

The Donors



American
Red Cross

UVU *Department of*
COMMUNICATION
UTAH VALLEY UNIVERSITY

FALL 2024 CAMPAIGN BOOKLET



BLEED GREEN

— for the —

***AMERICAN RED
CROSS***

LOGAN HORITO, EMMA MANSFIELD,
MEKENZIE FUELLING, MIKAYLA JACOB,
SAMANTHA PEHRSON

Table of Contents

Campaign Summary Report	2–4
Supplemental Appendix	5
Situational Analysis	6–9
Research Plan	10–13
Primary Research Report	14–18
Action Planning	18–21
Produced Items	22–31
Budget	32
References	33–35

Campaign Summary Report

Agency:

The Donors- Public Relations and Strategic Communications Campaigns 4850

Insights and Analysis

The purpose of this campaign is to increase blood donations by addressing the blood shortage and creating awareness among UVU students and faculty. We strive to focus on educating individuals about the significance of donating blood and providing opportunities to contribute.

Research and Planning

On September 30, 2024, the *Volunteering Survey* was distributed and received a total of 159 responses. Our methodology to conduct the survey was through Qualtrics. Mentions of any organization were omitted so participants were unbiased towards their answers and views on volunteering and blood donation. Additionally, participants were routed to various questions based on their previous answers to better gauge their psychographics. Key coded themes included: use of time and the importance of volunteering; blood recipients and donors; and blood donation discouragements and encouragements. Below is a summary of key data that led to our decision-making process for this campaign.

When asked what participants did in their free time, 25% answered socializing with friends and going to events. Another 22% stated that physical activities such as sports, fitness, and dancing. Later, they were asked what they do to socialize and the top answer was attending sporting events. Though 90% of participants agreed that volunteering is important, 37% remained neutral when asked about the level of difficulty in finding volunteering opportunities. However, 53% agreed and 30% strongly agreed that blood donation is a way to give back to the community. This indicates that participants value volunteering and see blood donation as one of most commendable ways to do so.

Unfortunately, data to Q15 was lost. However, if respondents answered “yes” they knew someone who needed a blood transfusion; they were prompted to Q15.1: “Please describe their relationship to you and the reason for their blood transfusion.” There were a total of 43 text responses to this question. The coded data revealed that most were either related or friends with the recipient. The value of reading these stories that our participants graciously shared with us was evident as a tool to motivate our key public to become lifelong blood donors. This tactic was supported by data found in the survey as 44% of those who have donated did so to give back to the community; whereas only 34% donated blood for financial incentives.

For our campaign we targeted students and faculty at Utah Valley University. UVU students are typically ages 18-25 years old and are working on receiving their associate or bachelor’s degree. Targeting college students is a great way to target the younger generations, which could help increase blood donations and hopefully find lifelong blood donors. At UVU there are over 1,600 faculty members that work closely with the students. Our focus with targeting this key demographic was to spread awareness about the lack of blood donations from the students, while also encouraging them to donate blood.

Summary of Campaign Plan

The campaign was created with a more broad but focused approach to show maximum impact and engagement. By showcasing the aspects of awareness and education, we aimed to create a comprehensive and effective strategy to encourage blood donations. Our research identified vital challenges, such as minimal awareness about the importance of blood donation and misunderstanding about the process. We focused on strengthening existing resources, such as inviting people to the blood drive that was implemented on December 2, while introducing informative tactics to attract and engage our audience.

The campaign centered around a highly attractable event during the UVU Women's Basketball Game on November 13th. By combining in-person outreach through an informational booth throughout the game, an engaging activity that involved prizes and American Red Cross apparel as well as digital promotion through QR codes at the information booth and PA announcements, we were able to address various areas of awareness and participation from students and faculty. This mix of traditional and creative tactics was designed to stand out with our target audience and create a more important understanding of blood donation.

Our campaign plan showcases a commitment to strengthen data, spread awareness, and encourage action that ensures the American Red Cross's message reaches and inspires the UVU community. By increasing the usage of storytelling through participant responses from the survey as described, we strive to create an emotional connection that would lead to action from the participants. In doing so, our call-to-action was clear at every step of the campaign that would guide our key publics toward signing up for a blood drive or learn about future donation opportunities.

Execution of Campaign

After thorough research, we determined that sharing the need of blood donations at a sporting event would help us to reach our target public(s). We developed strategies and tactics to raise awareness for blood donations and to support our objectives. Hosting our booth at a NCAA women's basketball game was vital for us to achieve our goal.

Our strategies and tactics helped us to communicate with UVU students and faculty about our event and the need for blood donations. We were able to track our social media engagement, how many people visited our booth, and how many people signed up to donate blood. Viewing our engagement and data from posts was necessary to measure how effective our campaign was going to be. Using both physical and digital marketing tactics allowed us to guarantee that our message reached both online and in-person audiences. This double approach highlighted the importance of participation across multiple platforms.

First, we determined that reaching UVU students and faculty would be done by using flyers to educate and inform them about the blood donation shortage and about our booth at the basketball game. Our tactics included sharing digital signage, printed flyers, and a PA to be read during the event. UVU sports marketing team created a discount code for tickets using our slogan, "BleedGreen2024." This was an incentive to attract people to the event.

To share more about our event we used Instagram to post awareness. We were able to reach students by spreading information on various accounts associated with UVU and the American Red Cross. Content was collected at the event in order to create a recap video. Willy the Wolverine made a special guest appearance at our booth, where he took photos and helped represent the American Red Cross by wearing a hat and wrist band with their logo on it. With the inclusion of Willy at our booth, it provided a fun and engaging atmosphere to draw UVU students, faculty and attendees to our booth and generate curiosity. This assisted in boosting our message beyond the event itself.

Our American Red Cross booth that was hosted at the NCAA women's basketball game collected stories from students and staff to spread awareness of why donating blood is important. A UVU professor Dr. Meaghan McKasy shared her story of needing a blood transfusion due to complications with childbirth. With her story being shared it helped others to share their stories as well. We also displayed multiple QR codes at our booth to encourage attendees to sign up for UVU's blood drive in December.

We received donations from Owala, Stance, the American Red Cross, and Nothing Bundt Cakes. These donations were given to those who helped our campaign by sharing their stories and signing up to donate blood. Stickers provided from the American Red Cross were given to those who visited our booth as well as candy. These incentives played a key role in helping us achieve our objectives.

Evaluation of Campaign

Our goals for our campaign included encouraging 300 people to attend the NCAA basketball game, speaking with 100 individuals at our information booth during the event, and persuading 10 people to sign up for a blood drive. Through combined efforts on our part and that of the Athletics Marketing staff, we were able to exceed the first goal with over 600 people in attendance at the basketball game. 95 individuals were able to attend the information booth, and several of them shared a positive experience they had with the blood donation process.

Not only did we have direct contact with our target audience during the basketball game, but we estimate that thousands of individuals saw our flyers and social media posts leading up to our event. From campus digital boards to physical flyers, to Instagram stories, the message of the urgent need for blood donations was spread far and wide through these different channels. The usage of both these efforts boosted our campaign's visibility and showcased consistent messaging across various platforms on campus and social media. By implementing both digital and physical marketing tactics, we were able to maximize engagement and reach a diverse demographic effectively and in a timely manner.

We consider our greatest success of the campaign to be encouraging 13 individuals to sign up for a blood drive. Up to three lives can be saved with one unit of blood. If all 13 individuals that signed up for a blood drive as the result of our campaign went through with their donation, that is 39 lives that could potentially be saved. Four individuals confirmed that they did in fact donate blood at the UVU campus blood drive. We anticipate that some of these donors either already are or will become lifelong blood donors. Our impact will last long after this campaign.



Supplemental Appendix

Situational Analysis

Background

The American Red Cross is a nonprofit organization that provides disaster relief, first aid training, and most notably it supplies 40 percent of the nation's blood to hospitals (*TraumaSeasonUT2024*, 2024). Currently the American Red Cross is facing a critical need for blood donors. Over the last 20 years, there has been a 40 percent decline in blood donations. The summer and holiday seasons also see an increase in trauma cases, making the need for blood donations higher. Every two seconds there is someone in the United States that needs platelets or blood (American Red Cross, 2023). Blood and platelets cannot be manufactured, they must come from a volunteer donor (American Red Cross, 2023).

With a lack of donors, and a high need season, the American Red Cross's main concern is bringing in new donors, and getting them to keep coming back. In order to do this, awareness must be increased on the many facets of this issue. Potential donors need to understand more about the donation process, the critical need for their donations, and where they can donate. It will also be helpful for them to see the positive outcome of their donations.

Secondary Research Summary

Hesitations for Donating Blood

Miller-Keystone Blood Center released an article about the 10 blood donations hesitations people commonly have. Some hesitations include fear of needles, the misconception that others are donating enough, they feel that their blood type is not needed, afraid of catching diseases, nervous of being turned down, not having enough time, and more (10 reasons for not donating, 2024). Along with fears, a lot of these hesitations include misconceptions. Knowing this information is beneficial to our campaign because understanding what others could be thinking could change our communication around the subject.

Trust in Healthcare relating to Blood Donations

With there being a shortage in blood donations, there comes a question of what is causing it? People are not trusting the healthcare system which causes people to not donate blood, "Public trust decreased over time... while healthcare quality increased", (Graf, et al., 2023). Trust in the healthcare field is reflected by personal experiences and the portrayal it has in the media. The media then creates a cross-cultural perspective where people compare their experiences with healthcare to those they see in the media. Graf (et al., 2023), conducted a survey to learn more about the public's trust with healthcare. They learned, "trust in the healthcare system and healthcare quality were relatively high", (Graf, et al., 2023). In conclusion, this journal shared information on trust in healthcare and that it may not significantly be related to those who donate blood. The issue is that many individuals view blood collection centers as donation sites, rather than a component of the healthcare system that contributes to patient care and treatments.

Communal Need for Blood Donations

The American Red Cross has expressed the importance for blood and platelet donations that would support patients who are undergoing gene therapy for sickle cell disease (American Red Cross, 2024). This need is currently urgent as the arrival of new medical advancements, such as the inclusion of cell-based gene therapies, continue to rely on blood donations. In doing so, this

access to therapy is limited by various factors such as cost and patient eligibility, making regular blood transfusions essential for many patients. By implementing over 500 blood drives during Sickle Cell Awareness Month, the American Red Cross plans to complete and meet this current demand.

Sickle Cell Initiative and Behavioral Change

The American Red Cross has announced the Sickle Cell Initiative that occurred in 2021 to increase the number of African American descent blood donors, whereas these donors are significantly more likely to provide the closely matched blood that is required for patients with the ongoing sickle cell disease. Since this began, there has been a marked increase in first-time African American donors, helping the diversity and strengthening the blood supply (American Red Cross, 2024). The organization's inclusion with national and local organizations in diverse communities are vital in overcoming common fears, and misconceptions that may come up from blood donation. These efforts play a vital role in supporting patients who are dependent on regular treatments to manage this disease.

SWOT Analysis

Strengths	Weaknesses
-Relationship American Red Cross has with media partners. -A well-established non profit organization. -Consistent donors that have uplifting stories.	-Social media is not very engaging. -No budget for advertising. -No incentives for donors like other competitors. -Lack of awareness of need and procedures.
Opportunities	Threats
-Holidays create an opportunity for good marketing or a new change in people's lives. -Opportunities given by other companies for free advertising. -Untapped diverse donors	-Weather affects blood drives. -Competition with plasma center. -People are busy around the holidays -Giving back is focused on gift and money donations. -Misinformation and myths about donating blood.

Organization Mission Statement

The American Red Cross has the mission of preventing and alleviating human suffering during emergencies and disasters. They utilize their power of volunteers and donors to help those in need. The American Red Cross also values teaching skills to save lives and prevent emergencies (Mission & Values, n.d.).

Desired Outcomes

The organization desires to have a successful campaign that inspires people to make a lifelong commitment to blood donation, encouraging individuals to make it part of their regular routine. We would love to encourage donors to donate once a year to ensure a reliable blood supply. (Martin, 2024). We hope to see a rise in younger generations donating blood.

What Makes the Organization Unique

The Red Cross was founded in 1881 and has been providing care and service for over 140 years (American Red Cross, n.d.). It is a distinguished and reputable organization known by millions around the world.

Audience/potential audiences

The potential audience we intend to focus on are those between the ages of 18-25 because the American Red Cross is hoping to engage younger donors. We will also focus on members of diverse ethnic groups. Members of the Hispanic and African American population are more likely to be Group O and/or have sickle cell disease, which are both in high need for donations (American Red Cross, 2023).

Industry

The blood donation industry is saturated with various products and companies, The American Red Cross included. Many for-profit organizations offer financial incentives for plasma donations. In fact, the United States is the leader on blood plasma donation because of said financial incentives (Farley, 2023). There are 118.54 million blood donations annually world-wide (World Health Organization, 2023). However, The American Red Cross is a non-profit and does not offer financial incentives to their donors. With over one-hundred years in operation, The American Red Cross has established itself as a credible and historic organization above the rest.

External Factors

The process of blood donation comes with risks, thus, there are strict regulations surrounding it. The American Red Cross Board of Governors established Environmental, Social, and Governance (ESG) strategies throughout the Red Cross and overseas (“Environmental, Social, and Governance Report”, 2023). The Board of Development Committee oversees the ESG efforts (“Environmental, Social, and Governance”, 2023). Additionally, The American Red Cross is licensed by the Food and Drug Administration (FDA). It closely follows guidelines from the Association for the Advancement of Blood & Biotherapies; and the Centers for Disease and Control and Prevention (CDC) (“Environmental, Social, and Governance”, 2023). These various governing entities dictate the processes and procedures of the donation processes.

Market Share

Over 13,300 blood centers across 169 countries have collected 106 million donations (World Health Organization, 2023). The American Red Cross works with 60,000 organizations each year and collectively holds approximately 150,000 blood drives (*Blood products and services*, 2024). Nearly 3.5 million individuals donate annually to the American Red Cross (*Blood products and services*, 2024). Recently, they have experienced historically low donations—which has fallen 40% over the last 20 years. The American Red Cross is the number one source for blood products for hospitals and clinics. This data is alarming. Pre-pandemic donation numbers were steady, but during the COVID-19 pandemic nearly all blood drives were canceled due to quarantine and avoiding hospitals in general. This caused a rapid 10% drop in donations for the American Red Cross from the pandemic alone.

Resources and Stakeholders

The American Red Cross of Utah is facing a major decline in blood donations and experiencing a 25% decrease in July. This challenge affects the organization's ability to provide support to hospitals and patients. Stakeholders for this campaign include Red Cross employees, donors, volunteers, and communal groups such as diverse racial and ethnic communities. The main challenges to increasing blood donations include language accessibility and the need to reach a more diverse audience, rather than primarily focusing on the typical donor base of older, white individuals, which is often the target of TV and social media content. These challenges express the importance of expanding outreach efforts to engage with younger and more diverse populations.

Previous PR campaigns

The American Red Cross of Utah has implemented several campaigns to support community engagement and donations. This year in March, Utah's governor, Spencer Cox, declared it as Red Cross Month, to help implement the essential contributions of Red Cross volunteers (Paul, 2024). The campaign invited communities to have the opportunity to volunteer, donate blood, and contribute to financial donations, showcasing the role of community support in regard to disaster relief efforts. Another campaign, introduced in September, involved partnering with Real Salt Lake and the Utah Royals to host a blood drive during a national blood shortage (Martin, 2024). This event will offer motives such as ticket packages and meet-and-greet opportunities with the players of the Utah Royals, aiming to attract a broader audience and encourage new donors. These two campaigns focus on exploiting the inclusion of local organizations and franchises to create public awareness and support for the Red Cross's mission in the state of Utah.

Our campaign

Our campaign focuses on social change. The social change that is needed is to get people 18-25, Latino communities, and those who may carry the gene for sickle cell to donate blood for the Red Cross. As we learn more about this key demographic, why they do not donate, and how to get them to donate blood—specifically diverse audiences between the ages of 18-25. We aim to implement a survey to conduct primary research, targeting our key audience, to gain more knowledge on blood donations. Our plan is aimed to initiate a diverse social change and movement of the 18-25 year-old population by developing a different social structure around donating blood. Over time, this will help us enroll a currently historically low donor population to donate blood for the American Red Cross. The existing norm of donating blood is for people 65 and older. We will challenge the norms and change the idea that donating is for everyone, especially for our proposed target audience.

Our Questions

Why does the younger generation not donate?

How would we get a more diverse population to donate?

Where are the diverse communities in Utah county? (clubs, churches, and neighborhoods)

How can trust be built for the medical field to get more people to donate?

What are other Red Cross PR teams doing to help during the shortage?

What stops people from donating blood?

Research Plan

Research Questions

We have narrowed down two research questions to guide our campaign and conduct primary research. We feel that these questions will be beneficial in helping our goal of increasing donors for the American Red Cross by better understanding the key demographic and their attitudes towards blood donation.

RQ1: Why are the younger generations not donating as much as the 65+ age group?

RQ2: How can we reach more diverse populations and encourage them to donate blood?

Method

Our proposed research explores the barriers that prevent younger and more diverse populations from donating blood, guided by our research questions. Specifically addressing RQ1 and RQ2, we will conduct a survey targeting college students at Utah Valley University. These institutions will represent our primary demographics due to their diverse student bodies and potential to increase blood donation rates.

We plan to distribute the survey through multiple media channels such as Instagram to maximize reach and ensure a sufficient sample size. The survey will be distributed via a QR code posted in high-traffic areas on campus and shared within student clubs and organizations. Additionally, we will use social media platforms to share the survey link with our personal networks, aiming to engage college students ages 18-25. By using these varied channels, we hope to capture a broader cross-section of students. Our goal is to collect at least 50 completed surveys to ensure statistically reliable results, allowing for sufficient representation across different demographics. The survey, implemented on Qualtrics, will gather both demographic data (age, ethnicity, location) and responses to key questions in regards to blood donation behaviors. Respondents will indicate whether or not they have donated blood before, what motivated or deterred them from doing so, and their awareness of the current blood donation shortage. We will analyze this data to identify trends across different demographics, using defined statistics to uncover greater insights. These findings will help us better address the challenges of reaching younger and more diverse demographics, which would contribute to an increase in blood donations for the American Red Cross.

Proposed Participants

Our primary key demographic for research is college students. We will be using participants from Utah Valley University, Brigham Young University, University of Utah, and any others in our region. They will be reached through a survey posted on our social media accounts and by teachers who send out the surveys. In our campaign, we will prioritize college students because this is the audience that the American Red Cross would love to see more blood donations from. College students are also a great place to find participants because of various demographics and psychographics.

Proposed approach for completing research

We will start our research by conducting a survey on Qualtrics. With this survey we will focus on our key demographics of 18-25 year-olds, and diverse populations, such as Latinos, and those who could be affected by sickle cell. Our concerns are focused on why those key demographics

don't donate or if they do, what factors lead towards them doing so? We have discussed sharing the survey through our social media accounts to target those who are 18-25 years old. We can also share the survey throughout our classes to ensure we reach our intended audiences. We will also share a QR code on campus in clubs such as the multicultural club to reach a diverse audience.

Instruments

Survey link: https://uvu.qualtrics.com/jfe/form/SV_cuygfuk3IjGPgRE

Survey Questions:

- Introduction page and Consent form:
 - “Please review this information carefully. This study is for a class project aimed to help students learn about research. Participation is voluntary, and you can opt out at any time. You may ask questions at any point. Your responses are confidential and anonymous. While there is always a risk of data breaches, we will minimize this risk by not collecting your name.”
 - This is the survey consent. Select "Yes, I agree to participate" to participate in the study. Select "No, I do NOT agree to participate" to be excluded from this study.
 - “Yes, I agree to participate.”
 - “No, I do NOT agree to participate.”
 - If “Yes, I agree to participate,” is selected: participants will begin the survey.
 - If “No, I do NOT agree to participate,” is selected: participant is sent to the end of the survey.
- Q1: Which city and state do you currently live in?
 - Answer: text entry.
- Q2: Which age group do you belong to?
 - Answer: multiple choice
- Q3: Select all that apply. Ethnicity or Race
 - American Indian or Alaska Native
 - Asian
 - Black or African American
 - Hispanic or Latino
 - Native Hawaiian or Pacific Islander
 - White or Caucasian
 - Other
- Q4: Gender
 - Male
 - Female
 - Non-binary/third gender
 - Prefer not to say
- Q5: What is the highest level of education you have completed?
 - Some high school
 - High school diploma or equivalent
 - Some college
 - Associate degree
 - Bachelor's degree

- Graduate degree
- Professional certificate
- Q6: What are the greatest demands of your time? Please rank in order from 1-8. Number 1 being the greatest demand and 8 being the least.
 - Extracurricular Activities (clubs, sports)
 - Social Obligations (friends, weddings, birthday parties)
 - Self-care
 - Commuting
 - Networking and Career Planning
 - Volunteering
 - Travel Adventures
 - Academic Activities (studying, attending class, reading)
 - Other (with text entry)
- Q7: What are your hobbies or things you do in your free time? Select all that apply.
 - Physical Activities (sports, fitness, dancing)
 - Creative Arts (drawing, painting, crafting, building)
 - Entertainment (movies, music, playing board or video games)
 - Socializing (hanging out with friends and going to events)
 - Learning and Personal Development (reading, learning new skills like cooking or coding)
 - Other (text entry)
- Q8: What do you do to socialize? Please rank from most common to least common way you socialize. Number 1 being the most common and 7 being the least.
 - Sporting events
 - Concerts
 - Volunteering
 - University clubs
 - Religious events
 - Hanging out at a friend's home or a meeting place like the library
 - Other (text entry)
- Q9: Please answer each statement (on a likert scale between strongly disagree, disagree, neutral, agree, and strongly agree).
 - Volunteering is important.
 - I do not need to volunteer.
 - Volunteering is a way to give back to the community.
 - I do not see the point in volunteering.
 - I know of volunteer opportunities.
 - It is difficult to find volunteer opportunities.
- Q10: How many hours do you donate your time to volunteering each week?
 - None
 - 1-3
 - 4-6
 - 7-9
 - 10+ hours a week
- Q11: How important is volunteering or giving back to the community?

- Multiple choice answers: not very important, unimportant, neutral, important, very important.
- Q12: Do you see donating blood as giving back to your community?
 - Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
- Q13: Do you know someone who has needed a blood transfusion?
 - Multiple choice answers: “yes,” “no.”
 - Q13.1: If answered “yes,” to Q13: “Please, describe their relationship to you and the reason for their blood transfusion.” will be displayed.
 - Answer: text entry.
- Q14: Do you know someone who has donated blood before?
- Q15: Have you heard about a blood shortage?
 - Multiple choice answers: “yes,” “no.”
 - Q15.1: If answered “yes,” to Q15: “Where did you hear about that” will be displayed.
 - Answers: multiple choice.
 - Social Media
 - News
 - Campus Poster
 - Friends and Family
 - Health Organization
 - Other (text entry)
- Q16: Have you ever donated blood, plasma, and/or platelets?
 - Multiple choice answers: “yes,” “no.”
 - Q16.1: If answered “no,” to Q16: “What discourages you from donating blood, plasma, or platelets?” is displayed.
 - Answer: text entry.
 - Q16.2: If answered “no,” to Q16: “What would encourage you to donate?” will be displayed.
 - Answer: text entry.
 - Q16.3: If answered “yes,” to Q16: “What did you donate? Select all that apply.” will be displayed.
 - Multiple choice answers: blood, plasma, platelets.
 - Q16.4: If answered “yes,” to Q16: “Why did you donate?” will be displayed/
 - Answer: text entry.
 - Q16.5: If answered “yes,” to Q16: “Do you plan on donating again? Why or why not?”
 - Answer: text entry.

Primary Research Report

Overview

Primary research for this situational analysis was conducted through a survey. The target audiences were individuals aging from 18 to 25 and members of the Hispanic, Latino and African American communities. Questions aimed at discovering the hesitations individuals have for donating blood, awareness of the current blood shortage, and other demographic and psychographic inquiries. Secondary research was conducted in order to discover more information surrounding what would influence individuals to donate blood.

The findings of this research will continue to guide the campaign. Results of the primary research opened the door to further questions about the target audience and what they would need to be persuaded to donate blood. Further secondary research will be conducted to ensure the strategies and tactics used in the campaign will be effective in achieving the goals and objectives that have been made.

Research Secondary Summary

Through our primary research, we discovered that more people would be willing to donate if an incentive was involved. A previous study conducted by Ferrari, et al., called “The use of Incentives to Increase Blood Donations”, trained volunteers to recruit peers for blood donations. The researchers would offer a coupon to every other person they asked. These coupons would be traded in for incentives once you completed the medical check for blood donating. They found that the people who were offered the incentive showed up more than those who were not offered the coupon (Ferrari, et al., 1985). Blood donating is a constant need and offering incentives motivates key audiences to donate more. The American Red Cross is a non-profit and relies on donations to help create incentives for their donors.

The next idea to explore is the process of becoming a donor and the whole blood donation process itself. Whole blood donations are the most flexible because you can use them in their original form or break it down into its three components of red cells, plasma, and platelets (Red Cross Blood Services, 2024a). The process is quite simple, the American Red Cross shares the donating process and notifies the donor that the donation can take about an hour. The steps include registration, health history, the donation, and recovery/refreshments. The Red Cross has shared how donating works where the registration involves background information such as a driver's-license and other important government documents. Health history is an interview where the volunteer shares more personal information such as places traveled, medications, as well as a medical check-up. The actual donation part only takes up to 10-15 minutes (Red Cross Blood Services, 2024b). The American Red Cross offers snacks and drinks to help the volunteers recover. By sharing a simplified list, they are able to help their volunteers understand the process making it difficult for donors. “For those who can’t donate, there is always the possibility of volunteering” (Manning, 2008). When going through the donation process it is possible to be turned away, it is important to understand that there are always other ways to help.

Research Primary Overview

Our survey participants mostly ranged from ages 18-24 years old. The majority lived in Utah County and are Caucasian. 63% of participants were female, 35% were male, and 1.26% were non-binary or preferred not to say. A majority stated that their highest level of education completed is some level of college, such as an associate or bachelor's degree.

In order to understand what the participants value; we asked them about their hobbies and what takes up their time. There was a common theme that they enjoyed socializing and going to events. Another theme that they enjoyed is entertainment, which could be board games, playing video games, and/or watching movies. Some other common hobbies were sports, fitness, and dance. Their greatest demands of time include academics, commuting, and work. The main place the participants go to socialize is sporting events.

We distributed the Qualtrics survey through channels such as Instagram, Facebook, and SMS to maximize reach and ensure a sufficient sample size. The survey was shared within student clubs and organizations. Additionally, we used media platforms to share the survey link with our personal networks. Altogether, we collected 159 responses and gained a lot of information from our target key public.

During the process of participants taking the survey, participants answered all questions. When we were reading through the results, there was one question we weren't able to recover answers for. Due to technical difficulties with Qualtrics, we couldn't see the results of Q15 but were able to see the results of Q15.1.

Survey Results

Results of Primary Research

The *Volunteering Survey*, distributed on September 30, 2024, received a total of 159 responses. The survey itself did not make any affiliations with the American Red Cross as to maintain neutrality to simply know if they or someone they knew has donated blood, plasma, or platelets—and not where they made the donations. As mentioned before, our methodology included the use of a Qualtrics survey. This platform enabled participants to be routed to various questions based on their previous answers to better gauge their psychographics. The following pages highlight key themes found after coding the results data for themes in demographics, psychographics, and volunteering—in addition to a comparison of our secondary research findings.

Use of Time and Volunteering

Early sections of the survey asked participants about the greatest demands of their time, hobbies, and what they do to socialize. Greatest to least demand on participants' time included: academic activities, commuting, extracurricular activities, and work—respectfully. Twenty-five percent answered they use their free time socializing with friends and going to events. Another 25% answered they opt for entertainment in the form of movies, video games, board games, and music. However, a whopping 22% stated they preferred using their free time doing physical activities such as sports, fitness, and dancing. When later asked what they do to socialize, sporting events were no surprise—with concerts following second. This indicated that our sample is in relatively good physical fitness. Interestingly, volunteering was ranked third of all other listed options. This included university clubs, religious events, and hanging out at a friend's house/meeting up. It is important to note that participants were not yet asked what their perspective on volunteering was and could not see move forward to preview the questions ahead of them. However, the survey title, *Volunteering Survey*, could be a contributing factor and

should be noted. Other notable text responses include dating apps, talking on the phone, and hanging out with friends online instead of in-person such as gaming or other online meeting spaces as avenues to socialize.

After answering these questions, participants were then asked about opportunities to give back to their communities or volunteering. Because blood donation is a voluntary procedure, it is important to gauge their views on volunteering or giving back to the community. This included the importance of volunteering; how many hours they currently volunteer; and if they saw blood donation as a way of volunteering or giving back to their community.

Ninety participants from the sample agreed that volunteering is important. Additionally, 147 participants in total, either agreed or strongly agreed that volunteering is a way to give back to the community. However, the majority—at 37%—remained neutral when asked to agree or disagree with the following statement: “It is difficult to find volunteer opportunities.” However, nearly 66% of all participants volunteer at least one or more hours a week. Fifty-two percent donate at least 1-3 hours of their time a week and an additional 14% volunteer four or more hours each week. A total of 53, or 34%, of participants stated that they do not donate any hours to volunteering. In total, 77% of participants rated volunteering or giving back to their community as either important (55%) or very important (22%). Additionally, 53% of participants agreed and 30% strongly agreed that they see donating blood as a way of giving back. This increase in “strongly agree” highlights participants’ view on the importance of donating blood—specifically—as a way to give back to the community versus other volunteering opportunities. This was strategically placed as a transition into blood donation.

Blood Recipients and Donors

Participants were then asked if they knew of someone who has needed a blood transfusion by answering either “yes” or “no.” Unfortunately, data to this question was lost. However, if respondents answered “yes” to the said question, they were prompted to Q15.1: “Please describe their relationship to you and the reason for their blood transfusion.” There are a total of 43 text responses to this question. Coding this data revealed that all but two participants are either friends or blood related to the recipient. The other two included a neighbor and significant other. Reasons for their transfusions ranged from tragic accidents, surgery, or cancer or other illnesses. However, one outlier was the number of women that needed blood transfusions after childbirth. This was not discussed as a possible reason for needed blood in previous research and could prove to be useful to explore for our campaign.

When asked if participants had donated blood, plasma, or platelets; 71 participants stated “no” and 88 stated “yes.” Of the 88 participants who answered “yes,” the majority of donations were blood at 78%; then plasma at 56%; and lastly, platelets at 16%. Only one person did not know someone who has donated blood, plasma, or platelets out of 159 participants. Of all said participants, nearly 43% percent had not heard of a blood shortage. However, the majority (57%) had heard about it. The top three answers where they had heard about the shortage included health organizations at 35%; news at 24%; and social media at 20%. One responded stating that they had heard it through a medical class—which is a channel not previously discussed.

The qualitative data collected through this survey included why or why they did not donate; if they would do it again; if they would donate now if they previously had not; and what encourages or discourages them to donate revealed findings not explored in our previous secondary research. Our two main key publics are those within the 18-25 age group and those of Hispanic or Latino origins. Our secondary research concluded that these two groups proved the most invaluable public for their age and statistically higher likelihood of being type 0- or 0+ blood types. These blood types are particularly important as 0- is the universal donor with all other blood types, and 0+ is the universal donor for all rH positive blood types (Blood, n.d.).

Blood Donation Encouragement and Discouragement

Key highlights from this information included a fear of needles, minimum weight requirements, and medical issues—anemia and cancer being the most common—were the most repeated responses as to why participants have not donated before. Some of the greatest reasons why those who have donated before did so were because of a family member, financial incentives, and simply to be a good Samaritan. Notably, some responses stated they have not donated because of LGBTQ+ status; feeling uneasy about possibly becoming unconscious surrounded by strangers; lack of trust in the phlebotomists' skills; or not being able to locate blood drives or understand the donation process itself.

However, high motivators of those that have donated before included financial incentives. Roughly 30 of 88, text responses from those who have donated stated that they did so because of financial reasons. Thus, donating blood, plasma, or platelets was a relatively easy way to earn some extra cash. Some stated they used this extra money to pay for bills, groceries, or school. However, 39 participants stated they donated simply because they knew there was a shortage and were able to give back. This shows that though financial incentives are a high motivator—so is feeling like a good person. People want to feel like they are contributing members of society—that they are helping to take care of everyone. As a team of senior college students, this is good news for our campaign and budget as we bring this campaign to life.

Application

The information that we received through primary and secondary research will strongly shape our campaign strategy. The data revealed that incentives are a key motivator for blood donation, especially among younger audiences and those with financial needs. This insight will guide us to develop strategies that emphasize financial and non-financial rewards for donating, such as coupons, event tickets, or gift cards. Understanding that many young adults and potential donors are unaware of the blood shortage, or the donation process will inform our campaign messaging. We will implement and create educational content or a program that will showcase the simplicity of the donation process. This will express engaging formats such as videos or infographics to reduce concerns and clarify the experience.

The implications of this research are critical for guiding our campaign. For instance, emphasizing communal contribution, without financial tactics and incentives, will speak with considerate values in which our audience holds. Targeting popular social settings, such as sporting events, as venues and opportunities for blood drives will increase our visibility and make it convenient and recognizable for potential donors to participate. The findings ensure our

tactics are aligned with the needs, motivations, and behaviors of our audience which will strengthen and increase engagement and donation rates of donors.

Action Planning

Goal Statement

Increase blood donations by spreading awareness about the nationwide blood shortage.

Objectives

1. Inform more than 300 UVU students and faculty about the importance of donating blood, by Thanksgiving break.
2. Persuade about the importance of volunteering to donate blood to 100 students or faculty at the American Red Cross booth by the end of the women's basketball game.
3. Increase donor population by getting 10 students or faculty to sign up to donate blood for the UVU blood drive by December 2nd, 2024.

Big Idea

We will sponsor a mini-game for a media timeout or halftime at a home UVU Women's Basketball Game on Wednesday, November 13th. Before the game begins, we will have an information table that fans can visit to learn more about the blood donation app and process. Individuals will be encouraged to download the app and sign up for the UVU blood drive in December. We will also have stickers, shirts and pins for fans to take. Willy the Wolverine will be able to spend some time at the booth in order to help engage fans. He will also be wearing a custom Red Cross headband.

During the game, we will have a mini-game contest for fans to watch. We will have a prize for the contestants. As the contest is happening, we will be able to display a graphic on the jumbotron and corner boards. This will have a QR code to either the Red Cross app or a link tree that contains the app, socials, and other resources. A PA announcement will also be read encouraging fans to sign up for upcoming blood drives.

Theme/Slogan/Hashtag

"Bleed green for the American Red Cross"

Target Publics

1. Students at Utah Valley University

Utah Valley University students from ages 18-25 are working towards getting their associate and bachelor's degree. They are taking their education to the next step by attending college. Students are one of the target publics because we wanted to target younger generations and we have close access to them. If we can get more younger generations to donate, we could increase blood donations and find lifelong blood donors.

2. Faculty at Utah Valley University

At Utah Valley University there are over 1,600 faculty members. The faculty works closely with students. Targeting this key public will spread awareness about the lack of blood donations to the students, while encouraging them to donate blood.

Utah Valley University Students and Faculty

Primary Message:

Join the conversation and invite your friends to participate in a blood drive.

Secondary Message:

1. Ask your friends if they've donated blood as you could be sitting next to a hero. One person's blood donation can help save multiple lives.
2. Be a positive example and share why you donate blood. It can inspire someone to follow your lead.
3. Help the Red Cross rebound from the blood shortage and get in the game as every two seconds someone in the U.S., including our community, needs a blood transfusion. (American Red Cross, 2024).

Primary Message:

Be the type that saves a loved one, friend or neighbor through blood donation.

Secondary Message:

1. Cindy Crawford urges people to donate to support cancer patients.
2. "One person can save hundreds of lives by having a blood drive." By doing so you can make an impact in your community. (American Red Cross, 2024)
3. "Ask a friend (neighbor) to donate at the same time. You can support each other and do twice as much good!" (American Red Cross, 2024)

Primary Message:

Volunteer at your local blood drive and give back to your community.

Secondary Message:

1. Help the Red Cross rebound from the blood shortage and get in the game as every two seconds someone in the U.S., including our community, needs a blood transfusion.
2. "Approximately 29,000 units of blood are needed every day", (American Red Cross, 2024).
3. "To know that my blood, O negative blood, is literally the doctors' and emergency rooms' first line of defense—it's very important for me to donate, and donate on a regular basis." Ben C.

Communication Theory

The Agenda-Setting Theory can be beneficial for our campaign by expressing a public perception in regard to the importance of blood donation. With our strategy one, the campaign creates continuous exposure to the message across campus and through various media outlets. This constant visibility raises an awareness and pushes the issue of blood donation bigger on the audience's mental schedule, making it a topic of concern. By understanding the narrative and strategically placing materials in numerous high-traffic areas, the campaign starts a plan for making blood donation a priority among the students and faculty at UVU.

In strategies two and three, the theory continues to play a key role by restating the importance of blood donation through more interactive and digital means. The booth at the UVU women's basketball game and Willy the Wolverine's involvement would create simple and engaging experiences, while social media content and livestreams ensure that the message stays in the public conversation via mobile devices. By having this consistent exposure across various

platforms, the campaign keeps blood donation visible and relevant, showcases an effect on the audience that will engage and inform them about the cause and possibly convince them to sign up for the UVU Blood Drive, and download the Red Cross app.

Strategy & Tactics

Utah Valley University Students and Faculty

Strategy One:

Through low/non-interactive methods, we will aim to educate UVU students and faculty in regard to the American Red Cross blood donation shortage and disaster capabilities.

Tactics:

1. Create paper flyers aimed towards promoting the mini game collaboration with the American Red Cross and UVU and place them inside bathroom stalls and department/faculty bulletin boards.
2. Write a PSA to be sent out to NCAA announcers outlining the “UVU bleeds green for the American Red Cross” campaign and slogan. One unit of blood can save more than one life.
3. Develop digital posters, billboards, and signs to be placed throughout the UVU campus to increase visibility and engagement for the “UVU bleeds green for the American Red Cross” campaign.

Utah Valley University Students and Faculty

Strategy Two:

Through a moderately interactive channel of storytelling at the UVU women’s basketball game, we will create a story to be shared with UVU students and faculty to spread awareness about the American Red Cross’s blood donation shortage.

Tactics:

1. Create a booth for the sporting event for UVU students and staff and share a story regarding why women need blood donations for things such as childbirth.
2. Invite Willy the Wolverine to wear a headband that represents the American Red Cross and to get photo opportunities with him at the booth.
3. At the booth we will have note cards that students and faculty can share their stories and make the booth interactive.
4. Find out what kind of apparel we can receive from the American Red Cross to share at the booth such as stickers, beanies, pins, and t-shirts.
5. Reach out to UVU faculty to collect a story(s) for our booth.

Utah Valley University Students and Faculty

Strategy Three:

By creating a highly interactive recap video in collaboration with social media accounts such as the UVU American Red Cross Club and UVU Communications Department on platforms like Instagram, we gave followers and those unable to attend the game an opportunity to experience the highlights from the campaign.

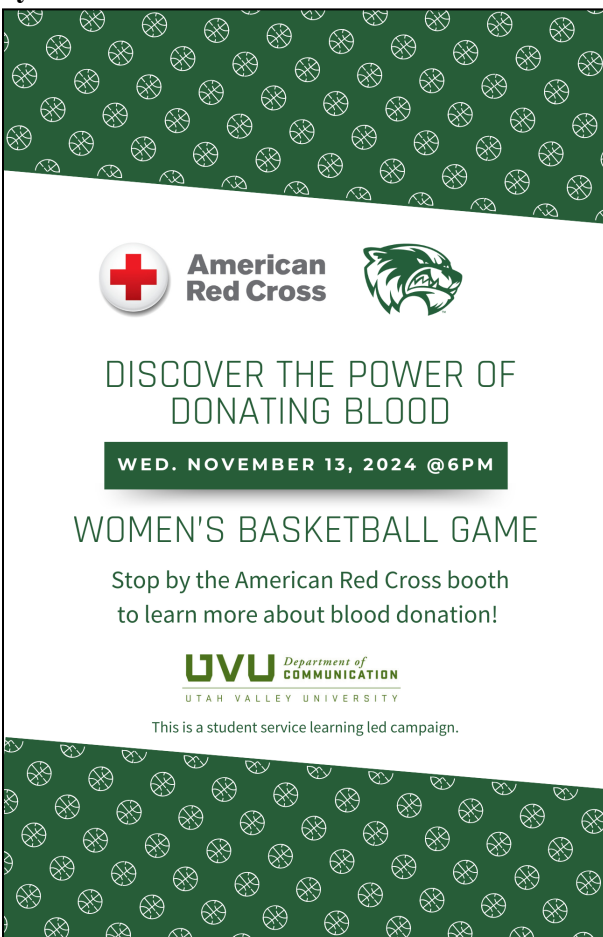
Tactics:

1. Develop social media content that will be applicable to the recap video to highlight the event's success and provide further information for upcoming events.

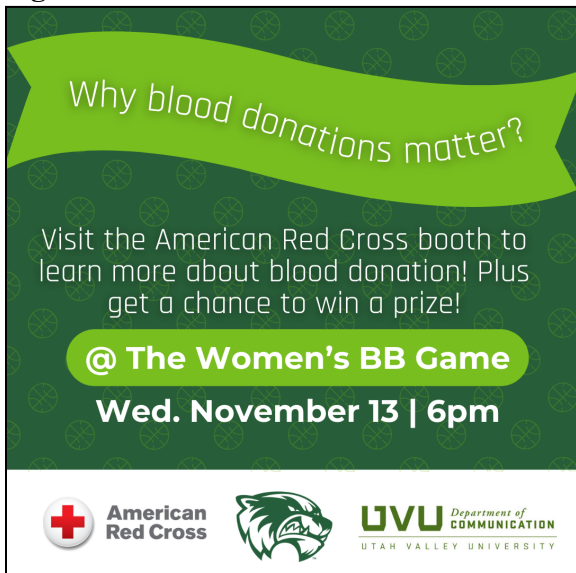
2. Collaborate with various UVU-affiliated social media accounts to share the recap video, increasing its reach and visibility among students and faculty.
3. Post story reminders on Instagram before and after the event to strengthen audience engagement and bring in views from the recap video, restating the importance of blood donations and communal visibility.

Produced Items

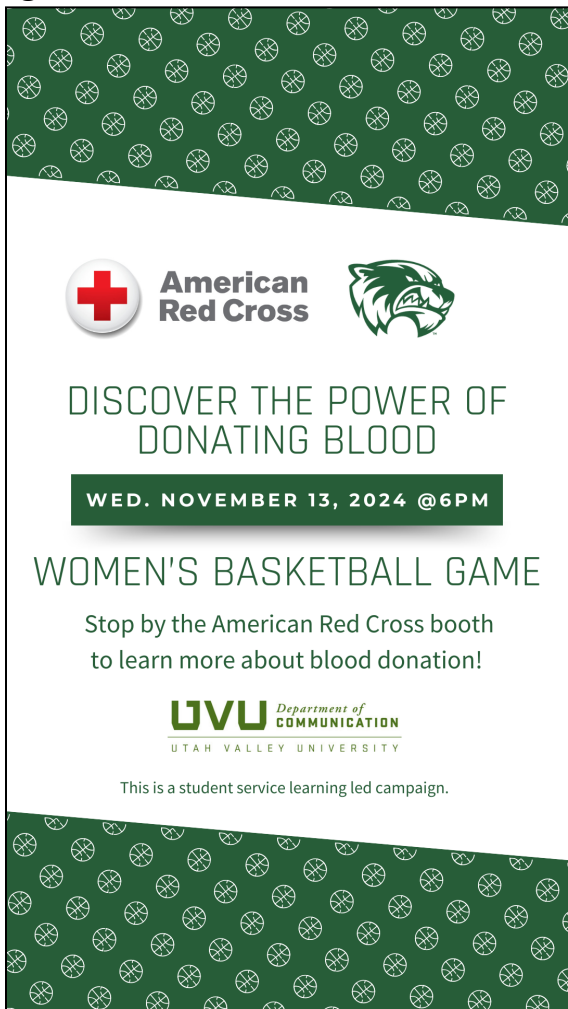
Flyers:



Instagram Posts:



Instagram Stories:




American Red Cross


DISCOVER THE POWER OF
DONATING BLOOD

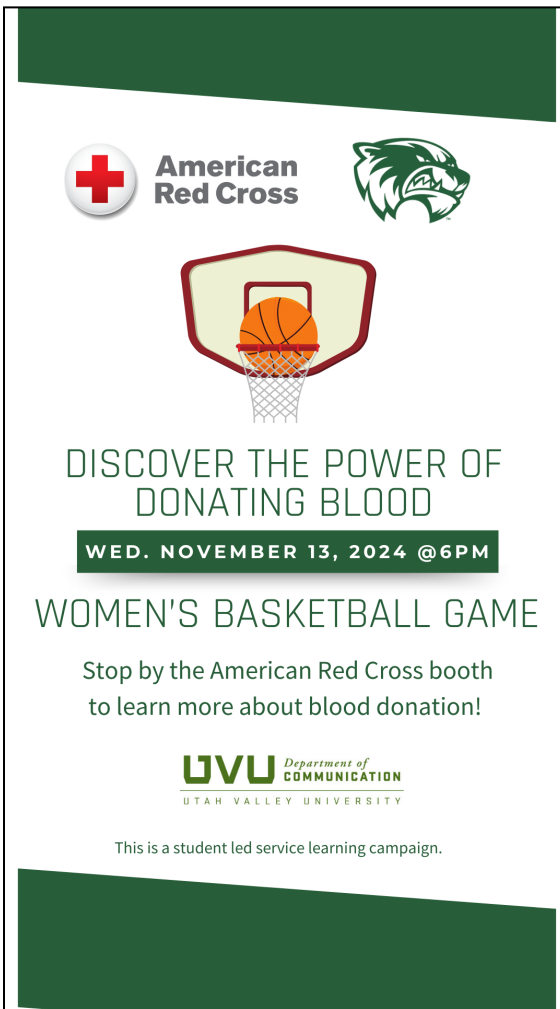
WED. NOVEMBER 13, 2024 @6PM

WOMEN'S BASKETBALL GAME

Stop by the American Red Cross booth
to learn more about blood donation!


**Department of
COMMUNICATION**
 UTAH VALLEY UNIVERSITY

This is a student service learning led campaign.




American Red Cross




DISCOVER THE POWER OF
DONATING BLOOD

WED. NOVEMBER 13, 2024 @6PM

WOMEN'S BASKETBALL GAME

Stop by the American Red Cross booth
to learn more about blood donation!


**Department of
COMMUNICATION**
 UTAH VALLEY UNIVERSITY

This is a student led service learning campaign.

Dr. McKasy story:

“Due to complications during childbirth, I needed 3 liters of blood from donors to save my life. I now try to donate every 8 weeks because I know firsthand that blood donation saves lives.”

-Dr. Meaghan McKasy
UVU Professor

**Stories collected at the game:**

“I went in for major back surgery and lost more blood than anticipated. So, they gave me a transfusion. Without it, I would have been in big trouble. maybe even died. Scary!”

“My son needed bunches of blood during his battle with leukemia. Saved his life!”

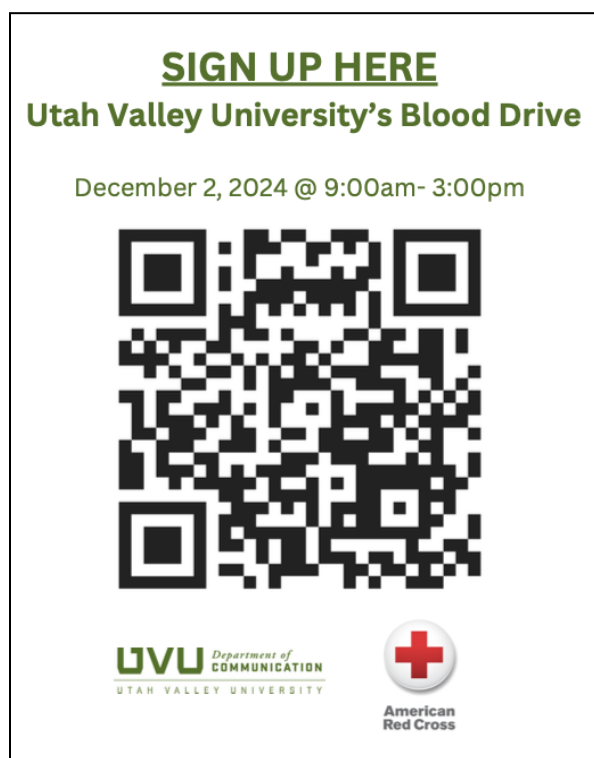
“Both of my brothers and my father had life-saving kidney transplants. Give blood!”

“I started donating after 9/11 and have given for many years. After COVID, I enjoyed feeling like I was making a difference.”

“My sister needed a transfusion after an emergency C-section.”

“I had COVID and donated to learn about antibodies.”

QR Code:



Social media promotions:



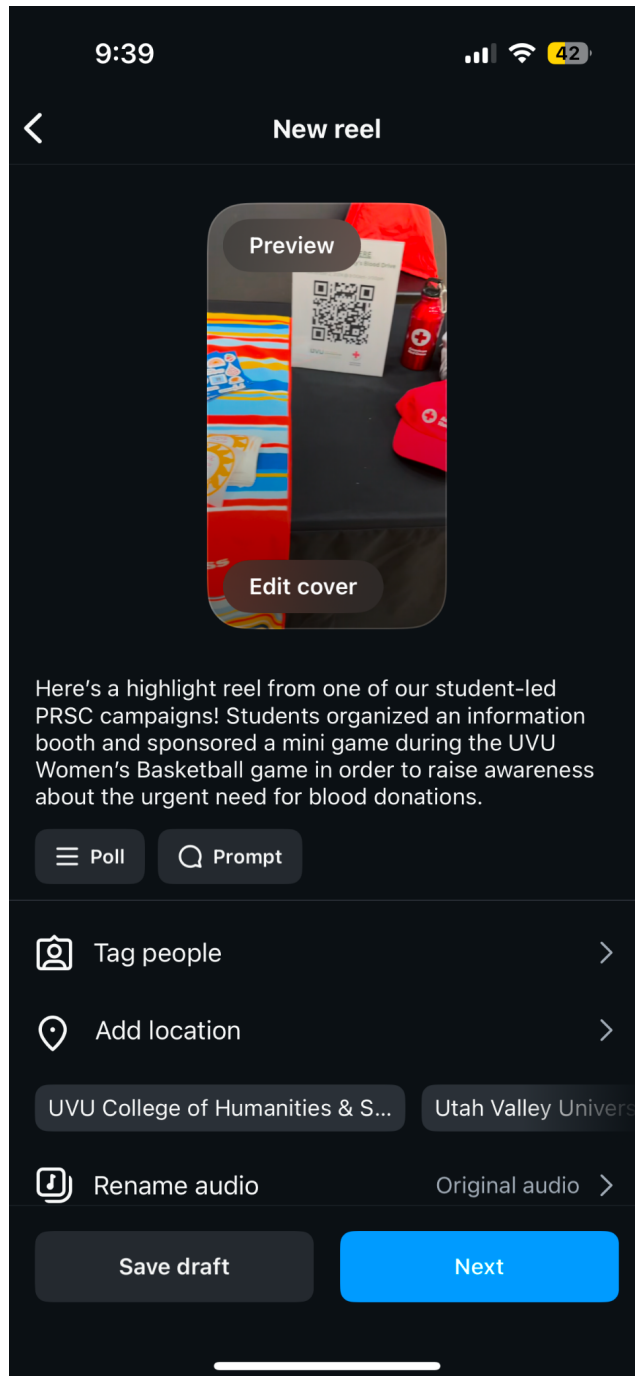
This graphic was created by the UVU Athletics marketing team. They created a discount code for community members to use for two-dollar tickets. We sent this graphic out via email to our client and the athletics marketing team included it in their regular email marketing campaign.



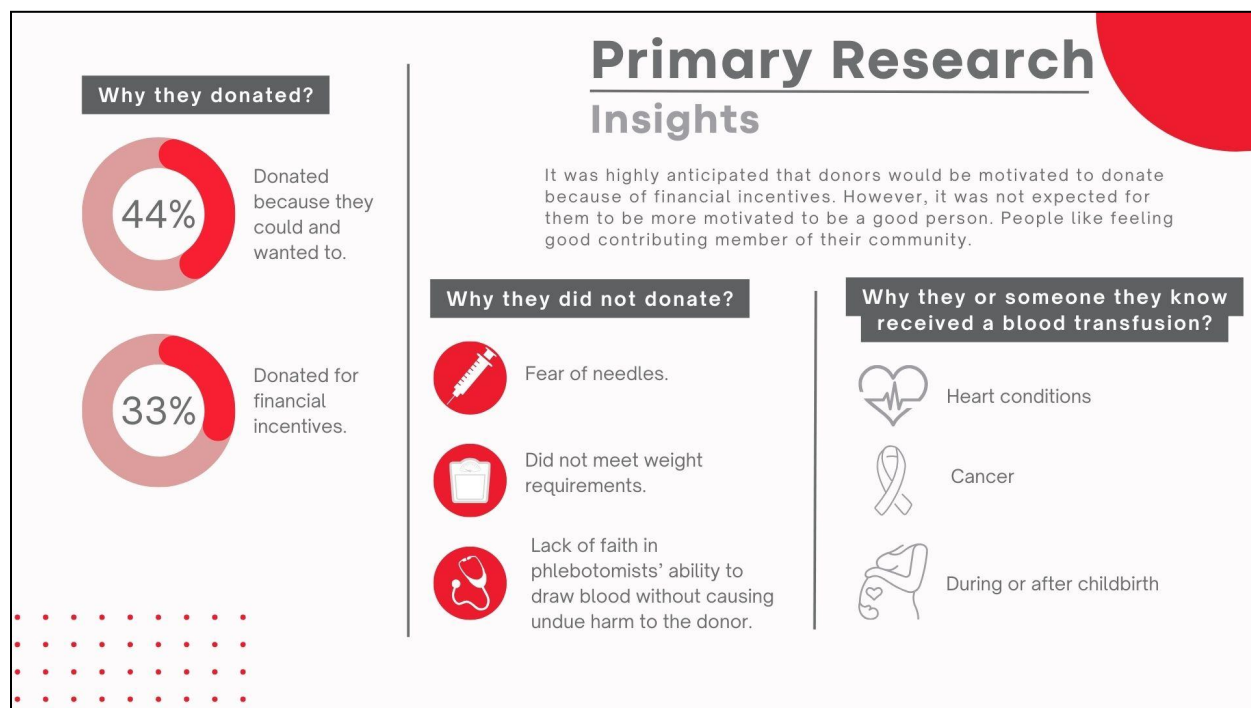
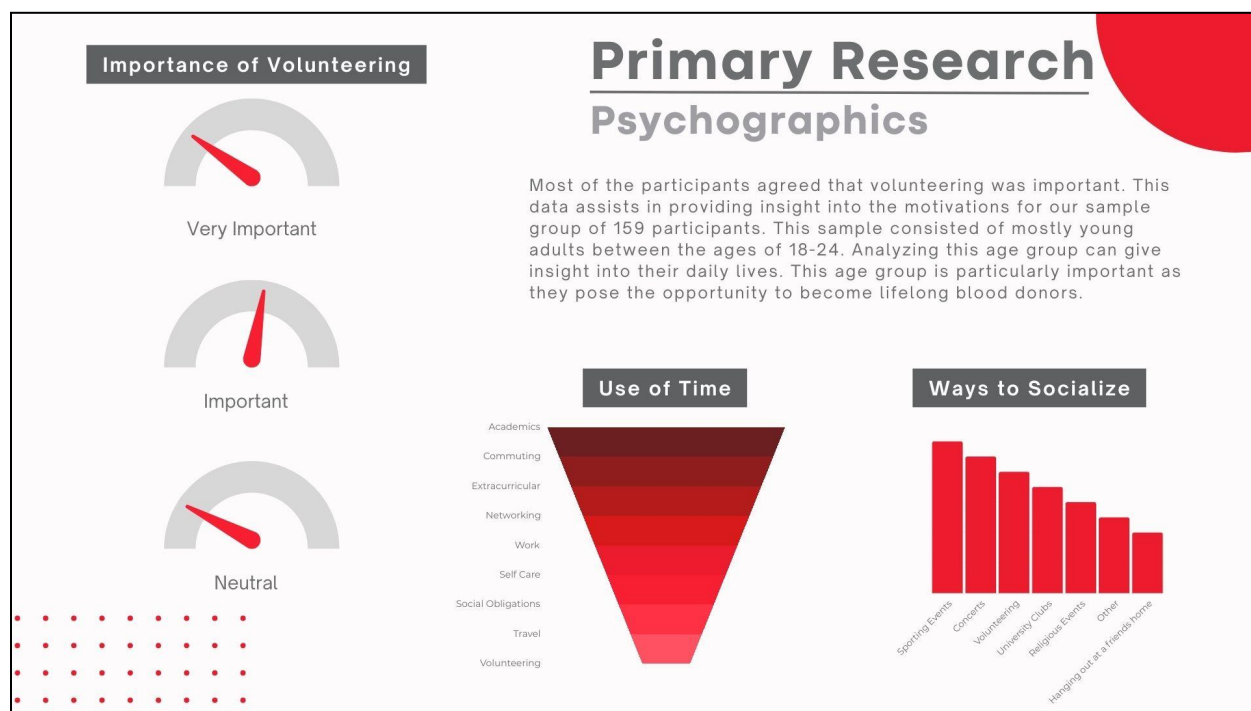
PA announcement:

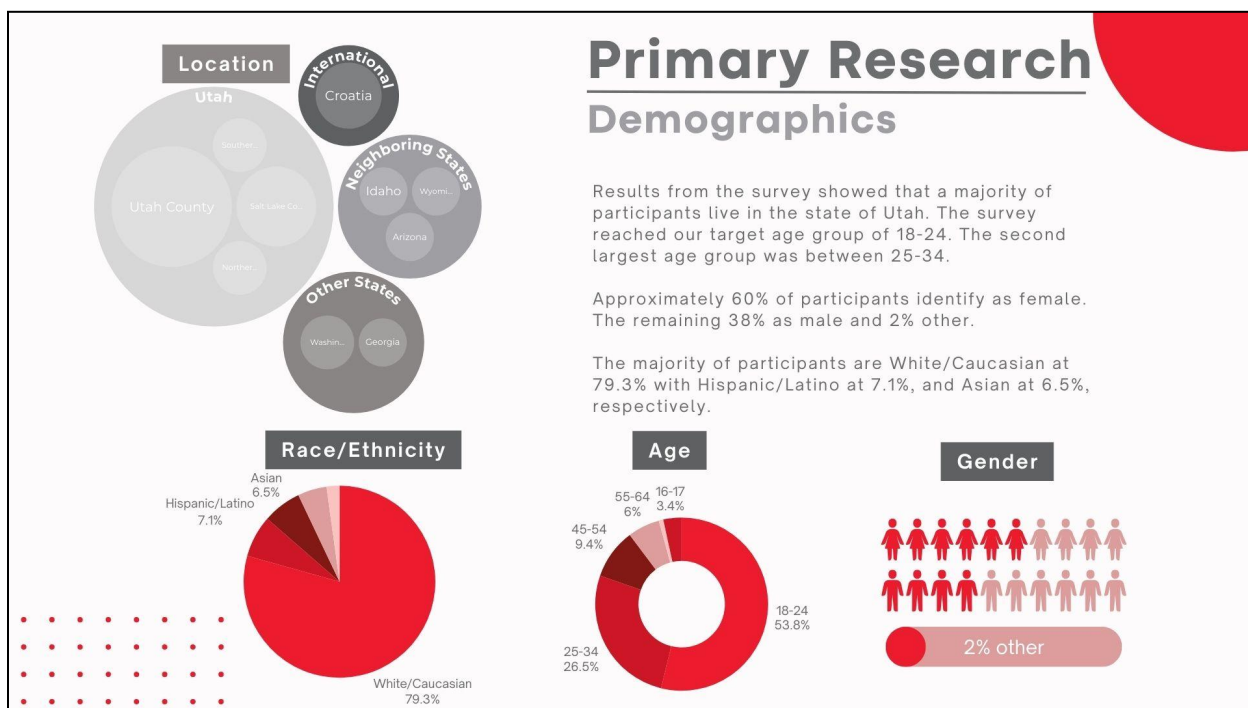
“This giving season, consider donating blood through the American Red Cross to give back to your community and to help save lives. Download the Blood Donation app and sign up for a Blood drive near you today. There will be a blood drive hosted here on UVU’s own campus Monday, December 2nd. Visit the table located on the west courts near the entrance for more information. We all win when we bleed green for the American Red Cross.”

Photos:

Recap video:

Infographics:





Budget:

Budget	Key Public	Details	Quantity	Per Item Cost	Total Projected	Sponsored/Partnership Credit	Actual Projected
	UVU Students and Faculty						
Strategy 1	Educate UVU students and faculty in regards to the American Red Cross blood donation shortage and disaster capabilities.						
Tactics	Tactic 1. Create paper flyers aimed towards promoting the mini game collaboration with the American Red Cross and UVU, and place them inside bathroom stalls and department faculty bulletin boards.	Create one flyer design and hang up. Sticky puddy to hang up will be donated	215	\$0.15	\$37.80	\$0.00	\$37.80
	Tactic 2. Construct a PSA to be sent out to announce at the games to interest attendees to stop by our informational booth.	Give to announcers before game	1	\$0.00	\$0	\$0.00	\$0
	Tactic 3. Develop digital posters, billboards, and signs to be placed throughout the UVU campus to increase visibility and engagement for the "UVU bleeds green for the American Red Cross" campaign.	Digital signage around UVU will be free.		\$0.00	\$0.00	\$0.00	\$0.00
Strategy 2	will create a story to be shared with UVU students and faculty to spread awareness about the American Red Cross's blood donation shortage.						
Tactics	Tactic 1. Create a booth for the sporting event for UVU students and staff and share a story regarding why women need blood donations for things such as childbirth.	At the booth, we will need a balloon arch, and a bag of candy. We also will be giving the mini game winner, Dr. McKary, and Benjamin a prize. We will use extra white bottles to give out.	1 balloon arch, 1 bag of candy, 4 water bottle, 1 shirt, 3 pair of socks, 2 cakes.	\$8.99 per balloon arch, \$21.95 per candy bag, \$24.01 per Owens water bottle, \$12 per Sorella socks, \$5.50 per Bundt Cake.	\$173.94	\$119.00	\$54.95
	Tactic 2. Invite Willy the Wolverine to wear a sticker/emblem that represents the American Red Cross and to get photo opportunities with him at the booth.	Willy will already be at the games. We will be making him a head band to wear.	1	\$0	\$0.00	\$0.00	\$0.00
	Tactic 3. At the booth we will have note cards that students and faculty can share their stories and make the booth interactive.	Note cards will be donated by Samantha.	100	\$0	\$0.00	\$0.00	\$0.00
	Tactic 4. Find out what kind of apparel we can receive from the American Red Cross to share at the booth such as stickers, pins, and t-shirts.	Shirt, beanie, and stickers will be donated.	117	\$0.00	\$0.00	\$0.00	\$0.00
	Tactic 5. Reach out to UVU faculty to collect a story(s) for our booth.		1	\$0.00	\$0.00	\$0.00	\$0.00
Strategy 3	Collaboration of various accounts such as UVU American Red Cross Club and UVU Communications Department on social media platforms such as Instagram, we can give followers and those who are unable to attend the event in person a chance to learn and participate from their mobile device(s).						
	Tactic 1. Develop personalized social media content to inform our audience about the upcoming event and provide clear guidelines on how they can engage with it, either virtually or in person.	Develop 2 post graphics and story graphics to post	4	\$0.00	\$0	\$0.00	\$0
	Tactic 2. Contact numerous UVU-affiliated social media accounts, requesting their support by sharing and promoting our event with their followers and our targeted audience.	Ask UVU accounts to reshare post to stories	5	\$0	\$0	\$0.00	\$0.00
	Tactic 3. Post social media story reminders leading up to the event to engage with our audience and encourage interaction with both us and the American Red Cross.	Repost Story Graphics	3	\$0	\$0.00	\$0.00	\$0.00
		Campaign Subtotal				\$119.00	\$92.75

References

10 reasons for not donating - Miller Keystone Blood Center. Miller-Keystone Blood Center, Pennsylvania & New Jersey (2024, March 1).

<https://www.giveapint.org/10-reasons-for-not-donating/#:~:text=Often%20times%2C%20the%20hardest%20part,little%2C%20if%20any%2C%20discomfort.>

American Red Cross. (2024). *Celebrity & Entertainment Partnerships.*

<https://www.redcross.org/about-us/who-we-are/celebrity.html>

American Red Cross. (2024). *Importance of blood donation.*

<https://www.redcrossblood.org/donate-blood/how-to-donate/how-blood-donations-help/blood-needs-blood-supply.html#:~:text=Every%20%20seconds%20someone%20in,every%20day%20in%20the%20U.%20S.>

American Red Cross. (2023). *Importance of the blood supply.* Redcrossblood.org.

<https://www.redcrossblood.org/donate-blood/how-to-donate/how-blood-donations-help/blood-needs-blood-supply.html>

American Red Cross. (n.d.). *Our history.* Wwww.redcross.org.

<https://www.redcross.org/about-us/who-we-are/history.html#:~:text=Over%20140%20Years%20of%20Compassionate%20Service>

American Red Cross. (2024). *Why host a blood drive.*

<https://www.redcrossblood.org/hosting-a-blood-drive/learn-about-hosting/why-host-a-blood-drive.html>

Blood donations critical as new sickle cell treatments bring hope. American Red Cross. (2024, September 4).

<https://www.redcross.org/about-us/news-and-events/press-release/2024/blood-donations-critical-as-new-sickle-cell-treatments-bring-hope.html>

Blood products and services. Blood Products | American Red Cross. (2024, January 7).

<https://www.redcrossblood.org/biomedical-services/blood-products-and-services.html>

Blood types. Explained - A, B, AB and O | Red Cross Blood Services. (n.d.).

<https://www.redcrossblood.org/donate-blood/blood-types.html>

Environmental, social and governance report 2023. (2023).

https://www.redcross.org/content/dam/redcross/about-us/publications/2023-publications/2023_ESG_Report_FINAL.pdf

Farley, T. (2023, January 21). *The Strange Dark World of the for-profit blood industry.*

New York Post.

<https://nypost.com/2023/01/21/the-strange-dark-world-of-the-for-profit-blood-industry/>

Ferrari, J. R., Barone, R. C., Jason, L. A., & Rose, T. (1985). The use of incentives to increase blood donations. *The Journal of Social Psychology*, 125(6), 791–793.

<https://doi.org/10.1080/00224545.1985.9713559>

Graf, C., Suanet, B., Wiepking, P., & Merz, E.-M. (2023). How public trust and healthcare quality relate to blood donation behavior: Cross-cultural evidence. *Journal of Health Psychology*, 29(1), 3–14. <https://doi.org/10.1177/13591053231175809>

Manning, C. (2008, July 11). What's involved when a person gives blood. *Daily Review*

[Towanda, PA], NA.

<https://link.gale.com/apps/doc/A181497512/STND?u=utahvalley&sid=ebsco&xid=98b0a9a1>.

Martin, S. (2024, September 3). *An Introduction to Red Cross Communication* [Powerpoint. Slides]. Sarah Martin

Martin, S. (2024, September 10). *Real Salt Lake teams up with American Red Cross for blood*

drive during Emergency Blood Shortage. Real Salt Lake Blood Drive Sept. 2024 | Press Release | American Red Cross.

<https://www.redcross.org/local/utah/about-us/news-and-events/press-releases/realSaltLakeBloodDrive0924.html>

Mission & Values. American Red Cross Mission Statement. (n.d.).

<https://www.redcross.org/about-us/who-we-are/mission-and-values.html>

Paul, K. (2024, March 1). *Red Cross of Utah Celebrates Volunteers and Donors During Red Cross Month in March*. Red Cross Month | Press Release | American Red Cross.

<https://www.redcross.org/local/utah/about-us/news-and-events/redcrossmonthut2024.html>

Paul, K. (2024, July 27). *TraumaSeasonUT2024*. Press Release | American Red Cross.

<https://www.redcross.org/local/utah/about-us/news-and-events/press-releases/traumaseasonut2024.html#:~:text=The%20Red%20Cross%20is%20a>

Red Cross Blood Services. (2024a). *Types of blood donations*. Donate Blood, Plasma or Platelets

<https://www.redcrossblood.org/donate-blood/how-to-donate/types-of-blood-donations.html>

Red Cross Blood Services. (2024b). Blood donation process explained. *Donation Process Overview*.

<https://www.redcrossblood.org/donate-blood/blood-donation-process/donation-process-overview.html>

World Health Organization. (2023, June 2). *Blood safety and availability*. World Health Organization.

<https://www.who.int/news-room/fact-sheets/detail/blood-safety-and-availability>