

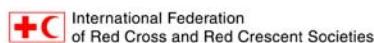
# World Blood Donor Day

"Celebrating your gift of blood" 14 JUNE 2008



# MANY HAPPY RETURNS!

2008 QUICK START PLANNING GUIDE  
TO MAKE THE MOST OF WORLD BLOOD DONOR DAY IN YOUR COUNTRY



## 2008 THEME:

# “MANY HAPPY RETURNS”

The overall objective of WBDD is to increase awareness concerning the concept of altruistic blood donation, and to promote the importance of giving more than once each year, hence the theme, “Many Happy Returns”.

The Theme will be brought to life featuring the use of “Name tags” with the line “Hello, My Name is Y, and I am a X time donor”. This image can be re-produced locally to reflect your local language.



## Objectives

The purpose of the celebration on the 14th of June each year is not to attract a big influx of new voluntary blood donors at that time, rather, the occasion is seen in terms of paying tribute to all blood donors around the world.

## Background

Voluntary, non-remunerated blood donors (hereafter referred to as voluntary blood donors) are the lifeblood of a community and are considered to be the source of the safest blood and blood products for patients. World Blood Donor Day (WBDD) has been established to celebrate and thank voluntary blood donors for their gift of life. In 2008, the theme for the global celebration is “Many Happy Returns”, promoting the importance of donors giving as many times as they can each year, not just once. The designation of this special day has the support of the World Health Organization (WHO), International Society of Blood Transfusion (ISBT), International Federation of Blood Donor Organizations (FIODS) and the International Federation of Red Cross and Red Crescent Societies (IFRC).

## Collateral

The following designs will be available on the website ([www.wbdd.org](http://www.wbdd.org)) for you to produce locally if you wish:

- \* Official WBDD Poster with space for your logo to be overprinted
- \* “We Shine as One” Official song lyrics

- \* WBDD Tattoo
- \* One Sleeve T-Shirt Design
- \* Name Tag Designs

## Ideas to Get Started On

World Blood Donor Day, June 14th, falls on the weekend this year, so the organizers are encouraging that you hold your events during the week leading up to June 14th, starting on June 9th.

- \* Traditional dances celebrating the occasion (Denmark, Sri Lanka, Latvia)
- \* Partner with local theatre productions to have the casts sing the “we shine as one” theme song (We Will Rock You in Canada)
- \* Enlist the support of the ambulance, fire and police services for donor awareness and recruitment campaigns

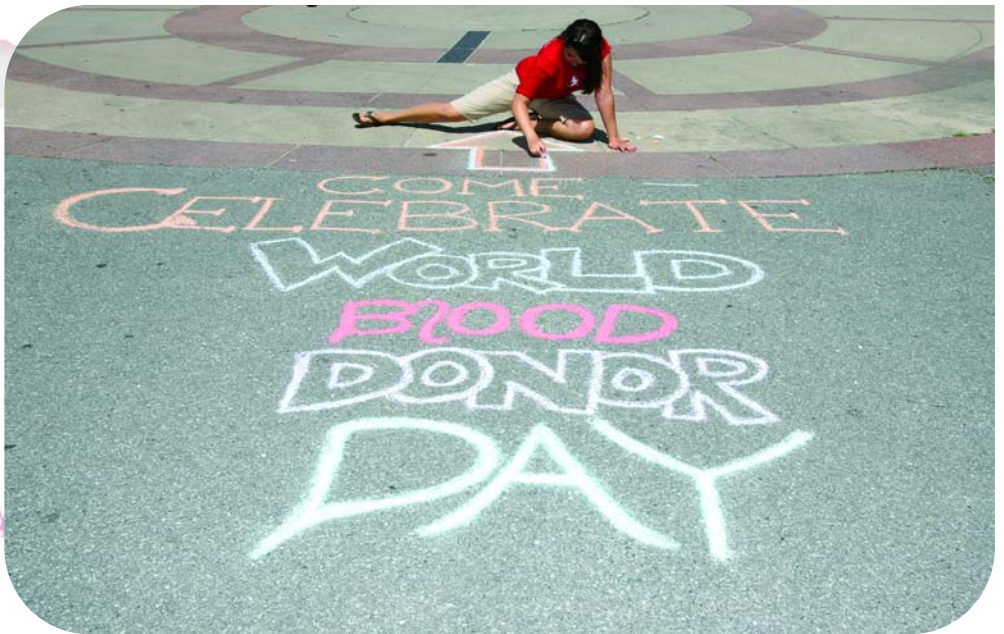


## Cultural Activities

- \* Performance of “We Shine as One” World Blood Donor Day song by local celebrities in your country. (Lyrics available at [www.wbdd.org](http://www.wbdd.org) – the rights to the song have been donated for your use!)
- \* Enlist religious, women’s, community, youth and national service organizations (e.g, Rotary Club, Scouts, Lions Clubs) to plan World Blood Donor Day activities and ongoing education, awareness and recruitment programmes.







## Media

- \* Create an “advertorial” newspaper insert sponsored by companies and business in your country to feature recipient stories that reinforce the importance of blood donation.
- \* Radio station Announcer interviews with recipients – Organize a visit to your popular radio stations and have a donor and a recipient meet to say “thank-you” live on air.
- \* Folders, magazines, leaflets, T-shirts, brochures, phone cards and a range of other materials suitable for a variety of venues (e.g., train stations, hospitals, schools, universities, etc.)
- \* Invite journalists to donate blood and report on their experience
- \* Ceremony of gratitude where individuals and corporations, who have made remarkable and .....
- \* Media Release – issue a media release to the press using the base media release from the WHO and other partners with local and global facts on blood donor frequency in your country relative to others. Bring the “Many Happy Returns” theme to life in your country with local facts.
- \* Partner with your national internet providers to obtain free banner ads at the e-mail portals in your country.

## Direct Mail and Advertising Programs

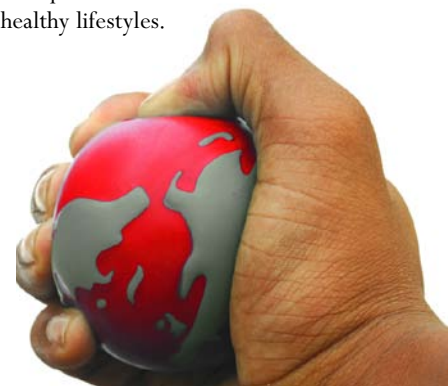
- \* Postcards and thank-you messages for blood donors on inflated balloons (Netherlands),
- \* Plaques, thank-you letters to donors and a “thank you wall” with cards from patients who have benefited from donation (Singapore)
- \* Produce a short television or radio spot promoting voluntary blood donation, if possible featuring a local/national celebrity; ask national and radio services to broadcast it free as a public service announcement (Canada produced a TV PSA with Roy Halladay, Star Pitcher from Major League Baseball in North America)
- \* Involve local businesses by encouraging them to promote World Blood Donor Day in their marketing campaigns and organize blood collection sessions in their workplaces; use the business pages of newspapers to thank participating companies
- \* Ask mobile phone companies to promote World Blood Donor Day by sending text messages to their subscribers on 14 June
- \* Ask banking organizations to put World Blood Donor Day messages on the screens of their automatic teller machines.

## Events

- \* Overprint the official **WBDD** poster with your logo and promote the events all over your communities
- \* Organize award ceremonies with local/national officials for regular blood donors, including certificates or other tokens of recognition for milestones such as 25, 50 or 100 donations
- \* Set up a “wall of fame” in the community featuring individuals who have made a large number of donations, as well as messages of thanks from patients who have received blood transfusion
- \* Hold a party to bring together long-serving donors and young donors who have recently given blood for the first time; invite a guest speaker, such as a well-known person who has received blood

**WBDD** remains an excellent opportunity for governments, policymakers and blood programmes to congratulate all young blood donors, so many of whom are not just regular donors but now really leaders in public health education by playing a key role as HIV/AIDS peer educators by promoting healthy lifestyles.

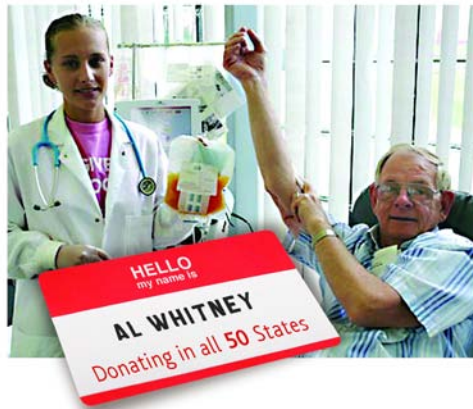
**DESPITE SOME PROGRESS IN ACHIEVEMENT OF THE ULTIMATE AIMS AND OBJECTIVES OF WBDD, MUCH WORK REMAINS AND YOUR HELP IS NEEDED!**



# MANY HAPPY RETURNS!



All donations made as a couple



*Turn on the light  
There's no darkness anymore  
A light so bright  
They'll be grateful that's for sure  
And we'll shine so bright  
As brilliant as the sun  
Together we shine as one  
Forever we shine as one*

*– Chorus of We Shine As One*

For more ideas  
on how to create  
an outstanding  
**World Blood Donor Day**  
event in your country –  
please go to the  
official website at  
[www.wbdd.org](http://www.wbdd.org),  
or find us on the World  
Health Organizations  
website at [www.who.org](http://www.who.org).

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