



GAP newsletter

for Red Cross and Red Crescent blood programs

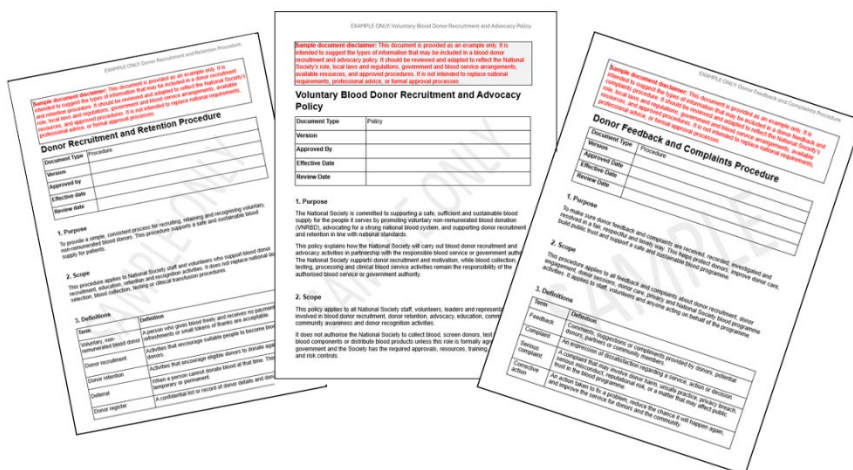
Welcome to the latest VNRBD newsletter!

In this edition, we highlight innovative approaches to donor recruitment from around the world, including Fiji's new blood donor app, an international call for more blood donors across Australia, England and Canada, and creative donor engagement campaigns in the United States.

Have a look at the new GAP resource - policy and procedure templates to support donor recruitment, retention, feedback and complaints management. We also shine a spotlight on a practical GAP resource that helps address one of the most common barriers to donation: myths and misconceptions about giving blood.

As always, we welcome your feedback and suggestions for future topics or resources. Please email gapsecretariat@redcrossblood.org.au.

New GAP Resources to Support VNRBD Blood Programmes



GAP has released a new set of practical resources to help Category B National Societies strengthen voluntary blood donor recruitment, retention, feedback and complaints management. These templates and examples developed by GAP draw on international good practice while recognising that every country operates in a different context.

The resource package includes a *Voluntary Blood Donor Recruitment and Advocacy Policy*, *Donor Recruitment and Retention Procedure*, and *Donor Feedback and Complaints Procedure*. They are designed to be readily adapted to suit local laws,

regulations and to be customised to suit local needs, giving National Societies a practical starting point for strengthening their VNRBD programmes.

[Access these resources here](#)

Global Blood Services Unite in a Call for More Donors



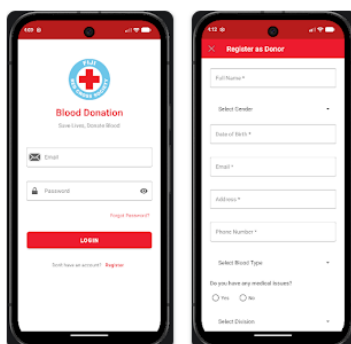
Blood services in Australia, England and Canada have joined together to encourage more people to donate blood regularly. The joint campaign comes as blood supplies across the three countries have fallen by up to 30% in recent months, while demand continues to grow.

The campaign emphasises that while each country faces different circumstances, the solution is the same: more regular voluntary blood donors. In England, Gerry Gogarty from **NHS Blood and Transplant** highlighted the importance of regular donors in maintaining a resilient blood supply during disruptions such as heatwaves and seasonal illness. Cath Stone from **Australian Red Cross Lifeblood** noted that “blood donation is one of the simplest ways people can make a real difference” and encouraged more people to take the first step and become donors. In Canada, Ron Vezina from **Canadian Blood Services** stressed that a strong blood system depends on people donating not only when shortages occur, but as a regular part of their routine.

Together, the four organisations are using a united voice to raise awareness of the ongoing need for blood donors and the critical role they play in saving lives every day.

[Read more here](#)

Fiji Launches New Blood Donor App



The Fiji Red Cross Society has launched the **Fiji Blood App**, a new mobile platform designed to **connect voluntary blood donors directly with the national blood**

service. Donors can register their blood type and location, receive real-time alerts when blood is needed, book donation appointments and track their donation history, making it easier than ever to respond when patients need blood.

The app represents an important shift in how blood donors are accessed in Fiji, reducing reliance on families to find donors during emergencies. It is described as not a technology project, but a community infrastructure. **The Pacific is not short of smartphones. It is short of the systems that connect those phones to the moments when lives depend on them.**

[Read more here](#)

Looney Tunes Help Promote Blood Donation in the United States

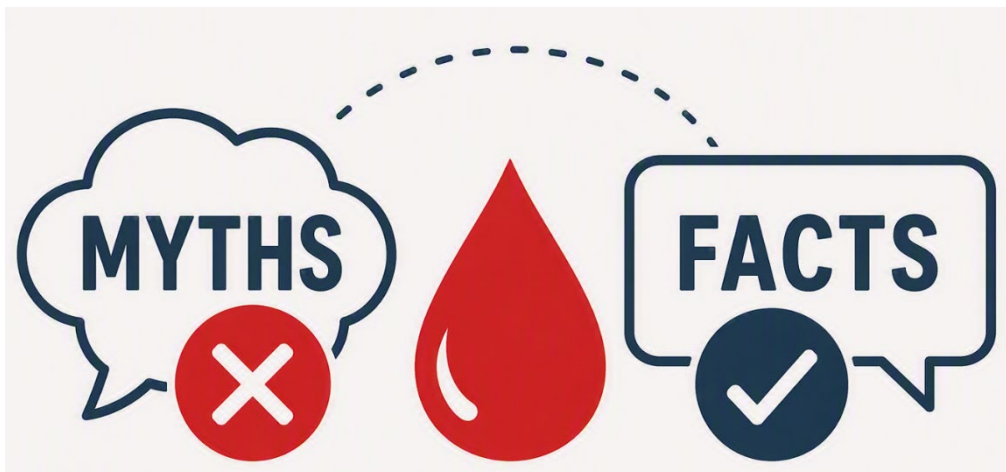


The **American Red Cross** has partnered with Warner Bros. Discovery Global Consumer Products to launch a creative blood donation campaign featuring some of the world's most recognisable cartoon characters. **People who donated blood during the campaign period received a limited-edition Looney Tunes T-shirt** featuring characters including Bugs Bunny, Daffy Duck, Tweety and Road Runner. The initiative combines a popular entertainment brand with an important message: helping ensure patients have access to lifesaving blood when they need it.

The campaign highlights how **partnerships with well-known brands can help raise awareness of blood donation and encourage new donors to get involved.**

[Read more here](#)

Spotlight on a GAP Resource: 5 Myths About Blood Donation



Fear and misinformation can prevent people from donating blood. For many blood services, addressing common myths is a simple and effective way to build donor confidence and encourage donation.

GAP's **5 Myths About Blood Donation** resource helps blood programmes respond to common misconceptions with clear, easy-to-understand facts. It is a practical tool for community education sessions, donor awareness campaigns and volunteer training, helping potential donors feel informed, reassured and ready to donate. It is available in [English](#), [French](#), [Spanish](#) and [Arabic](#).

[Download here](#)

Showcasing Donor Recruitment Success Stories



Are you running a successful donor recruitment campaign, community education activity, partnership or event? We'd love to hear about it. Sharing ideas and

experiences helps National Societies and blood services learn from one another and strengthen VNRBD programmes around the world.

If you'd like your work featured in a future VNRBD newsletter, please contact the GAP Secretariat. Your story could inspire others and help grow voluntary blood donation in communities worldwide.

[Share your story](#)

Send us your insights, stories or feedback!

[Contact GAP](#)

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