

# Resources for beginners: Learn about blood and donor recruitment

*An educational guide for National Society staff and volunteers in conducting community awareness and blood donor recruitment activities.*

*GAP recommends printing this document for completion by the individual.*

GAP suggests the listed activities are completed in order where possible

- Watch video:** "Blood - let's talk about the need, and how you can give it."  
**LINK:** <https://youtu.be/3fsWKMffxgg> (Duration: 3 minutes)
- Complete eLearning course:** "Blood Donor Recruitment Training (3 modules) (IFRC Learning Platform login required)  
**LINK:** <https://ifrc.csod.com/ui/lms-learning-details/app/curriculum/e22e0e86-0a70-4695-a881-b604dfcb65b8> (Duration: 45-60 minutes)
- Download and read manuals (over time):**  
"IFRC Making a Difference: Recruiting VNRBDs"  
**LINK:** <https://www.rcrc-resilience-southeastasia.org/document/making-a-difference-recruiting-voluntary-non-remunerated-blood-donors/>  
  
"Toward 100% VNRBD: A global framework for action"  
**LINK:** <https://www.who.int/publications/i/item/9789241599696>
- Watch video:** "Steps to designing your voluntary blood donor recruitment program" - **LINK:** <https://youtu.be/Uo46DEfpls4> (Duration: 6 minutes)
- Watch video for blood donors:** "Thank you for donating blood donate"  
**LINK:** <https://youtu.be/lkqghZXIzHw> (Duration: 2 minutes)
- Download and read script for community awareness sessions**, and discuss with NS blood lead  
**LINK:** [Pre-donation talk - English](#) (Duration: 30-60 minutes plus practice time)
- Download a range of event planning tools (forms and templates)** on the [GAP website](#) - *if you will be planning activities such as mobile blood collection events*



Access the entire range of tools and resources at the [GAP website](#), including customisable posters / brochures, information sheets, [webinars](#) and more.

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