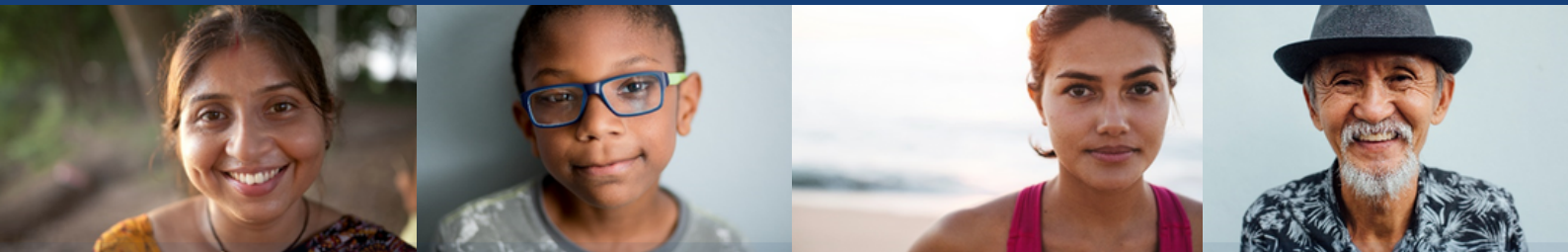


The Power of Recipient Stories:

A guide to storytelling to promote VNRBD



Why Storytelling?

Altruism and the positive emotions generated by helping others are strong motivators for blood donation. Empathy in particular is the key emotion that has been shown to increase charitable behaviour.

Stories are a great way to encourage potential donors because they generate a compelling emotional response. When formulating recruitment campaigns, blood services may consider incorporating stories that demonstrate the positive impact of blood donation at a personal level.

What makes a compelling story?

- Recruitment campaign stories should be relatively **short** to reflect the medium of choice (i.e. poster, email etc.)
- focus on an **individual**, rather than a group.
- The story should include **unique features** of the individual and their life. This information makes the character 'real' and helps the audience relate to, and empathise with, the person in the story.
- If possible (with permission), include a photo.

Stories about individuals that include specific information accompanied by a photo are more likely to result in a particular action (i.e. blood donation) than those that are vague or about a group.

Things to consider

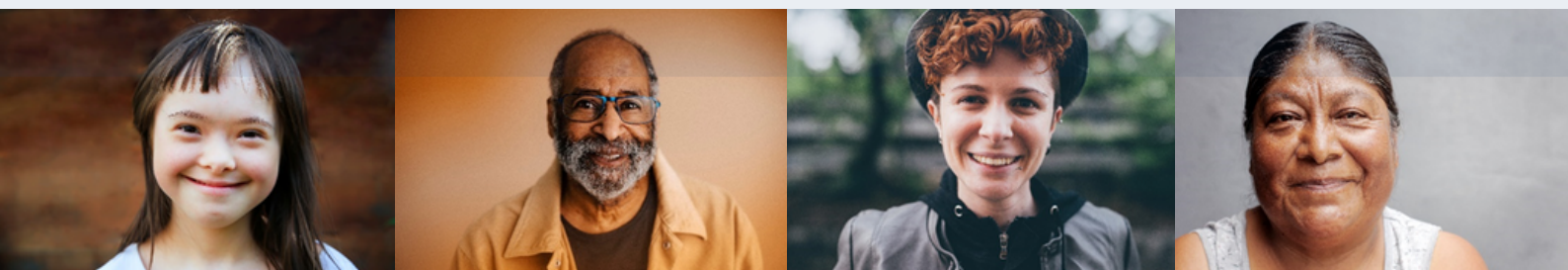
We recommend that blood services obtain written **permission** to share recipient stories and/or images. Please ensure you follow **privacy and confidentiality laws** and obligations in your country.

The amount of information each person feels comfortable disclosing will vary between individuals.

Your blood service may choose to provide a consent form and questionnaire to recipients of blood or blood products (example below) to capture information easily in a standardised format.

Components of the story can be input into the poster or email template provided.

The poster guide (below with examples) and **poster template** are designed to convey information about the recipient concisely, so they are easy for the audience to read. In-depth, more detailed recipient accounts may be better suited to other methods of communication such as an **email, newsletter** or **social media post** (guide below).



Global Advisory Panel

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



<https://globaladvisorypanel.org>



gapsecretariat@redcrossblood.org.au

Sharing Your Story to promote blood donation

Why do we need your story?

We need your story to share the life changing impact of blood donation.

By telling your story, you're raising awareness of the need for blood and encouraging others to donate.

Your experience can inspire and help others.

Consent

This is an example only.

Please ensure that you follow privacy and confidentiality laws in your country.

We will not use your story without your consent.

By completing this form, I understand and agree that my responses and any images provided may be used by insert blood service name for promotional and/or educational purposes, including but not limited to social media, posters, newsletters, websites and other communications.

I understand that my responses may be edited for clarity and length, while preserving the integrity of my story, and I waive the right to inspect or approve the final version used.

The information will not be used for commercial purposes.

Confidentiality of any personal health information that is not provided in this questionnaire will be maintained.

I have read, understand and agree to the statement above.

I understand that I am not obliged in any way to share my story, and declining participation will not impact on the medical care I receive.

Name: _____

Signature: _____

Date: _____

About You

What is your first name? _____

What is your age? _____

Can you tell us about yourself? Are there any details you'd like to share about your life, interests or family? _____

logo



Sharing Your Story

Your Journey

Can you share any moments that stood out to you in your journey?

How has receiving blood (or blood products) influenced your life?

If you could meet your blood donor, what would you want them to know?

What message would you like to share with people who are considering blood donation?

Is there anything else you would like to share?

Thank you for taking the time to share your story.

A picture is worth a thousand words!

Seeing someone who's life has benefitted from blood donation can have a lasting impact.

Please consider providing a photo of yourself to accompany your story.

Photos can be submitted via email to [insert email address].

Your participation will help to inspire life-saving donations.

logo

Using the Poster Template

click [here](#) to access the template

YOU
CAN
SAVE
LIVES

[insert picture
of recipient]

OF [ROLE/DESCRIPTOR] LIKE
[NAME]

[NAME] has [INSERT CONDITION/INJURY]
They received [INSERT BLOOD/
BLOOD PRODUCTS]
Because of generous donors like yourself
[INSERT NAME] is able to [INSERT
INTEREST/ACTIVITY] today

[insert blood
service logo]

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



Audiences are encouraged to relate to the recipient through the use of:

- a **photo**
- their **first name**
- **roles** and descriptors that define the recipient in terms of their **family** unit (i.e. mother) or achievements (i.e. student)
- information about their **interests** or hobbies

When the viewer relates to the recipient, they feel empathy. **Audiences that feel empathy are more likely to donate.**

Text on the poster should be kept relatively brief and easy to read.


In three sentences, outline:

1. **Problem:** the medical condition or health event that created a need for the blood transfusion
2. **Solution:** treatment with the blood transfusion or blood products (in bold)
3. **Impact:** what does it mean for the recipient today? What has it allowed them to do?

Address the audience as an existing donor - *'Because of generous donors like yourself'*


Examples


YOU
CAN
SAVE
LIVES




OF FATHERS LIKE
ROWAN

In 2019 Rowan was hit by a car while cycling
sustaining significant blood loss
He received a blood transfusion
Because of generous donors like yourself
Rowan is able to play
basketball with his son today



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



YOU
CAN
SAVE
LIVES



OF CHILDREN LIKE
CHLOE

When Chloe was 2 years old she
developed a severe infection
She received a platelet transfusion
Because of generous donors like yourself
Chloe is able to make sandcastles
with her big sister today



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



YOU
CAN
SAVE
LIVES



OF MOTHERS LIKE
MARIE

Marie has acute myeloid leukemia
**She receives regular platelet
transfusions**
Because of generous donors like yourself
Marie is able to do yoga with
her daughter today



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





YOU
CAN
**SAVE
LIVES**



OF FATHERS LIKE **ROWAN**

In 2019 Rowan was hit by a car while cycling
sustaining significant blood loss

He received a blood transfusion

Because of generous donors like yourself
Rowan is able to play
basketball with his son today



**YOU
CAN
SAVE
LIVES**



**OF MOTHERS LIKE
MARIE**

Marie has acute myeloid leukemia

**She receives regular platelet
transfusions**

Because of generous donors like yourself
Marie is able to do yoga with
her daughter today



GAP

Global Advisory Panel

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



YOU
CAN
**SAVE
LIVES**



OF CHILDREN LIKE
CHLOE

When Chloe was 2 years old she
developed a severe infection

She received a platelet transfusion

Because of generous donors like yourself
Chloe is able to make sandcastles
with her big sister today



GAP

Global Advisory Panel

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



Email, Newsletter or Social Media Stories

Email, newsletter and social media formats have greater capacity for detail. This must be balanced with readability and engagement.

Use short sentences and short paragraphs. Include recipient photos, quotes and key phrases to establish interest early and encourage the audience to read further.

The more the audience relates to the recipient, the more empathy they feel and the more likely they are to donate blood. Make the reader feel like they know the recipient by using an image, their first name and any unique aspects of their life that they shared via the questionnaire (i.e. details of their journey, interests, family, profession or achievements).

End with a '**call to action**' - a link that the reader can click on to make a booking to donate blood.

Read Nina's Story



"The day before Lucy was born, I never imagined that my life would be saved by someone I'd never met."

The birth of Nina's precious daughter Lucy was complicated by severe maternal bleeding. Nina required 6 units of blood to save her life.

Thanks to generous donors like yourself, Nina is here to celebrate Lucy's third birthday next week.

"If it wasn't for blood donors, I wouldn't be here for her. I am grateful beyond words".

Today Nina and Lucy enjoy going to the park, reading books and, most of all, spending time together.

SAVE A LIFE TODAY



Read Paul's Story



"My whole life there has been a community of strangers helping me live without ever knowing me. I hope you know how appreciated you are."

When Paul was 2 years old, he was diagnosed with a genetic disorder called sickle cell anaemia.

Since then, he has received multiple blood transfusions to treat his condition.

As a child, he worried about being different.

Because of generous donors like yourself, Paul is able to live a relatively normal life - working in transport logistics and playing soccer with his friends on weekends.

"It's the little things that mean the most to me. I'm able to live and work because of people who donate blood. So thank you"

SAVE A LIFE TODAY

