



Links to Informative Sites When Planning Your **GLOBAL YOUTH DAY BLOOD DRIVE EVENT**

One of the purposes of Global Youth Day is to show God's love by organizing and participating in activities designed to generate engagement, raise awareness, stimulate action, and make significant difference in our communities.

Below is helpful information to assist you with the process of organizing your blood drive and/or carrying out other sustainable volunteer services. **Begin your planning now.**

Sponsorship can help take your blood donation drive even farther. Approach businesses in your local community and tell them your plans to have a blood drive. Invite them to pay for shirts, pens, and other giveaways. Your local health organization may also be willing to help with this.

If you would like to add information to this list please send an email to youthinfo@gc.adventist.org.

Global Blood Donation Information:

Contact the Red Cross Association in your country for information on organizing a blood drive. Click the link below to see if your country is listed; if not, contact your local health organization for information on planning a blood drive in your area.

<http://www.ifrc.org/en/what-we-do/volunteers/what-is-a-volunteer/become-a-volunteer/>

<http://www.nhs.uk/Conditions/Blood-donation/Pages/Introduction.aspx>

United States of America <http://www.redcrossblood.org/hosting-blood-drive>

<http://thebloodconnection.org/centers/greenville-donation-center/>

Australian Red Cross <http://redcross.org.au/>

<http://www.donateblood.com.au/>

Canadian Blood Services <https://www.blood.ca/>

Jamaica <http://www.nbts.gov.jm/>

Trinidad <http://uwiblood.com/>

Manush in Asia Pacific (a voluntary blood donation) <https://www.facebook.com/pages/Manush-in-Asia-Pacific-A-Voluntary-Blood-Donation-Organization/147859641945077>

Blood Drive Poster/Promotional Ideas <http://www.pinterest.com/gracemelson71/blood-drive-poster-ideas/>

RECRUITMENT STRATEGIES & TIPS

One of the most common reasons people don't give blood is simply because they have never been asked. As a blood drive coordinator or committee member, your most important job will be to ask.

1. **Use a personal approach – ask face-to-face.** Choose a time when potential donors can give you their full attention and feel confident you are asking people to do something that helps others. If it is not possible to ask face-to-face, then call on the phone.
2. **Be enthusiastic and positive.** New donors' attitudes toward blood donation may be largely determined by how they were asked. Enthusiasm is contagious.
3. **Form a recruitment team. You don't have to do it alone.** Ask people who are passionate about the cause or who cannot donate themselves to join you in helping recruit others. Ask donors who have scheduled an appointment to bring a friend. And remember – it's easier for 10 people to recruit 10 donors each than for one person to recruit 100 donors.
4. **Ask appropriately.** Don't pressure anyone into donating. Understand how a potential donor feels and answer questions they may have. Give them time to make the decision to give blood.
 - **Educate about the importance of blood donation** The Red Cross does not need blood – patients do. Every two seconds someone in America gets a blood transfusion. Five million patients will need blood this year.
 - **Advertise. Advertise. Advertise.** Use promotional posters in common spaces in your building or community (cafeteria, elevator, hallways). Use the organization's intranet, newsletter or bulletin boards. Use social media to bring awareness to the event.
 - **Encourage donors to make appointments in advance.** Schedule the appointments evenly to prevent long times, and explain to donors the need to keep their appointment.
 - **Send appointment reminders.** Remind donors of their appointments as the drive draws near. Call no-shows the day of the drive.
 - **Reduce the fear of the unknown by explaining what is involved in donating.** Educate new donors about basic eligibility requirements, possible deferrals, the donation process and what to expect.