

Improving blood donor engagement

Donor behaviour is transforming in our rapidly changing world.

This means we must get creative and adapt our blood donor communications and services accordingly. Blood services need to constantly assess whether their current practices and strategies meet donor's changing needs, and identify new ways of engaging the community to encourage the choice to spend their limited and valuable time donating blood. To do this, it is recommended that communications and services are tailored to be **personalised, relevant and timely**.



Get personal.

Show that you **value and appreciate your donors** by customising your communications to speak directly to them, talking their language. For example, this may be via a text message:

"Hi John, you are now eligible to donate blood again. Please call 123 456 to make another appointment with us - and thank you for your generous gift of life."



Remain relevant.

Use the approach "**right donor, right message, right time**." Encourage responsiveness and engagement by targeting donors through appropriate messaging and via the most fitting platform at the right time.

For example, social media, radio, print, television... which will work best for your target donor group?

One message may not have the same impact or be appropriate across all donor groups at a given time, so consider adapting this.



Stay timely.

Understand both the **current local situation** and the **changing needs, wants and expectations** of your target audience.

Ensure communications and activities are both regular and relevant for this.

For example, if many people are now working from home, perhaps consider holding more collection sites close to large residential areas. Or extend opening hours to cater for people wanting to donate in the evenings or on weekends, and communicate this.

More resources are available on the GAP website: <https://globaladvisorypanel.org>

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