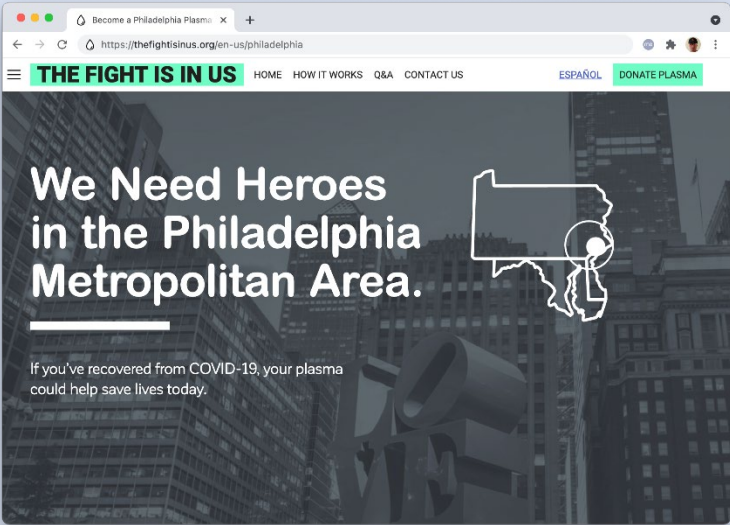
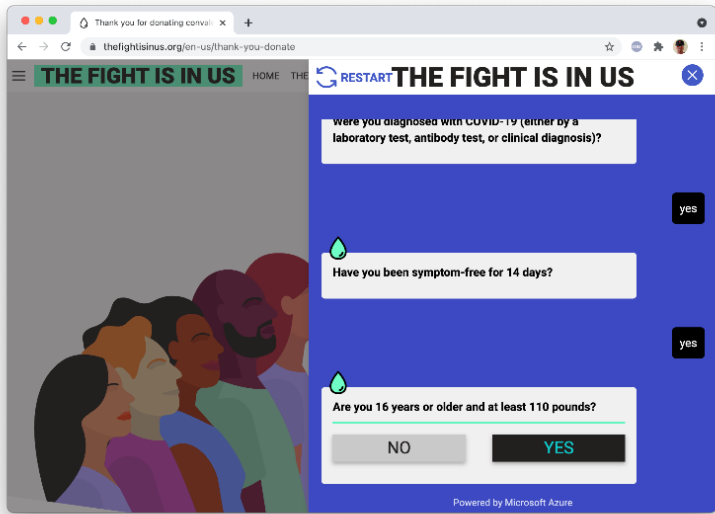

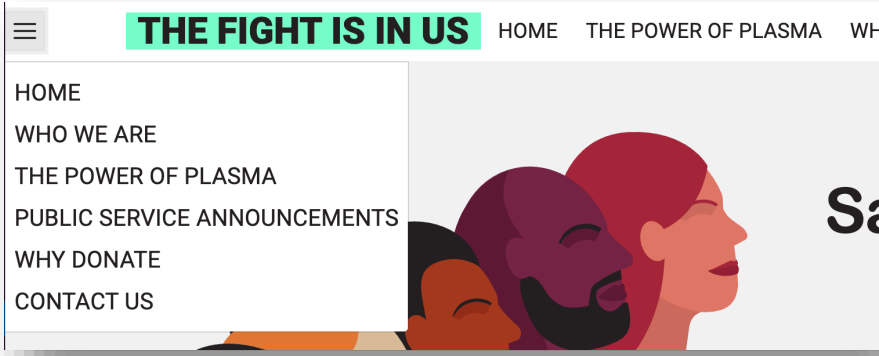
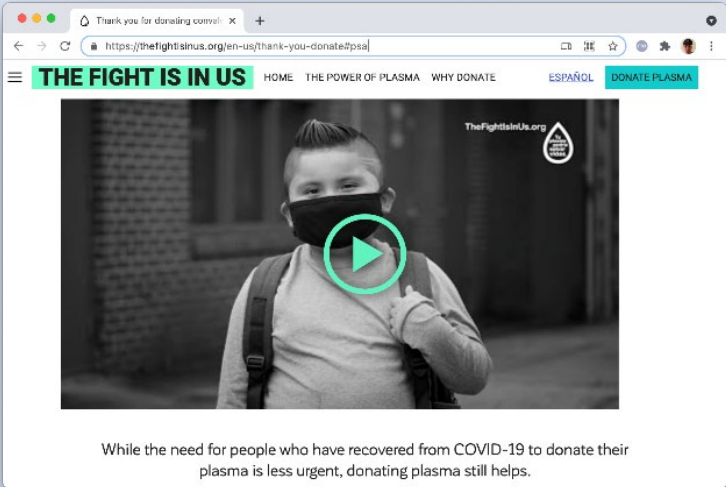


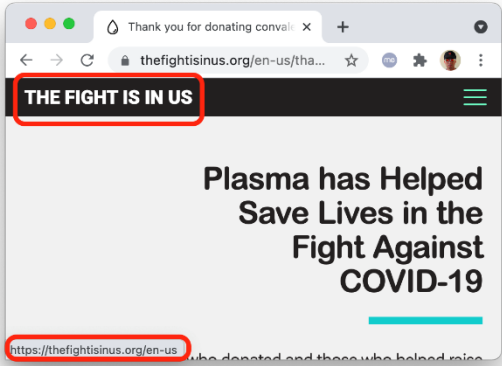
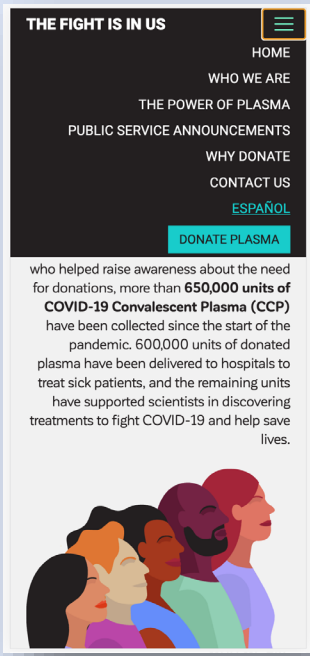
WEBSITE FEATURES AND CAMPAIGN STRATEGY

This table lists examples of website features that had direct application to the overall campaign strategy.

Application of Website Features to the Campaign Strategy

Website Feature	Application
<p>Local Engagement</p> 	<p>Determine if local engagement is a key element of the campaign strategy. If local engagement is not required, more development effort is available to maintain a single, national page.</p> <p>If local engagement is necessary, using city names in the website URL and providing local images, icons, and messaging make the website more regional. This delivers more personal and direct messaging to communities.</p>
<p>Prescreening Potential Donors</p> 	<p>Numerous visits to a website can overwhelm the process of identifying potential donors. In such cases, a prescreening step such as a health bot may reduce the overall pool of potential donors and decrease the lines and processing times at the donation centers.</p> <p>If prescreening is not necessary, the website should reduce the number of steps for users. A single form or direct communication with the donation center server can reduce the steps and time that a user must invest to donate.</p>

Website Feature	Application
<p>Call to Action</p> 	<p>Large buttons and fonts, highlighting, and other UI/UX considerations make it easy and clear for users to recognize and act on a call to action.</p>
<p>Content Discovery and Navigation</p> 	<p>Use a “hamburger” menu and navigation bar to make it easy for users to discover content.</p>
<p>Engaging Content</p> 	<p>Provide informative, interesting, and engaging video content such as testimonials and public service announcements.</p> <p>Display large video previews, thumbnails, and text summaries to enhance the presentation of video content. Avoid navigation away from the main website by embedding video content on the page.</p> <p>Use video carousels to make it easy for users to navigate through video content.</p>

Website Feature	Application
<p>Improve Search Engine Optimization (SEO)</p> 	<p>Apply best practices and other conventions to improve SEO and increase the reach to potential donors.</p> <p>An example of a best practice is to link to an established parent or partner site to increase credibility.</p>
<p>Consider Various Form Factors</p> 	<p>Determine the devices that users will use to access the website. If mobile devices such as smartphones and tablets are likely, then use mobile responsive coding techniques.</p>

Emphasize the Call to Action

Why Donations Remain a Tool in the Fight Against COVID-19

- 1 PLASMA CAN HELP SAVE LIVES**
 The Food and Drug Administration's COVID-19 Convalescent Plasma (CCP) Emergency Use Authorization (EUA) remains in place and aligns with multiple peer-reviewed studies showing that treating hospitalized patients who are early in the course of illness with high-titer plasma can reduce their risk of serious illness and death. The EUA also states that CCP may be particularly helpful for immunocompromised patients. Randomized Control Trials (RCTs) and observational studies have shown mixed results about the use of CCP in the outpatient, emergency room, and inpatient environments. CCP is optimally effective when transfused as close to symptom onset as possible. CCP is unlikely to provide benefits for patients with late-stage disease or on mechanical ventilation. More U.S. studies continue and will report out soon.
- 2 PLASMA MAY BE AN EFFECTIVE WEAPON AGAINST VARIANTS**
 As COVID-19 patients survive the variants in their area, locally sourced, recently collected plasma may have neutralizing antibodies that can help others with these variants survive the illness. Research continues on the impact of variants on the effectiveness of monoclonal antibodies, CCP and vaccines.
- 3 38% OF HOSPITALS WILL CONTINUE TO USE PLASMA**
 Hospitals continue to use CCP as the only FDA authorized in-hospital early intervention treatment for COVID-19. A recent survey performed by the American Association of Blood Banks showed that 38% of hospitals plan to continue to use CCP in accordance with EUA guidelines. More than 600,000 units of plasma have been collected in the U.S. since the beginning of the pandemic.
- 4 MORE PLASMA DONATIONS MEAN MORE EFFECTIVE TREATMENTS**
 The need for high-titer plasma makes it more vital than ever for people to respond to the call for donations. Plasma donations are needed to maintain the supply of antibody-rich, high-titer plasma authorized for use. Given that severity of illness is not a predictor of the levels, the more people who donate, the more high-titer plasma can be identified and used as treatment for sick patients.
- 5 MORE PLASMA DONATIONS CAN HELP PRESERVE VITAL BLOOD SUPPLIES FOR NON-COVID-19 PATIENTS**
 Plasma donors may help support critical whole blood needs and research. Many blood centers are using whole blood donation as a method of collecting CCP. How does it work? Blood donations are sent to a lab to undergo routine screening and infectious disease testing. If COVID-19 antibodies are detected in the blood, the plasma from the donation may be processed into CCP. Donors who test positive for antibodies may also be contacted to participate in life-saving research studies.

Outline reasons, steps, and Q&As to send clear messages to users and emphasize the call to action.