

Create your own Customisable Marketing Materials for Information, Education and Communication (IEC)

Download these free templates to edit and to create your own donor recruitment and retention IEC materials. Note, the information provided is general only and before use, must first be adapted based on your NS / blood service guidelines. Canva login required (no cost for basic membership).

Resources

General donor recruitment and event posters:

- PDFs: [English](#) | [French](#) | [Spanish](#)
- Customise in Canva*: [English](#) | [French](#) | [Spanish](#)

General donate blood brochure:

- PDFs: [English](#) | [French](#) | [Spanish](#)
- Canva: [English](#) | [French](#) | [Spanish](#)

General safety posters:

- PDFs: [English](#) | [French](#) | [Spanish](#)
- Canva: [English](#) | [French](#) | [Spanish](#)

Post-donation care brochure:

- PDFs: [English](#) | [French](#) | [Spanish](#)
- Canva: [English](#) | [French](#) | [Spanish](#)

Encouraging family and replacement donors to return as voluntary, unpaid donors - poster:

- PDFs: [English](#) | [French](#) | [Spanish](#) | Canva: [English](#) | [French](#) | [Spanish](#)

Encouraging family and replacement donors to return as voluntary, unpaid donors - brochure:

- PDFs: [English](#) | [French](#) | [Spanish](#) | Canva: [English](#) | [French](#) | [Spanish](#)

Donor postponement (deferral) information brochure:

- PDFs: [English](#) | [French](#) | [Spanish](#) | Canva: [English](#) | [French](#) | [Spanish](#)

*Note, login required for Canva (free)

Contact GAP if you have any questions or require any additional advice, or to be added to our Red Cross and Red Crescent Blood Program Mailing List.



Global Advisory Panel

on Corporate Governance and Risk Management of Blood Services in Red Cross and Red Crescent Societies

