined with #34 and #35
37	Create an advocate/refer a friend campaign	Develop and launch a refer a friend capability	1 to 2		

Additional initiatives on the plan, but not from the Donor Experience Lab report:

- Implement FAIR study outcomes (Phases 1 to 2)
- Improving efficiency of our complaints and feedback processes including safe transition from legacy platform (Phase 1)
- Improving clarity and personalisation of content in direct marketing (Phase 1)
- Launch a new Donor 360 database (Phases 1 to 2)