

Policies on Incentives, Contributions & Publicity

The Blood Bank of Hawaii is federally regulated by the Food & Drug Administration (FDA), and must follow important guidelines established by the FDA to protect the safety of the blood supply. Policies that affect donor recruitment and blood drive promotion conducted by BBH supporters are listed below.

No Cash Incentives

Financial incentives offered in conjunction with a blood donation are prohibited. This encompasses both cash offers of any amount as well as discounts or credited rates affiliated with any service or activity.

This policy is based on research showing that the safest blood supply comes from volunteer donors who give the gift of life for purely altruistic reasons. Once money enters the process, the possibility exists that someone who shouldn't donate might undergo the process in order to obtain the incentive.

While this occurrence may be unlikely in many settings, the policy pertains to every single donation at every single blood drive. Any deterrence from the policy violates FDA guidelines.

While the guidelines pertaining to cash or cash credits are clear, those pertaining to non-cash items given away at blood drives are more complicated. All give-a-ways and appreciation items should be reviewed and cleared by a BBH representative prior to distribution.

No Solicitation of Financial Contributions

In general, the Blood Bank of Hawaii does not promote or request financial donations from donors or the general public. We can accept financial contributions, however, they should not be solicited unless part of an organized Blood Bank of Hawaii effort. Our focus is on recruiting volunteer blood donors. If someone would like to support Hawaii's Community Blood Program but is unable to donate blood, there are other non-monetary ways to help:

- ◆ Encourage friends or family members to donate blood.
- ◆ Spread the word about the need and importance of donating.
- ◆ Volunteer time at the Dillingham Donor Center or BBH community outreach events.

Should an official fundraising campaign be launched in the future, it will be affiliated with a specific project and generated by the Blood Bank of Hawaii.

Submit Articles and Publicity Materials for Review

To ensure that Hawaii's Community Blood Program is in compliance with FDA regulations at all times, please submit articles or promotional materials publicizing your drive to the Blood Bank of Hawaii field representative assisting with your event.

This applies to materials that will be distributed or available for viewing by multiple organizations or to the general public such as advertisements, newsletters and brochures.