



Mail Media Metrics

Case study: NHSBT



Female
65+



Male
Household
co-ordinator
55-64

Received	NHS Blood Transplant
Sector	Medical
Format	Information about products / services
Content	Notification / reminder
Reach	2 people in the household
Frequency	13
Commercial actions	1

Medical
Average reach = 1.2
Average frequency = 4.6

NHS Blood and Transplant | **whistl** | Delivered by Royal Mail CB 10002

Do something amazing

Do something amazing Give blood

DONOR ID: P0890322H

Dear [Name],

We need your help – please give blood again

As you've given blood in the past, you've already done something amazing. Now we would like to ask if you could help us by donating once again.

Please come and donate at:

Donor Centre, 117 The Headrow, Leeds, LS1 5JW

Monday	11:00 - 18:40
Tuesday	09:20 - 17:00
Wednesday	11:00 - 18:40
Thursday	11:00 - 18:40
Friday	08:20 - 15:35
Saturday	08:20 - 16:00

Please book an appointment

Help us plan for your donation and avoid a potential wait. Please book your appointment by visiting www.blood.co.uk or by calling the number below at any time (up to the day before the session).

Don't forget your Donor Health Check questionnaire

To help you avoid a wasted journey, we've included medical information overleaf. Please read this carefully before completing the attached Donor Health Check questionnaire, then bring it along with you when you come to donate. We hope that you can give blood again, and do something amazing by helping save lives.

Your donation is especially important

Because your A+ blood group is shared by so many others, demand from hospitals is always high. That's why it's so important that donors like you carry on giving where possible.

Yours sincerely,
Mike Stredder
Mike Stredder
Director of Blood Donation

Visit us at blood.co.uk
or call us on 0300 123 23 23

Save a life Give blood

Eligible to donate

- If you are not sure about an answer, leave the box blank and ask for advice when you go to give blood or call the donor helpline
- If your details are wrong, please update us via your online account (if you have one) or call us on 0300 123 23 23
- Please write your forename and surname, and don't forget to sign and date the form after you have answered the questions
- Once you have filled in as much of the form as you can, bring it along with you when you go to give blood. Remember you must answer the questions yourself.
- You have had complicated work on your teeth or had a tooth out in the last 7 days (you can give blood 24 hours after fillings or a scale/polish)
- You have received blood or blood products, or think you may have received blood or blood products, since 1st January 1980
- You have had any immunisations, vaccinations or jabs in the last 8 weeks, including for travel

Did you know?..

You can now book and amend appointments, as well as follow your donation history and update your contact details online at www.blood.co.uk or you can even download the NHSGiveblood App, available for Apple, Android or Windows!

Your blood group is

A+ Thank you for last giving blood on 22/06/2016

Can't make it this time?

If you can't make this date, time or location, phone us or visit the website

Infections

You must never give blood to get a HIV test because, although we test for infections including HIV, these tests do not always show immediately if you are infected. If you are worried you might be infected, call the AIDS/HIV helpline on 0800 567 123.



The mail household co-ordinator passes this pack on to the addressee who is the female in the household. Over the course of 26 days the recipients' invite to a blood donation session was interacted with a total of 13 times. Prompting mostly physical interactions where the letter is read, used to follow up, taken out of the home. It prompts one visit to the sender's web site which we don't attribute to frequency.

