

560991

WHO/GPA/BLS/95.1  
Distr.: Limited  
Orig.: English

# **Recruiting, Educating and Retaining Safe Blood Donors**

---



**World Health Organization  
Global Programme on AIDS  
GENEVA**

This document is not issued to the general public, and all rights are reserved by the World Health Organization (WHO). The document may not be reviewed, abstracted, quoted, reproduced or translated, in part or in whole, without the prior written permission of WHO. No part of this document may be stored in a retrieval system or transmitted in any form or by any means – electronic, mechanical or other without the prior written permission of WHO.

The views expressed in documents by named authors are solely the responsibility of those authors.

---

## TABLE OF CONTENTS

<b>Part 1: Starting the Programme</b> .....	1
Preparatory activities with staff .....	1
Research and Planning .....	5
Monitoring and Evaluation .....	11
Background .....	11
Items to Monitor and Evaluate .....	11
Analysing Evaluation Results .....	12
 <b>Part 2: Ideas for Recruiting, Educating, and Retaining Safe Donors</b> .....	13
Recruiting Safe Donors .....	13
Developing Messages .....	13
Using the Media – Newspapers, Radio, Television .....	15
Word-of-Mouth Marketing .....	16
Making the Most of Special Events/Celebrations/Days .....	17
Educating Donors .....	18
Retaining Safe Donors .....	19
The Basics – A Systematic Approach .....	19
Special Recognition/Reward Programme .....	20

---

## **ACKNOWLEDGEMENTS**

The World Health Organization gratefully acknowledges the extensive work carried out by the American Institutes of Research, Washington, D.C., U.S.A, in preparing this text.

---

## INTRODUCTION

The cornerstone of a safe and adequate supply of blood and blood products is the recruitment, selection and retention of voluntary, non-remunerated blood donors. The spread of HIV infection and AIDS, together with the limitations in the process of testing blood for transfusion-transmissible diseases, make it imperative for blood donor programmes to consider carefully how such donors are selected and to develop and implement appropriate selection mechanisms that take into account epidemiological and demographic factors for transfusion-transmissible diseases.

Transfusion of blood and blood products has accounted for approximately 5%-10% of HIV infections worldwide. It is by far the most efficient mode of transmission but the most easily preventable. Transmission of HIV through blood transfusion can be dramatically reduced by testing donated blood for antibodies against HIV. However, as there is a delay (*the window period*) between infection and the production of detectable antibodies, there is a residual risk of infection from blood transfusion, even with blood that has been screened.

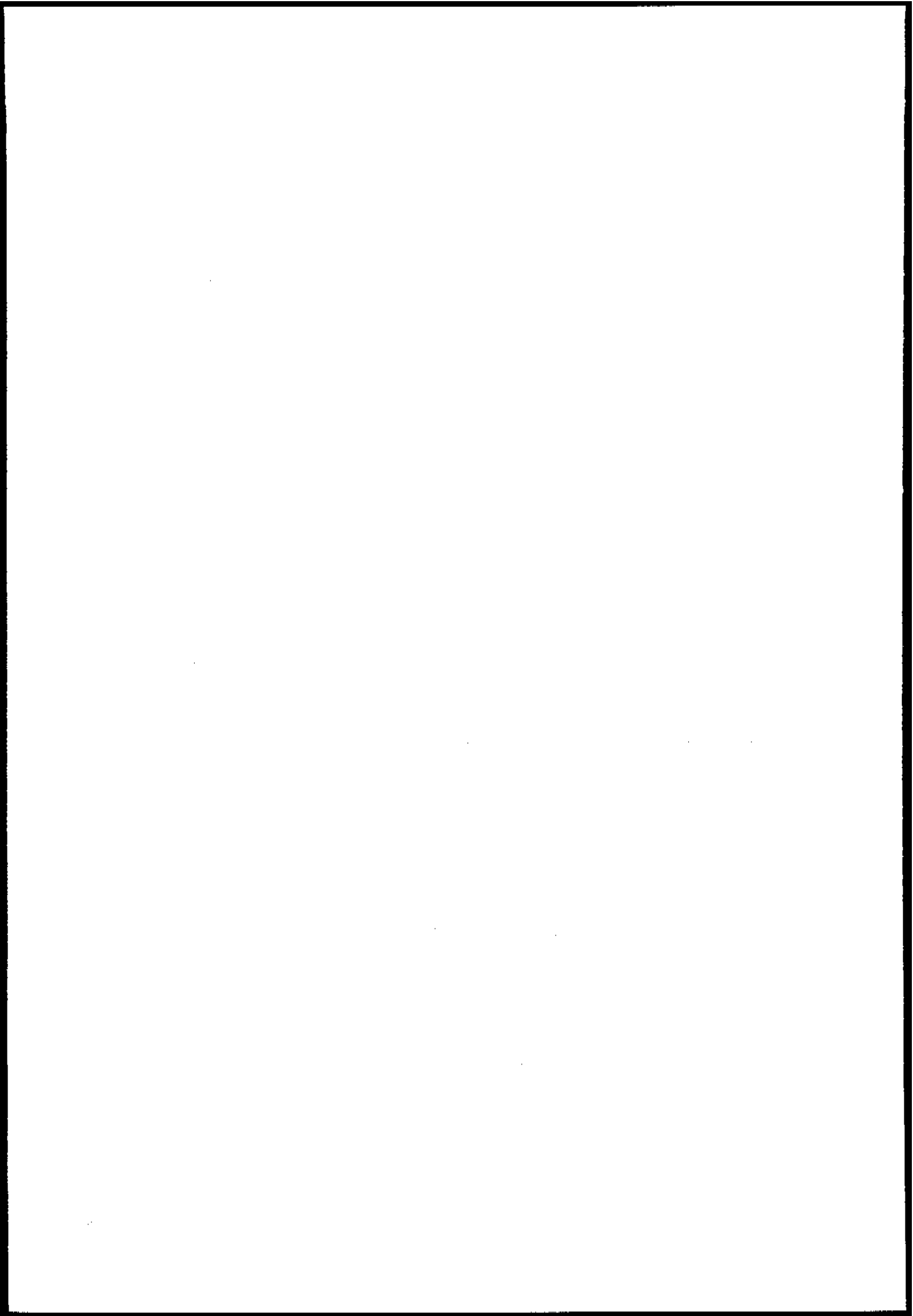
This residual risk of infection can be reduced, though not entirely eliminated, by recruiting and collecting from low-risk blood donors. Through pre-donation counselling about risk factors for HIV infection, high-risk donors are identified and encouraged to undergo testing at alternative testing sites, while low-risk donors are actively educated and motivated to donate blood regularly. The key to recruiting and retaining low-risk blood donors is effective communication between blood centre staff and all potential donors.

What potential donors see, hear and experience will determine whether they will volunteer initially, whether they will make correct decisions about giving blood, and whether they will return to donate again.

Effective communication requires a systematic programme that involves everyone at the blood centre. However, such a programme need not be expensive or difficult to develop and implement.

These guidelines are designed to help those responsible for blood donor recruitment develop and implement a programme to improve communication with blood donors. The ideas are built on sound communication theory and practice, and are designed for use in blood centres in many countries. They are easy to implement and require few additional financial resources.

There are two parts to these guidelines. The first part outlines the initial steps in setting up a communication programme: organizing, collecting information, and developing plans. The second part provides ideas for recruiting, educating and retaining safe donors, that individual centres might consider.



---

## PART 1: STARTING THE PROGRAMME

### *Preparatory activities with staff*

To develop an effective communication programme, it is important to recognize that people throughout your organization must be involved. They are the ones who will be communicating with donors and community leaders; they are also your best source of ideas and information. As the blood donor organizer, you must ensure that the programme is understood and supported by all members of your organization.

**1. Hold a general staff meeting.** As a first step call an orientation meeting for all employees and volunteers to discuss the importance of communicating effectively with donors. During this meeting, talk about the different people each staff member communicates with – for example, potential donors, campaign organizers, and public health officials. It is helpful to include role-playing in which group members take turns acting out typical communication situations – for example, talking to a potential donor who is unsure about donating or answering questions from the supervisor of a local factory about the health risks of blood donation.

To reinforce their involvement in the programme, conclude the meeting by handing out copies of the following worksheet entitled *Priority Audiences*. Ask everyone to fill out this worksheet for the next meeting.



---

**2. Hold a follow-up workshop.** In addition to ensuring everyone's involvement in the programme, the main objectives of this workshop are to determine the programme's goals, to decide upon further action, and to begin collecting necessary information.

Begin the workshop by developing a master list of potential donor groups and key community contacts, based on the worksheets completed by the group members. Involve everyone in deciding upon the priority target audiences. Include a statement of the blood centre's goals for recruitment and retention – the number of safe units to be collected, and the number or proportion of repeat donors.

Next, involve the entire group in completing the *Inventory of Resources* worksheet shown below. This worksheet clarifies the resources that the centre will have to work with when determining the action plan.

When this worksheet is completed, you are ready to collectively determine the centre's communication goals. These goals should be fairly general, reflecting **what** you will try to do rather than **how** it will be accomplished. Be realistic, but do not reject an idea because you cannot immediately think of a way to do it.

To illustrate, here is a partial list of general goals that could be agreed upon at your centre:

- improve working relationships with the media
- improve working relationships with community leaders
- organize a group of speakers for various recurring presentations
- improve the system of keeping, organizing and managing donor records
- develop an in-service communication training programme
- recruit volunteers to assist in the production of materials – graphic artists, writers, printers, etc.
- monitor communication efforts
- improve recruitment and retention of donors who have the lowest risk of transfusion-transmissible infections.

Finally, jointly develop an immediate action plan. Ask for volunteers for several small (1-3-person) communication task forces that will focus on each of your goals. Make each task force responsible for developing a specific plan of activities. Ask all the task forces to present their results at the next general staff meeting.

These more specific plans should include a set of initial activities and goals. For example, part of the specific plan for improving communication with safe donors might include the following:

**Develop a Donor Action List** – Establish a plan to contact potential donors about donating. List several different ways in which you might be able to reach potential donors. When appropriate, for example, call donors or mail reminders for their next donation. Maintain a list of donors for future recruitment and retention efforts. Give special recognition to repeat donors.

## *Inventory of Resources*

As you begin to plan your communication effort, you need to take stock of the resources that you use to implement your communication programme. Next to each category, list specific resources that may be available to you.

<b>Resources</b>	<b>Description</b>
Staff – Availability and expertise	
Volunteers – Availability and expertise	
Funding	
Professional Communicators – Availability	
Equipment – Cameras, projectors, etc.	
Community Resources – Media availability and assistance, existing communication networks, etc.	
Centre's System for Organizing Donor Records	
Current Promotion and Education Materials	

---

**3. Maintain staff involvement.** To sustain the programme, it is vital to continue involving all staff. Hold monthly communication meetings at which each task force presents its ideas and progress. Recognize and, where possible, reward staff members who show extra effort and interest. Make your staff members and volunteers feel proud of their communication roles; for example, highlight efforts with praise in meetings, include employee and volunteer names in reports and discussions, post photographs on bulletin boards, or establish a special award for the top volunteer and employee and seek publicity for them (for instance, in the local newspaper or other mass media).

Depending upon available resources and previous experience, an effective way to maintain staff involvement is to provide in-service training for all people who are involved in the daily operation of the blood centre.

## ***Research and Planning***

To develop an effective communication programme, you must consider your local centre's situation. It is important to analyse:

- target audience priorities, including target donor demographics (age and sex of low-risk potential donors, education levels, location);
- available resources at your centre and in the community (materials, equipment, funding, volunteers, etc.), including media support (newspapers, community, newsletters, radio, television, etc.);
- past and current donation patterns (who has donated, how frequently, why);
- recruitment, education, and retention techniques that have and have not worked in the past, including why they were successful or unsuccessful; and
- previous obstacles to effective communication and how these obstacles were overcome.

The next few pages show additional worksheets concerned with these matters. The first of these, ***Donor Data Profile***, should be used at donation sites. Have the staff ask donors for information during the refreshment and recovery period. If you are not currently collecting information about reasons for deferrals\*, change this worksheet slightly (change "Reason for donating" to "Reason for deferral") and ask the health interviewers to collect this information from people that they defer and from people who defer themselves. Compile this information about donors and non-donors frequently. Also, after donated blood is tested, compile this information for safe and unsafe donors.

By carefully examining the information contained on these worksheets, and working with the task forces, other staff, and volunteers, you can develop a specific action plan. This plan should include **what** is to be done, **why** it is being done (what the action is expected to accomplish), **who** will do it, **when** it will be done, and **what information** will be collected and used to evaluate whether it was successful.

---

\* Individual counselling at the time of donation may lead to self-exclusion or self-deferral. Some donors will be excluded or deferred by the blood collection team when a potential risk to donor or recipient is identified through questioning, physical examination or laboratory analysis.



## *Reviewing Techniques*

We can often learn a great deal from our past performance. Please list, by category, the techniques used in your centre. Rate their actual and potential effectiveness.

### Step 1. Recruitment Techniques

List and rank the techniques that your blood centre uses to recruit donors.

Technique	Effectiveness					
	Current			Potential		
	High	Medium	Low	High	Medium	Low

### Step 2. Retention Techniques

List and rank the techniques that your blood centre uses to retain its donors for repeat donations.

Technique	Effectiveness					
	Current			Potential		
	High	Medium	Low	High	Medium	Low

## *Reviewing Techniques (continued)*

### Step 3. Education Techniques

List and rank the techniques that your blood centre uses to educate the public about safety and the blood donation process.

Technique	Effectiveness					
	Current			Potential		
	High	Medium	Low	High	Medium	Low

## *Obstacles to Communication*

**Step 1.** Good communication techniques sometimes fail because they run into obstacles. List below some of the obstacles that you encounter when you communicate with your target audiences. Please be as specific as possible.

### Communication Obstacles

---


**Step 2.** Of the above obstacles, which four have the most **negative** impact on your communication efforts?

### The Most Negative Impact

---


## *Ways of Overcoming Obstacles*

List the main four obstacles from your previous worksheet. Then discuss and list various ways of overcoming these obstacles.

Main Obstacles	Potential Solutions or Alternatives
1.	
2.	
3.	
4.	

---

## **Monitoring and Evaluation**

### ➤ **Background**

One of the quickest and most effective ways to improve your programme is to improve your monitoring and evaluation efforts. The more time and attention you can give to monitoring and analysing the results of your communication programme, the better your overall communication and recruitment effort will be. You must continually evaluate your programme to ensure that you are spending your centre's money and time productively. Your recruitment campaigns should be directed at the goal of increasing the number of appropriate low-risk donors in order to increase the safety of the blood supply.

### ➤ **Items to Monitor and Evaluate**

- Monitor the communication effort by asking a sample of donors:
  - how they learned about the donation process;
  - what they know about safe blood, self-exclusion deferral, and regular donors;
  - what prompted them to donate blood today;
  - whether they know and understand your campaign theme/message;
  - whether they plan to donate again;
  - what motivates them most to donate blood;
  - which media they listen to/watch/read;
  - who their local heroes are;
  - what rumours they have heard about blood donation in their community, how they heard them, and whether they believed them;
  - whether they could recommend others in the community to donate blood;
  - what the biggest misconceptions are about blood donation in their circle of friends and acquaintances; and
  - if they plan to donate in the future, whether it would be acceptable to follow them up through the mail or by telephone.

*Be sure to review the responses of donors who are accepted and donors who are excluded; you may gain valuable information by comparing them.*

- Monitor the safety of the blood supply by asking yourself and your staff:
  - whether you are excluding more donors,
  - whether more donors are excluding themselves, and
  - whether you are increasing the blood supply and getting more safe blood.

---

➤ ***Analysing Evaluation Results***

The key to efficient evaluation is to determine what changes you expect to produce by your action. Before you start your programme, decide what you are attempting to change – for example, donor attitudes, the general population's knowledge about the relationship between AIDS and blood donation and transfusion, the number of donors who return to the blood centre, etc. Evaluate the impact of your communication efforts by collecting information on each of these items before you start your programme and continually as it progresses. Pay particular attention to data on the safety of the blood supply. Also, by closely following the expenditure of the programme, you will be able to determine whether your communication activities are cost-effective.

These are some points that will help you to evaluate the success of your communication effort. If the answers are negative, you must try to determine what can be done to improve your programme. Analysis of the results should indicate which elements of the communication programme are working and which are not. Changes should then be made to steer the communication programme in the most productive direction.

---

## PART 2: IDEAS FOR RECRUITING, EDUCATING, AND RETAINING SAFE DONORS

### *Recruiting Safe Donors*

#### ■ Developing Messages

- **Creating the Message** – Your message must be clear, simple, and, if possible, indicate some benefit to the donor. The best approach is to ask donors why they decided to donate. Their responses will provide the most valuable information for creating your message. You should also note how they learned about the donation centre so that you can use that information in your recruitment programme.

Once you have collected feedback from your donors about why they donate, consider using those reasons to develop a new message for your recruitment campaign. Working with your staff and perhaps eliciting volunteer help from communication specialists in your community (for instance, newspaper, radio, television and advertising specialists), you will be able to create a number of themes or messages that encourage people in your community to donate blood.

You should include a message such as “Donate *Safe Blood Today*” in your recruitment campaign. This will help potential donors to understand that the safety of the blood supply must be considered before they decide to donate blood.

#### **Other possible messages include:**

- *Donating Your Best – for the Rest of xxx (community)*
- *Donate Safe Blood Today – for a Healthy xxx (community) Tomorrow*
- *xxx (community) needs xx,xxx,xxx pints of blood for one another; let's not fail xxx and you and me – Donate Safe Blood Today!*
- *Become a xxx (community) Hero; Donate Safe Blood Today!*
- *Safe Blood Saves xxx (community) Lives – Donate Today!*

Each community can develop its slogan based on the feedback it receives from its donors.

- 
- **Developing Graphic Elements** – In addition to creating the messages, you may want to design graphic elements to accompany the messages. Again, consider seeking the help of newspaper, television, and advertising specialists to assist you in developing these elements.
  - **Testing the Message** – Whether you choose to adapt these messages or create your own, you must test the messages with donors and non-donors.

Your message should be evaluated by as many people as possible. The more thoroughly your message has been reviewed, the better your final message will be. Consider testing your messages in the following ways:

- Seek input from current donors when they visit your centre.
- Seek input from your staff and their families and friends.
- Ask current donors for the names of groups that they belong to and see if you can visit those groups informally to discuss your centre. Then seek their help in deciding what message would work best for them.
- Visit key government, political, community, and religious leaders to seek their input on the theme or message. In this way you will also encourage their involvement in and support for the programme.
- Return to your list of potential donors and seek their input on the content of the messages.

Once you begin hearing many of the same comments and suggestions, finalize the message with its appropriate graphic elements.

- **Using the Message** – Once you have created the message, you must begin using it as frequently as possible. **Repetition is a key element in the communication process.** Your message should be included in all your promotional activities so that people begin seeing it everywhere, begin believing it, and begin donating blood regularly. Seek funding for activities from government, the local community and other sponsors.

For example:

- list it on all stationery and forms,
- list it on envelopes,
- put stickers on equipment,
- put stickers on cars,
- make public service announcements for buses,

- 
- make billboards,
  - create print and broadcast commercials and public service announcements,
  - put the message on balloons/flags/banners,
  - answer the phone with the message,
  - run poster contests for schoolchildren using the theme or message,
  - give talks to groups,
  - submit the message for use in the other organizations' bulletins or newsletters (for example, in church bulletins),
  - make buttons for staff, donors, and visible community and religious leaders,
  - make lapel pins – with the appropriate graphic element, etc.

## ■ Using the Media – Newspapers, Radio, Television

### ➤ *Background*

The local media can greatly facilitate your recruitment efforts. You should first find out which contacts at each media outlet may be helpful to you. Always start at the top and contact the publisher or owner of the newspaper or radio or television station. Meet them to discuss a major issue that will greatly influence the health of their community – the safety and adequacy of the blood supply.

During your visit or telephone conversation, be sure to have a fact sheet that includes the amount of safe blood that is needed for your community. You should present ideas about how the newspaper or station could help you in your campaign. Seek more than editorial coverage of your programme. Build a partnership with the largest media outlet in your community. Seek its input, recruit a volunteer from its skilled staff, ask for its commitment to developing graphic materials for its medium as well as for others, seek the donation of space or air time for your campaign's public service announcements, and ask for its creative ability to assist in developing other materials for your campaign.

### ➤ *Media Materials*

If possible, prepare in advance sample, fill-in-the-blank media materials. Sample press releases, public service announcements, and fact sheets can give the local director easy-to-use media materials.

---

➤ ***“Donors Are Heroes” Campaign***

People may be encouraged to donate blood through a *Donors Are Heroes* campaign. The campaign would include a donor “wall of fame” that lists local donors who continue to give safe blood to the local blood centre. The media could help in a number of ways:

- Create and run a list of names in public service announcements and in their publications.
- Create a donor/hero profile advertisement to run in their newspaper or magazine each week or month.
- Create and cosponsor a series of television public service spots gathering well-known community leaders and residents who have donated blood. New heroes would be added monthly so that audiences continue to watch and listen for their friends, relatives, neighbours, dignitaries, religious leaders, etc. It could even blossom into a local status event and become part of the public service announcement each month.
- Create charts for the community showing progress towards your goal. The charts would run in their publications or news programmes.
- Provide exposure for your education campaign.

The media can carry routine announcements, but they can be much more useful if they agree to work as a partner in your campaign.

## ■ **Word-of-Mouth Marketing**

➤ ***Background***

A basic truth in communication and marketing is *An invitation to everyone is often an invitation to no one*. To be most successful, recruitment campaigns should include elements that convey a personal touch in the request for donation. Telephone calls or face-to-face contact often work best. In some respects, the grapevine/word-of-mouth marketing may be one of the most productive communication vehicles that a blood donor organizer and the communication team may be able to use.

➤ ***Word-of-Mouth Marketing Techniques***

Techniques include:

- The blood donor organizer or other appropriate personnel should meet community leaders and describe the programme to them. Examples of appropriate leaders include tribal leaders, religious leaders, traditional healers, and heads of donor groups.

---

You should outline the recruitment programme and explain how important each leader is to its success. A message from the leaders of all levels of health and government offices should also be included in the message.

You should request a major contribution from each leader, for example, the recruitment of ten volunteers to donate blood and the listing of ten additional volunteers who will serve as recruiters. This process could begin replicating itself to identify additional donors and recruiters.

- Similar programmes could be used within the local villages where a leader is assigned to recruit a group of people within the village.
- In areas where telephones and radio stations are located, the blood donor organizer could initiate a blood donation phone-in, with local listeners calling the radio station to pledge their donation of blood as well as the number of additional donors they will recruit. The names and the number of recruits could be broadcast and their telephone numbers recorded for follow-up at a later date.

## ■ Making the Most of Special Events/Celebrations/Days

### ➤ *Background*

Whenever possible, appropriate and practical, a good social marketing\* campaign will benefit from events or celebrations that already have their target audiences' attention. If you can pinpoint certain days or events throughout the year where you can share the communication spotlight, you should seize those opportunities. An important consideration is not to make visibility your only goal – you should also recruit donors at these special celebrations.

### ➤ *Activities*

- The blood donor organizer or other appropriate leaders should list all special events, holidays, and celebrations on the community calendar for the next 18 months. The leader can assess the activities that are normally scheduled for those days and decide which are likely to provide the greatest visibility with the target audiences. The organizer should then approach the sponsoring agency of the event and seek methods of cosponsorship, endorsement and activities for visibility. Involving an important person in the community/government to be associated with the campaign could help in attracting a crowd.
- Activities should be planned so that a two-step process is involved. The first step consists of achieving visibility and communication for the campaign's main messages – *your healthy blood saves lives*.

The second step consists of receiving pledges for blood donation. This can be accomplished in any number of arenas. An example is during a parade where a special day is being celebrated. A local blood centre float could be developed for the parade and volunteers could distribute flyers with the blood centre's

---

\* Social marketing is marketing through existing commercial outlets, a consumer good that fulfils a public health or a social need.

---

message and request a pledge for a donation. The float could be one of the first vehicles in the parade and then be used again near the end of the parade so that the same volunteers could collect pledges from people in the audience. A similar process could be used for other special events.

## ***Educating Donors***

### ■ **Background**

A key component of the recruitment campaign is ensuring that donors understand what are the qualifications required of people who donate blood. The recruitment programme will be ineffective if individuals at risk are recruited. You must emphasize the need for *safe blood* in your message if your programme is to be successful. Stress that the responsibility of the blood services is to protect the health of the donor as well as that of the recipient of the blood.

### ■ **Education Materials**

A series of education materials can be developed:

- **A simple, illustrated card** that can easily be duplicated for distribution at meetings or at appropriate public locations. One example could be a sporting event such as a football match at which the leaders of both teams publicly endorse the safe blood campaign. The card should illustrate behaviours and factors which put a person at risk from AIDS or other infectious diseases (for example, visiting prostitutes; having unprotected sex, especially with more than one partner, or knowing that one's partner has other sexual partners; and sharing injecting equipment).<sup>\*</sup> The card could also be printed as a poster for use in the blood donation centre and at mobile unit sites.
  
- **A safe blood question sheet** to be used
  - by the local media for public service announcements,
  - at mobile unit sites and in school health classes, and
  - by other interested groups, such as religious or tribal leaders.

The sheet would contain basic questions about the blood donation process and types of behaviour that should automatically imply self-exclusion from donation.

---

<sup>\*</sup> A comprehensive description of recommended criteria for exclusion of donors are given in GPA document *Preventing HIV transmission through blood and blood products, Module 1 (WHO/GPA/CNP/93.2B)*.

- 
- **Media relations and presentation materials** on educating the public. A feature story on the need for safe blood and the qualifications for blood donation could be used by the local media. Slides, for projection on to a screen, illustrating the donation process might also be included for use in presentations by local blood centre leaders. The slides could also be used in public service announcements for television, where appropriate.
  - **An educational brochure** about blood donors and blood donation. The brochure might contain information about the donation process and the criteria one must meet in order to be a donor of safe blood. An education task force should work on writing the text for the brochure, coordinating design, and testing the brochure with selected audiences. Where appropriate, a video on the blood donation process (using local examples) could be developed.

## ***Retaining Safe Donors***

As in all marketing and communication campaigns, the most difficult task is to recruit your first donor. Once you succeed in recruiting a safe donor, it is essential to turn that donor into a life-long donor and, perhaps, recruiter for your blood centre.

### ■ **The Basics – A Systematic Approach**

#### ➤ ***Background***

*Efficient record-keeping and follow-through* are two necessary ingredients of a systematic retention programme. Attention to detail and timeliness combined with a friendly approach to recruitment and retention will greatly benefit blood centres that follow the techniques mentioned in this section.

#### ➤ ***Tactics***

- Once a safe donor is recruited, the blood centre should maintain a profile of the donor including address, phone numbers, affiliations with groups (factories, schools, etc.). Tell donors that their contribution is important and give examples of potential uses of their donation.

Encourage donors to give blood regularly, so as to maintain a safe and adequate blood supply.

Using a computer database enhances efficiency.

Where computers are available, proper training in their use is essential.

Give donors information about the number of times that they can safely donate each year, according to international or national guidelines. Centre staff should send a thank you note or should call to thank the donor a few days after dona-

---

tion. You may then also want to ask them to pledge their next donation and set a date for it at your centre.

Remind the donor of the next donation date by mail and, where possible, with a telephone call. A file of donors organized by date of donation should be established so the centre staff can routinely call repeat donors when they are eligible to donate again. The tone of all communications should be professional, friendly, and grateful for the contribution that the repeat donor is making to the local community. If appropriate, repeat donors may be willing to share the names of friends and peers who may possibly, in turn, become excellent repeat donors in the future.

## ■ Special Recognition/Reward Programme

### ➤ *Background*

As mentioned earlier, it is important to give visibility to donors who regularly donate safe blood to the centre. Many of the techniques mentioned in the earlier campaign recommendations may also be useful for giving recognition to repeat donors. Some additional recommendations are included in this section.

### ➤ *Tactics*

- Strike a positive relationship with the owners of key public settings – the local stadium, playing fields, churches, restaurants, entertainment centres, government halls, etc. Seek to have special seating areas for members of the centre's repeat donors' club. Members who have given a specific number of units may qualify for special privileges from area vendors, groups, and government agencies. In this way, the entire community demonstrates that repeat donors are held in high esteem and that more people should donate safe blood to the local centre.
- Seek publicity for the repeat donors. Demonstrate that their donations over the years have possibly saved xxx lives in your community. Create profiles of these individuals to demonstrate that repeat donors are held in high esteem and others may strive to be like them. Work with the media to sponsor public service announcements as well. Give awards to regular donors who achieve targets – five, ten donations and a special award for 25 and 50, etc. Local companies and patrons may wish to become involved and may donate cups or shields on which donors' names may be engraved.
- Work with the local leaders to establish a "wall of fame" for the repeat donors in your community. Again, consider having a local sponsor help you with the programme. Extend the publicity value of the "wall of fame" by first announcing the plan for the wall, holding a special ceremony, and dedicating the wall at a special ceremony when it is completed.

- 
- Develop recognition pins, stickers, and ribbons for repeat donors. Encourage people to wear the pin every day as well as in appropriate public settings. Stickers and/or ribbons could be placed on windows of homes, cars, bicycles, etc. Such visible recognition would be an asset for the repeat donor as well as for the entire blood recruitment programme.

We hope these ideas stimulate you to set up or improve a programme for recruiting, educating and retaining blood donors.

