To: UBC Blood for Life Club

From: Natalie Marchand

Date: February 3, 2016

Subject: *Proposal for* *Increasing Student Turnout at UBC Campus Blood Drives*

**Introduction**

The Canadian Blood Bank is facing a supply shortage that is threatening patients’ lives all over the country. The Bank desperately requires the recruitment of new donors in order to replenish its stores. The UBC community has attempted to respond by holding blood drives on campus and encouraging students to participate. On January 21st 2016, the UBC Blood for Life Club hosted a blood drive for which there had been a large number of RSVPs on the Facebook event page. However, due to a last minute change in location and poor communication of this change, turnout was far lower than expected. If future campus blood drives continue to experience these problems, the amount of donations collected will likely be similarly disappointing.

**Statement of Problem**

The failure of campus blood drives to attract new donors has several negative consequences. First, a low number of donations at an event may discourage similar events from being held in future. Second, without attracting new donors to the Bank, supplies will continue to dwindle in years to come as the number of donors inevitably decreases.

**Proposed Solution**

One solution to the problems facing campus blood drives would be to find a permanent location for such events, ideally somewhere in the newly opened Student Nest building. This building is high-traffic and attracts students from all faculties and year levels, which would likely lead to a larger turnout if blood drives were to be held here. The Nest would also be a good location at which to advertise blood drives, which again would lead to a larger number of participants. It may also be beneficial to consider extending the duration of the blood drives, either for more hours on a single day or over the course of multiple days.

**Scope**

To develop an action plan for increasing the turnout at campus blood drives, I plan to answer the following questions:

1. What was the exact turnout of the last Blood for Life drive?
2. How many students responded either “going” or “interested” on the Facebook event page compared to the number that actually participated?
3. Would students be more willing to participate if the event was held over a longer period of time, or over the course of multiple days?
4. Does the Nest have space for an event such as this? If so, what is the capacity?
5. What methods of advertising were utilized for the last event? What methods of advertising could be used in future?
6. What would the costs of an increased advertising presence be?

**Methods**

I will first consult with the President of the UBC Blood for Life Club to determine what advertising methods have been used for past events, as well as what the exact turnout was at the January 21st drive. I will also discuss the feasibility of holding the blood drive over the course of multiple days or extended hours. Secondly, I will contact the Alma Mater Society to find out what space, if any, would be available for blood drives in future. Finally, I will consult with marketing students from the Sauder School of Business to create a plan for advertising future blood drives while staying within the budget of the Blood for Life Club.

**Qualifications**

I have been a blood donor since the age of 17 and am committed to the cause of the Blood for Life Club. Furthermore, I served as Head of Charitable Events for TransCanada’s Student Activities committee, and have two years’ experience planning events such as blood drives. I believe this will help me to understand both the opportunities and constraints that the Blood for Life Club faces.

**Conclusion**

The Blood for Life campus blood drive has enormous potential to recruit new donors for the Canadian Blood Bank. By helping the Club develop this event further, I believe I can help ensure the success of its future efforts and attract new donors to the system. With your permission, I will begin this task immediately.