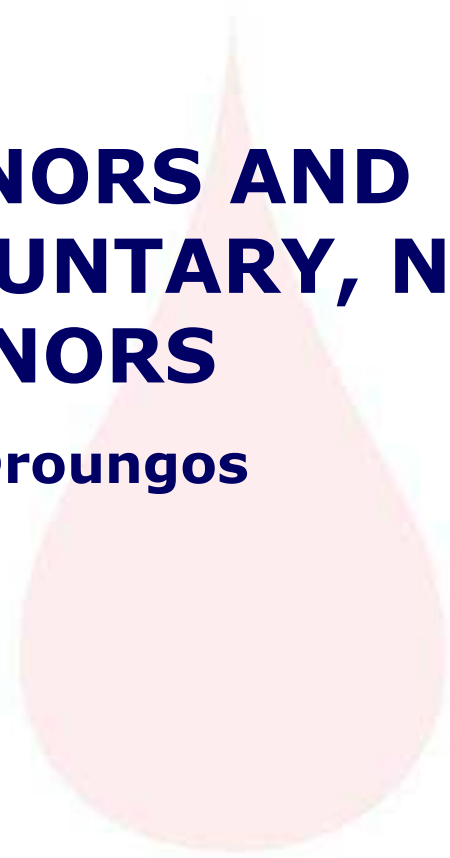


RECRUITING BLOOD DONORS AND CONVERTING THEM TO VOLUNTARY, NON REMUNERATED DONORS

Leticia Ferreira & Michalis Droungos



HOW TO RECRUIT BLOOD DONORS?



WHAT DOES RECRUIT MEAN?

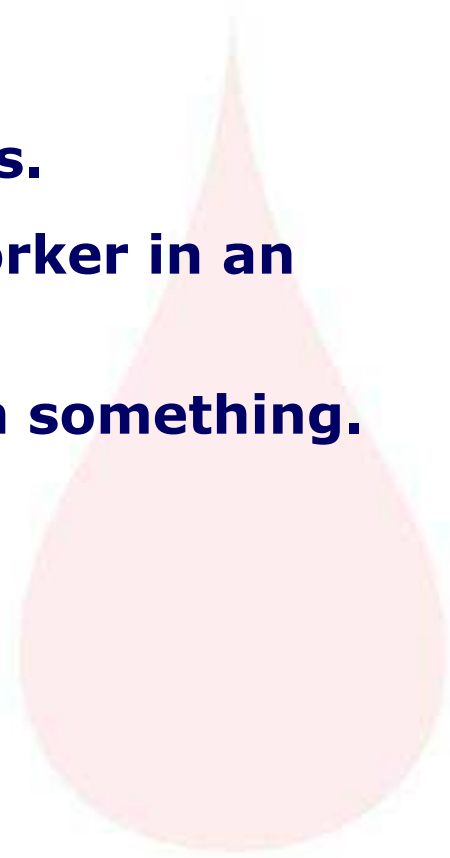


What does “Recruit” mean?

To recruit

• **verb**

- 1. enlist (someone) in the armed forces.**
- 2. enrol (someone) as a member or worker in an organization.**
- 3. informal persuade to do or help with something.**



How do you convince someone that “your side is better”?

- know a lot about what it
- know your reasons to be there
- listen, respect, suspend, voice
- Be prepared: dialogue to find a common ground



People make decisions for their reasons, not yours - The 09 influence tatics

1. Reason

2. Inspire

3. Ask

4. Feel good

5. Deal

6. Favour

7. Silent Allies

8. Authority

9. Force



“To change behaviours people must commit to the purpose. This is based on awareness and acceptance of the reasons behind the change and benefits to be gain from changing.”



**Jump in the
lake!**



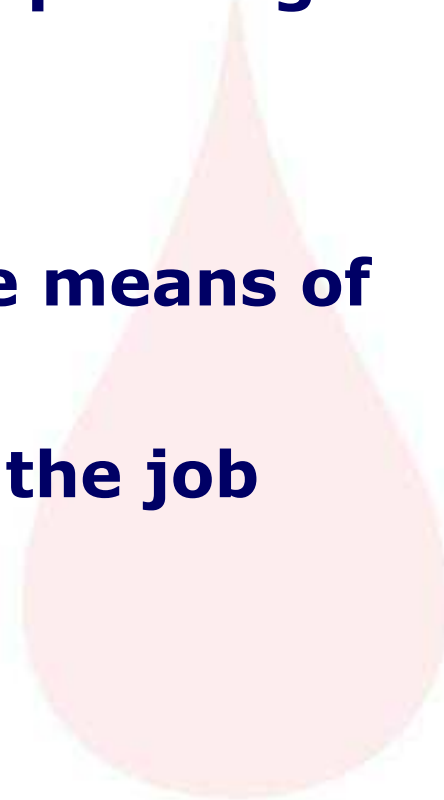
STRATEGY

CREATION OF A CAMPAIGN

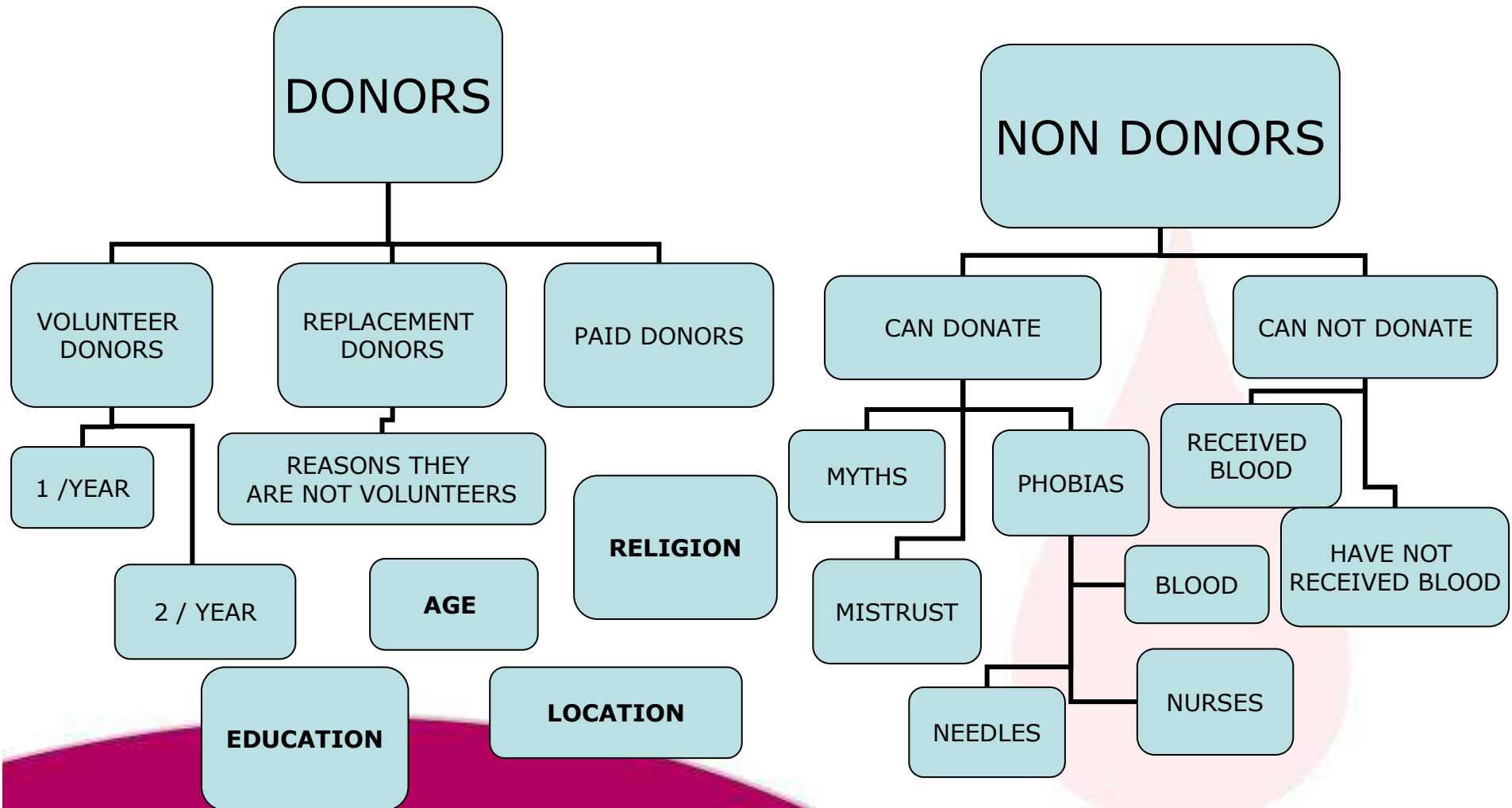


Creation of a Campaign

- 1. Identify the different groups of people and their characteristics**
- 2. Choose the suitable group depending on the goal you wish to achieve**
- 3. Create the message**
- 4. Choose the most appropriate means of communication**
- 5. Appoint the right person for the job**
- 6. Start the campaign**





1. Identify the different groups of people and their characteristics



2. Choose the suitable group depending on the goal you wish to achieve

Objectives

- Inform people about blood donation and who is eligible to give blood**
 - Make replacement donors voluntary**
 - Educate people in order to exceed their fears**
 - Find more volunteers to help with recruiting**
 - Print donor education leaflets and posters**
 -**
- 
- 

3. Create the message

- **Focused on a particular group**
- **Clear and relevant**
- **Interesting and appropriate**
- **Creative and challenging**
- **Emotional**



4. Choose the most appropriate means of communication

- **TV**
- **Radio**
- **Newspapers – Magazines**
- **Internet**
- **SMS**
- **Telephone communication**
- **Personal Contact**

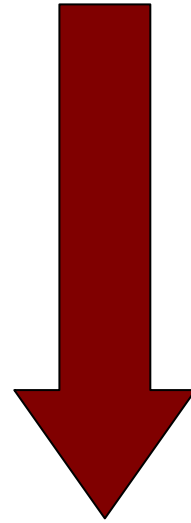


5. Appoint the right person for the job

- **Take advantage of the different skills each person acquire**
- **Not all persons are equally efficient in all jobs**
- **Train volunteers**



6. Start the campaign



Evaluation of the campaign



SO, THEY'RE HERE! NOW WHAT???



KEEPING THE DONOR HAPPY



Which are the needs of blood donors?



Which are the needs of blood donors?


1. Best quality of services during the blood donation

- Avoid bad experience during the donation**
- Avoid bad behavior from the staff and volunteers**
- Confidentiality**
- Highly trained and friendly staff**



Which are the needs of blood donors?

2. Recognition and Communication

- Donor's shouldn't be remembered only 3-4 times per year**
 - "Thank you" cards and wish cards**
 - Invite him in training / information seminars**
 - Ask his opinion and proposals via questionnaires**
 - On special celebrations, award the 25s, 50s, etc blood units**
- 

ACTIVITY – ROLE PLAYS

1st Scenario: A non-donor calls to the local association office to get some information about the donation process in order to give blood.

2nd Scenario: A father goes to give blood and takes with him his 15 year old daughter. Due to a mistake the father's arm bleeds and he faints in front of his shocked daughter.

3rd Scenario: A couple goes to the central square of their town in order to donate to the mobile blood drive for the first time. They are a little late and they only found two volunteers of the local association there.

4th Scenario: Three friends, all volunteer donors go together to the blood center to donate blood. During the pre-donation check one of them is found that he can't donate. He feels disappointed and loses his temper.

5th Scenario: During the blood donation a lady panics, despite being a volunteer. Present at the incident is a donor waiting to give blood, another donor giving blood, a member of the staff and a volunteer.

6th Scenario: You are volunteers trying to get new donors in a music festival.