

Approaching First-Time Donors

Appealing to first-time donors is very different than trying to recruit experienced donors. First-time donors must be educated about donating blood—about how safe it is and how it helps save lives.

Hawaii's most loyal donor base is from the World War II generation. As they age, they eventually leave the donor pool due to medication requirements and their own health status. To continue to meet the needs of Hawaii's patients, new donors must enter the pool and establish the same life-long tradition of giving. Every generation must do their part in making sure blood is available for you, the people you love, or anyone else who needs it. Share this information whenever possible.

Give Them the Facts

Prospective donors can make an informed decision about whether to give the gift of life.

- ◆ Giving blood is safe. Everything used is sterile, new and used only once. You cannot “catch anything” by donating blood.
- ◆ The blood donation process takes about an hour and includes some paperwork, an interview and a mini-physical. The actual collection of blood takes just five to eight minutes.
- ◆ One donation can help save up to three lives. There aren't many opportunities to make such an impact on so many people in such a short amount of time.
- ◆ Blood is perishable and must constantly be replenished.
- ◆ Blood donors help ensure that blood will be available when you or someone you love needs it.

Keep These Things in Mind

People are afraid of needles. This is understandable. Let them know that the needle insertion feels like a pinch. Most people feel very little discomfort and this part of the donation process lasts only about five minutes. Emphasize how good they'll feel knowing that they helped save up to three lives.

Some people worry about fainting. Make sure they know the importance of getting adequate rest, eating a healthy meal and drinking lots of fluids before donating. These steps help ensure a safe donation experience. The BBH collection staff is professional and trained to handle adverse reactions.

People are very busy. Company blood drives make blood donation convenient by bringing the Blood Bank to you. By donating during the work day, employees are able to perform an important community service that they might not find time for otherwise.