VISION INTO ACTION

MISSION: We save lives through cellular transplantation - science, service and support

OVERARCHING STRATEGIC RESULT: 10,000 transplants per year by 2015

Donor Resources Department

Engage Donors as Volunteers

Increase donor engagement in volunteer opportunities

DR-02-02

Inspire Donors

Improve the donor experience

DR-02-01

Save Money

Encourage prudent use of resources and increase awareness of cost factors

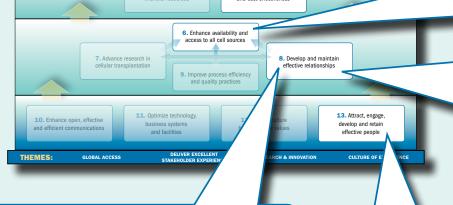
DR-05-01



Work Smart

Optimize high performance, results-oriented donor management systems

DR-06-01



Enhance Relationships with ACs and CCs

Develop and enhance effective relationships with apheresis and collection centers

DR-08-01

Enhance Relationships with Vendors and Partners

Improve relationships with vendors and partners

DR-08-02

Engage Staff

Build high quality, engaged staff through investment in training, recognition and knowledge sharing

DR-13-01

Donor Resources supports the following NMDP Strategic Objectives:

- 2. Maximize appeal and value of NMDP to donors, volunteers and contributors
- 5. Improve use of resources and cost effectiveness
- 6. Enhance availability and access to all cell sources
- 8. Develop and maintain effective relationships
- 13. Attract, engage, develop and retain effective people

How the Donor Resources department supports *Vision into Action:* By building a high quality staff that is engaged in the NMDP's Mission and Vision through investment in training and knowledge sharing. This investment will lead to improved relationships with apheresis and collection centers, in addition to other key vendors, to improve donor clearance times and reduce service errors. That coupled with high performance, results-oriented donor management will lead to prudent use of resources, cost savings and improvement in the donor experience.