

Regional Story Explorer — Narrative Request

Five short text slots finish the story. Every number on these pages is already live — only the words need an owner.

FROM JEFF FRANZEN · JUNE 2026 · BIOMED.JBF.COM

The Regional Story Explorer at biomed.jbf.com walks leadership through any region's collections story — live drives, units, sponsors, districts, and maps that change with every page. The framework and the data are done. What remains is the **narrative voice**: five small text slots that should come from BioMed, not from a developer. Reply to this with words for any slot (email text is fine) — one region to start is plenty; the rest can follow.

SLOT 1

Region Overview Narrative

Where: First slide a leader sees after picking a region · **Length:** ~40–60 words · **Per region** (33 regions — start with 2–3 priority regions)

Currently an auto-written sentence built from the numbers. Your version can carry strategy: what should leadership *know* about this region in ten seconds?

"Indiana is a mobile-first region — school and employer drives carry nearly three-quarters of collections across its three districts. Growth priority: first-time donor conversion in the Indianapolis metro, where two of our six centers operate below capacity."

Your words (region: _____)

SLOT 2

Mobile Story — Program Narrative

Where: Mobile Story, page 2, dark panel • **Length:** ~30–40 words • **One default** works; per-region better

Sits beside the live drives-by-county heat map. Themes that fit: sponsor highlights, school & employer drives, rural coverage.

"Mobile drives reach donors the centers never see — two-thirds of this region's collections roll in on wheels, anchored by long-running school and employer partnerships."

Your words

SLOT 3

Leadership Message / Call-to-Action

Where: Region overview, final slide panel • **Length:** ~20–30 words • **One default** for all regions is fine

The closing thought a leader carries out of the deck — mission framing, campaign priority, or a standing ask.

"Every drive on this map started with one sponsor saying yes. The next fiscal year's growth lives in the sponsors we haven't asked yet."

Your words

SLOT 4

Fixed-Site Story Framing

Where: Fixed Site Story, rollup page · **Length:** one sentence, ~15–25 words · **One default**

One line that frames what fixed centers mean to the network (reliability, platelets, repeat donors — your call).

"Fixed centers are the network's steady heartbeat — predictable capacity, repeat donors, and the platelet program's home base."

Your words

SLOT 5

Per-Site Blurb OPTIONAL

Where: Individual donation-center story page · **Length:** ~15–25 words per site · **Optional** — pages work without it

Local color for a center's own page ("Carriage Place anchors the Columbus metro..."). Only worth doing for flagship sites; skip the rest.

Your words (site: _____)

How to send

Reply by email with slot number + text — no format requirements. Slots 2–4 are one-and-done defaults. Slot 1 scales whenever you have words for another region. Everything lands on the live site the same week it's received.