



Veteran Outreach

Building Relationships through Community Outreach

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GRIFOLS

Objectives:



How to establish a clear community outreach strategy and realistic expectations for your program



How partnering with the USO can increase awareness of your brand and become an important part of their military recruitment strategy



How local community outreach differs from other corporate initiatives and how to go about building lasting relationships in your area

DISCLAIMER: Military images are for representational purposes only, does not imply government endorsement. Use of USO logo and specific case study are for informational purposes, does not imply USO endorsement.

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Why Community Outreach?

Community Outreach Feeds into the Strategic Growth Pillar

1. Competitive Advantage:

Drives Brand & Reputation, Increases Name Recognition, Generates Free Press/Advertising

2. Employee Retention & Engagement:

Showcases our Pride & Passion, Drives retention and job satisfaction

3. Donor Engagement and Motivation:

Differentiator and way to meaningfully connect with donors and keep them engaged with Grifols plasma donor centers specifically.

Community Outreach is fundamentally about **relationships**. Can you conduct a cost-benefit analysis on a relationship? Not really...

Three important things to consider when evaluating outreach:

- Revenue or conversions from community outreach is difficult (if not impossible) to measure
- Outreach activities have a huge impact on awareness (of who we are)
- Though we can't measure directly we can see what is working by **engagement**

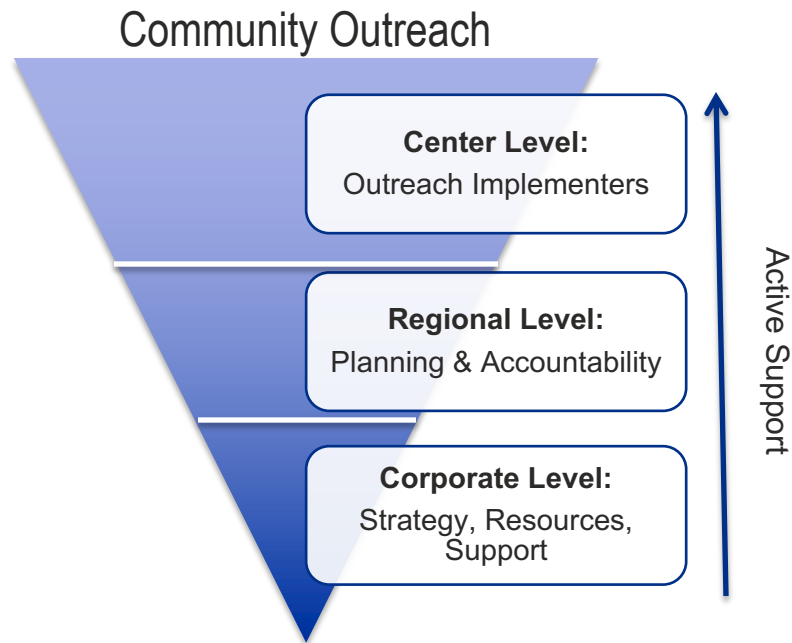
Community Outreach Implementation Model:

PURPOSE: Best Practice- provide a standardized approach to community outreach/engagement for Grifols with more than 195 plasma donor centers that is sustainable, achievable and easily reproducible.

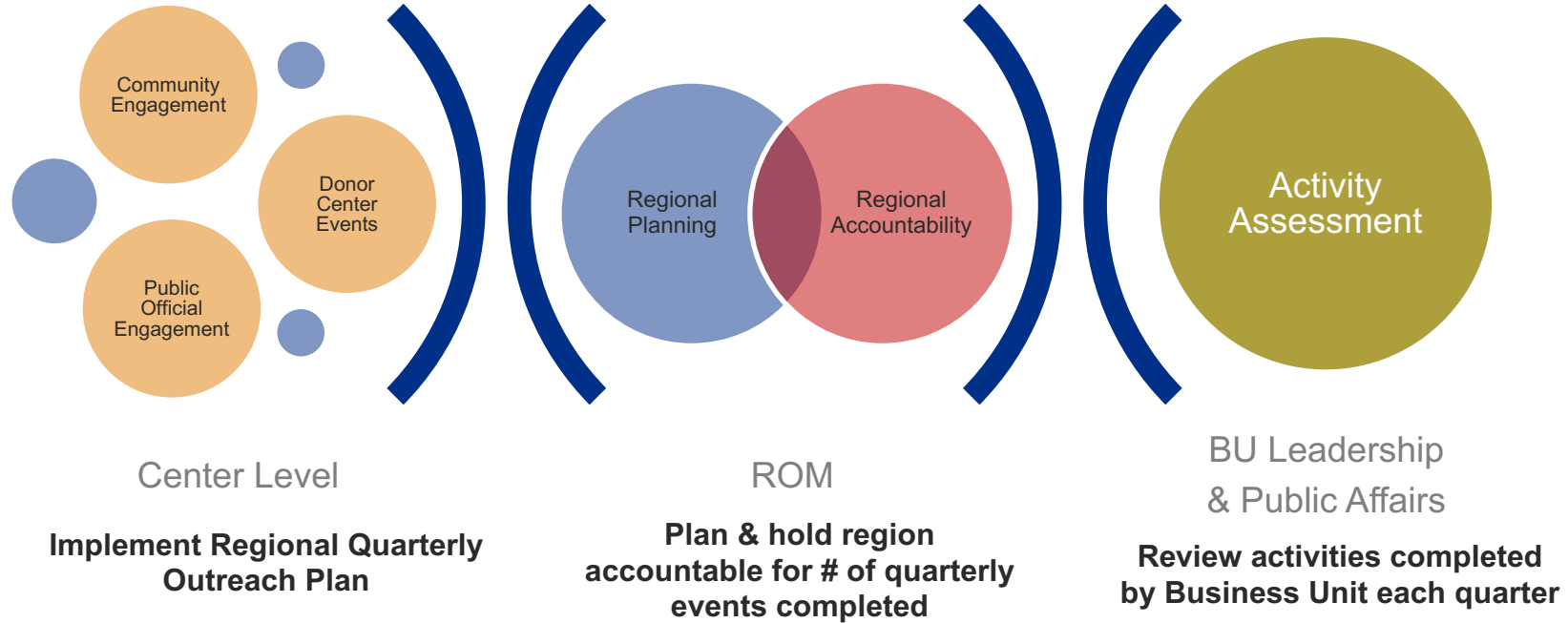
GOAL: Establish clear community outreach expectations that lead to effective implementation.

KEY STAKEHOLDERS:

- **Operations**
- **Public Affairs**
- **Marketing**



Process Snapshot:



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United Services Organization (USO)



Mission:

The USO strengthens America's military service members by keeping them connected to family, home, and country through their service to the nation.



- Created just prior to WWII
- Brought several organizations together
- Lifts the morale of our military
- Nourishes support for the war on the home front.



Most recognizable programs include:

- Airport lounges
- Bob Hope entertaining the troops

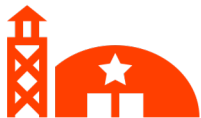


The USO has over 200 centers spanning the globe and on every continent.

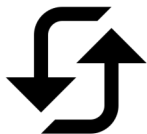
Introductions



Grifols was introduced to the USO in El Paso, TX at an on base military job fair. One of our existing plasma donors made the initial introduction.



Grifols plasma donor center in El Paso, TX partnered with the USO, gaining access to the local military base and invaluable relationships with base command.



As the relationship developed, the Grifols Center Manager and USO found synergies and opportunities for partnerships.



“Partnering with the USO has helped me realize that small events can lead to great results. This partnership also taught me to always be supportive.” – El Paso Center Manager

Becoming a Force Behind the Forces



Grifols plasma donor centers attend close to 100 USO events a year.

Favorite event – serving meals to the troops and their families.

Public Affairs developed relationships the national USO office to help coordinate local relationships.

Partnership Locations:

- TX: Dallas, San Antonio, Corpus Christi, El Paso
- CO: Colorado Springs
- FL: Jacksonville, Pensacola
- VA: Hampton, Norfolk



Why this matters

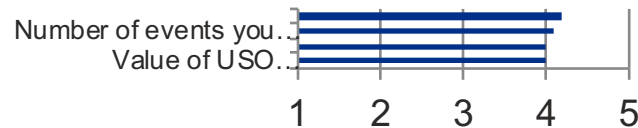
Public Affairs surveyed centers who partnered with the USO.

Center Managers use USO events to reward employees for great work.

100% would recommend a USO partnership for centers near military bases.



On a scale of 1 (being lowest) and 5 (being highest) how would you rate your experience with the USO?



Future opportunities



USO Pathfinder Program

- Transition Assistance
- Résumé Help
- One-on-One Support



Find new ways to engage all of Grifols donor centers with USO

- Plasma awareness campaign
- Toolkit for local engagement
- Social media
- Recruiting

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What is Community Outreach?

Social outreach programs that build credibility and mutually beneficial **relationships** between a company and its community to foster an understanding of the role and responsibilities a company has to its neighbors.

Community Outreach is **NOT**:

- Marketing/Advertising
- Trying to convince people we are something we aren't
- Done from the four walls of our plasma donor center

Pillars of Community Outreach



EDUCATE



ADVOCATE

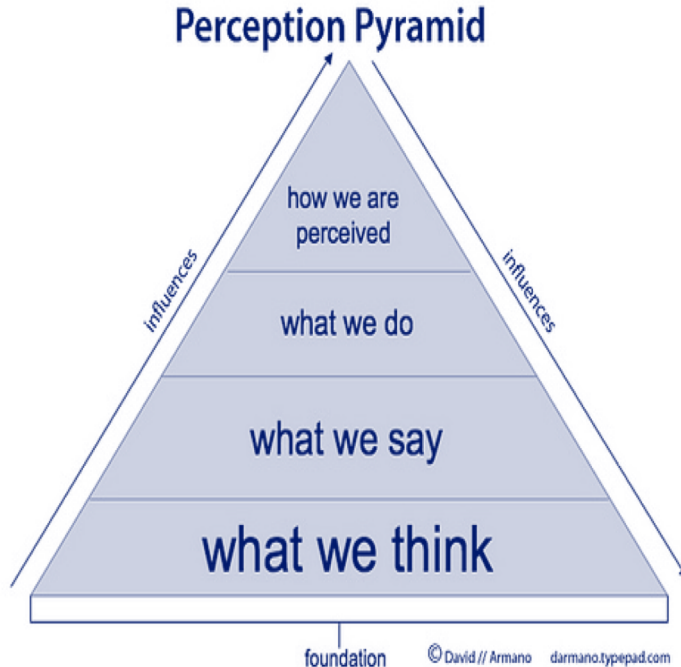


ENGAGE



SUPPORT

Community Perception Matters



- How can we influence our perception in the community?
- How can we leverage community relationships to help influence our perception?

A brand is a reason to choose. – Cheryl Burgess

Quarterly Outreach Results

- ➔ 680 community outreach events in Q3
- ➔ Outreach level of difficulty: 1.8 out of 3
- ➔ Self-reported community perception: 3.74 out of 5

Over 1,950 community
outreach events year
to date!

Event Highlights:

- 100 centers participated in local Chamber of Commerce events
- 70 events focusing on schools
- 35 back to school supply drives for kids and families in need
- 25 career/job events
- 17 events to re-stock local food bank pantries

Year to Date Highlights

105 job fairs, raising the profile of Biomat USA as an employer of choice and bringing awareness to plasma donation in local communities.

Partnered with 52 local food pantries to donate **9,650 meals** to people in need.

Participated in over 50 – 5k races to bring awareness to local causes. That is like running **from Baltimore to New York City** to bring awareness to community organizations.

Holding 41 school supplies drives, enough to outfit over **150 students** with backpacks and supplies to set themselves up for a successful year.

In honor of the community efforts from our Louisville, KY donor center, we have received a proclamation declaring April 14, 2019 named after us.

Being honored with the Peoria, IL City Beautification Award for our reinvestment in the community to turn our existing building into the cornerstone of the street's development.

THANK YOU!

QUESTIONS?

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