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There Will Be Blood

Kerri E Moore
kmoore41@utk.edu

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THERE WILL BE BLOOD

by

KERRI MOORE

Advised by: GLENN SWIFT

Bachelor of Science in Supply Chain Management

The University of Tennessee

Knoxville, Tennessee

2014



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| Table of Contents | 2 |
| I. Executive Summary | 3 |
| II. Literature Review | 4 |
| III. Proposed Research | 6 |
| IV. Methodology | 7 |
| V. Results and Discussion | 8 |
| i. Importance | 8 |
| ii. Key Observations | 8 |
| iii. Background | 10 |
| iv. Alternatives | 11 |
| v. Benchmarking | 13 |
| vi. Iowa State University | 14 |
| vii. The University of Missouri | 15 |
| VI. Recommendations | 16 |
| i. Recommendations for UTK | 16 |
| ii. Recommendations for MEDIC Regional Blood Center | 18 |
| VII. Conclusion | 19 |
| VIII. Work Cited | 20 |
| IX. Appendices | 22 |
| i. Graph of Age Distribution of Blood Donors in the US | 22 |
| ii. Inspiration 9 Mind Map | 23 |
| iii. Survey & Results | 24 |

I. Executive Summary

TO: Dr. Phillip Daves
CC: Glenn Swift
FROM: Kerri Moore
RE: GLS Thesis: There Will Be Blood
Date: April 28, 2014

The purpose of this paper is to have an in-depth report on the research and recommendations pertaining to the holistic look into the to-date Blood Donation Situation at The University of Tennessee. This project is an applied learning experience from the Global Leadership Scholars Program in conjunction with a faculty partner, Glenn Swift.

Statement of Work

The goal of this collaborative effort was to research and benchmark in order to develop a set of recommendations as to how The University of Tennessee can increase participation in voluntary blood drives.

Abstract

Blood is a vital part of life; it cannot be artificially created and is needed constantly for a variety of reasons, including treating cancer, trauma, and organ transplant patients, around the country. Currently, America's blood supply mainly comes from older generations who believe that blood donation is part of his or her civic duty. As the population ages, the bulk of the blood donation will fall on the now younger generations, especially, Generation Y. However, Generation Y is not as civically minded in the realm of blood donation, and the younger portion (ages 19-24 as of 2014) of Generation Y accounts for less than 13% of the nation's blood supply. The college segment of Generation Y is in a very reachable, and impressionable point in their lives, which is a prime time to encourage the students to become blood donors for life. The need to encourage Generation Y's to donate blood now, for the future of the blood supply is critical. However, Gen Y does not respond to traditional marketing techniques and must be attracted in other ways. The methodologies used in this include literature reviews, surveys, and benchmarking best practices. Focusing on the University of Tennessee, it was discovered that education about the need for blood, awareness of blood drives happening, and incentives to donate were lacking. Some possible solutions are to: start a student run Blood Drive Organization, partner with university groups to host blood drives, and educate the college masses through reachable channels like preexisting organizations and social media. Student driven initiatives have the tendency to be more effective, and drive more change.

Key Takeaways

Throughout this experience it was recognized that cross-functional skills are critical to project success. Also, the author developed critical thinking skills, enhanced her research capabilities, and learned the importance of applying knowledge. Also, she learned the importance of messaging and increased her ability to persuade others.

The author appreciates the support of Glenn Swift throughout this process and wishes The University of Tennessee success moving forward with this project.

II. Literature Review

The selected sources were found through scholastic repositories such as The University of Tennessee's Library resource. The date range was expansive and spanned from the 1970's to present day. This was to see if any older information could be retooled to aid in the solution, as well as to see trends over time. However, current articles were more heavily sought. The more recent articles are to see how the industry is currently operating and what tactics are currently being utilized, and where there are areas for improvement. The articles were each examined through looking at each source's sources and all relevant information was gathered and synthesized in the context of blood donation for college-aged donors. The literature ranged from blood drive focused papers, to Generation Y (birth years from 1977-1994) research in philanthropic and persuasive aspects, as well as psychological papers on incentives, social pressures, and motivators.

In Silke Boenigk and Bernd Helmig's article Why do Donors Donate? Examining the Effects of Organizational Identification and Identity Salience on the Relationships among Satisfaction Loyalty, and Donation Behavior the two did an empirical study between two nonprofit agencies, one, a blood collecting agency, and the other a money collecting agency. The pair looked at donor satisfaction and loyalty, which Boenigk and Helmig state is very closely related. In the blood sphere, donor satisfaction is key for donor loyalty. This translates into an increased need for implementing donor identification management, which can include group activities, online communities, donor events, and long-term oriented tactics, which treat the donor as the creator of value. This drives the importance of blood donor appreciation and continuous communication to ensure loyalty to the donation process (Boenigk, Helmig).

Jennifer Olivia Windley's paper, Young Blood: Persuading Young People to give blood by applying concepts of Self-perception and Social Norms Theories to Recruitment Ads, is one of the rare papers that dives deeply into blood donation in regards to the younger Generation Y's. Windley looks mainly into the characteristics of the Generation Y through social norms and altruism. She states that first time donors are more likely to give if they are pressured to adhere to social norms, but those who have previously donated are motivated by altruism. This paper also covered advertisement drivers, and Generation Y's attitudes after exposure to altruistic ads versus social norm ads. Those who viewed altruistic ads were more inclined to donate blood after viewing the ad. This is crucial to the awareness factors and blood donation drivers to attract donors. She also concludes that communication tools are necessary to keep donors loyal and active, but cited that more research was needed on the most effective ways to do so.

In Jeffrey Allerson's paper, Assessment of Selected University Students' Knowledge of Blood Donation and the Relationship with Intent to Donate Blood, Allerson investigates students at Minnesota State University Mankato about the student's attitude towards blood donation and his or her confidence levels. Allerson concluded that there was a positive relationship between blood donation knowledge and blood donation intentions. This reinforced the importance of blood donation education. Allerson also concluded that over 60% of respondents preferred to receive blood donation education materials through email services.

In the paper, "Economic incentives for blood donations should be encouraged, researchers say" John Hopkins University staff writers and co-authors encourage the World Health Organization

to reconsider its opposition to the ban of economic incentives (which the World Health Organization believes will compromise the safety of the blood supply). The John Hopkins team, including Mario Macis, pointed to a recent study from Nicola Lacetera of the University of Toronto and Robert Slonim of the University of Sydney (in the May 24 issue of *Science*), who state that the traditional belief for the ban of economic incentives stems from uncontrolled studies using non-random samples and surveys using artificial scenarios with hypothetical questions. New field based evidence has more clear results, that economic rewards have a positive effects on donors without negative consequences of compromised blood safety. This research has been repeated around the world (in the United States, Argentina, Switzerland, and Italy) with conclusive results. The study found that a \$5 gift card increased the likelihood of giving with a group of people that had a history of giving by 26%, and a \$10 gift card had a 52% raise (Economic Incentives).

III. Proposed Research

Proposed research will be done in a qualitative manner, and will utilize a variety of methodologies.

Hypothesis: College students are capable of donating more blood than at the current time.

The goal of this paper is to benefit the general public, by encouraging more college students to donate blood during his or her tenure at The University of Tennessee. This will hopefully drive the students to have blood donation become a habitual activity for the rest of his or her donating years. Short-term goals include increasing participation in the University Sponsored Blood Drives.

This concept ties heavily into marketing, advertising, and ethical generalizations from business ethics courses. Additionally, it continues research on the Millennials (also known as Generation Y) Generation's interaction and attitudes towards altruism.

IV. Methodology

The majority of the research for this paper was conducted through literature research. This was a difficult process, as little research has been done on this specific age segment in conjunction with blood donations. However, there was some information on this topic, which was found through The University of Tennessee's online library portal. Many of the papers pertained primarily to blood donation as a whole, and the new findings were applied in specification to the younger segment of Generation Y. Which leads to the next area of finding, which were characteristics of Generation Y, specifically the younger portion of this generation, which are currently of the traditional college age (around 18-23 years).

Secondly, information was gathered via a survey that was distributed electronically, through Qualtrics. College students at the University of Tennessee completed this survey online. The survey questions are included in the Appendix section. Data will reflect currently held views, and the reasons behind them, by current students at The University of Tennessee concerning blood donation. See Appendix IX-ii for the survey and the results.

Finally, The University of Tennessee was benchmarked against some of the best practices of leading blood drive universities across the United States. Primarily, the research centered around the number one (numbers are based on the sheer number of student donations) and number two

student run blood drives in the United States, which are respectively, The University of Missouri and Iowa State University (American Red Cross). Executive members of Iowa State University's Blood Drive organization participated in multiple interviews conducted online; while The University of Missouri's organization was benchmarked based on information from its many informative websites

V. Results and Discussion

i. Importance

Blood is very valuable in society. It is unable to be manufactured (its only source is donations). Additionally, one out of every three people will need some form of a blood transfusion in his or her lifetime, plus the fact that blood has a short shelf life of only 42 days makes it a very hot commodity (American Red Cross). Blood is used for far more than trauma victims; it is used routinely in chemotherapy, organ transplants, and premature births. A liver transplant alone uses an average of 95 units of blood (Memorial Blood Centers).

ii. Key Observations

Currently, 45-64 year olds (ages as of 2014), donate roughly 40% of the United State's blood supply. A paltry 13% of the nation's blood supply comes from 18-24 year olds. As the population ages, fewer and fewer of the key blood supply segment (45-64 year olds) will be able to donate leaving the bulk of the blood supply on the shoulders of the younger generations, especially Generation Y.

Currently, the generation going through College is the later portion of Generation Y, a group that is highly wanted and targeted by companies for his or her future consumption, and the college experience is viewed as a highly accessible time for companies to leave lasting impressions. Also, college is a rare time that people of the same generational portion are in very close proximity with highly accessible channels (Luna).

The University of Tennessee at Knoxville has a total of 27,171 students, with 21,033 of them being undergraduate students and the remaining 6,138 students are in graduate programs (The University of Tennessee). However, not all students are eligible for participation in blood drives due to personal reasons. Therefore, getting the number of eligible donors at The University of Tennessee is nearly impossible. Additionally, 17% of The University of Tennessee's students are involved in Greek Life (Becklin). The University of Tennessee is in incredibly close proximity to the Regional Blood College Agency, MEDIC Regional Blood Center. MEDIC is located less than one mile from the campus's University Center. With such close proximity, MEDIC has a great opportunity to tap into the thousands of impressionable and eligible donors at a time in his or her life when they are easily accessible. However, according to the surveyed University of Tennessee students, only 15% are considered active donors (donating 2+ times a year), while an additional 18% donate at least once a year. That leaves an astonishingly 67% of surveyed students that do not participate in voluntary blood donation. In fact, 55% of those surveyed responded that he or she did not even know his or her blood type (Moore). This is a startling statistic, noting that this age group is the future of the nation's blood supply.

iii. Background

Today's Millennials are generally considered altruistic. However, the group as a whole is much more connected via technology, which is where Millennials find the majority of their information and do most of their communication. Generation Y have short-term, impulsive relationships with nonprofit organizations, and are mostly driven by peer influence. This age group is also much more inclined to donate small amounts of money to multiple organizations (2013 Millennial Impact Report). Millennials are not responding to traditional advertising for blood donations, as the group's perceptions have changed, and they have become more technology focused (Windley). The ads were traditionally put up as a reminder to donate blood. This is because previous generations view voluntarily blood donation as a civic duty. These previous generations truly only need a nudging reminder to go and donate, but not a sign to persuade them to open up his or her heart (and veins) and donate blood (Windley).

Also, 48% of those interviewed (Moore), which did not actively give blood, cited fear as his or her reasoning for not donating blood. However, the American Red Cross states that the fear of needles can be overcome by "keeping your eyes on the prize" and by re-categorizing one's fear below the needs of other's and how donated blood can save lives. The American Red Cross website states: "You will feel just a slight pinch, and it's over in seconds. The difference you can make may last a lifetime." This is a message that must be conveyed to the potential donors in Generation Y. However, there is also a vast lack of education on the subject of blood donation. Some of the surveyed respondents stated that they were not aware what the collection agency did with the blood or where it went, which is why he or she did not want to donate. Many of the college segmented Millennials are unaware of the constant and volatile need for blood, as well as

the many uses for blood. Which unveiled a deep need for blood donation education. This also pointed to issues with the collection agency's ways of advertising (mainly physical signage on campus) for campus blood drives; however, students are all too often blind to such tactics. Students often see the posters as not pertaining to their student group and promptly ignore the drive in its entirety (Moore).

iv. Alternatives

According to Windey, not all donors are attracted equally. In her study, she discovered the subtle differences in tactics needed to attract donors. For first time donors, research has shown that first time donors feel influenced by external factors, "such as social pressure from friends and family... or the promise of a reward" (Windley). It is with this external social pressure that the person becomes motivated intrinsically. This is because the donor develops the mentality that blood donation is what is expected of a person, and that "others of importance to him were [donating blood]." Then, according to Bern's Self Perception Theory (Windley) the donor begins to develop an attitude about the type of person that he or she is by simply observing his or her actions. These observations begin to internalize and the action of donating blood then becomes in line with one's own perception of themselves, and the social pressure is no longer needed to drive donations from that particular donor. The person believes that good people give blood, they give blood, and therefore, they are a good person. The donor has changed his or her own self-perception. This means that the donor has now been moved to the second stage of donor targeting: altruistic messaging. The altruistic messaging is only effective, once a donor has moved past the stages of donating blood due to fitting into a social norm because of social

pressure. Here, the ads target one's heartstrings and they will donate with the only incentive being the knowledge of the saving of a life from his or her donation.

Education is also a growth opportunity in the current blood donation process. Many donors are unaware of the need, process, or where the blood goes to. To fill this void, the blood collection agencies, which are already equipped with vast knowledge on the subject, are in a prime position to begin spreading the word on blood drives. Lack of education was cited as a reason for not giving blood.

Incentives are a commonly used tactic for encouraging donors to give blood, and to reward the donor at the end of the process with a memento of his or her good deed. Currently, blood donors are not paid to donate blood because the non-profits who collect blood for hospitals believe that paying donors for his or her blood compromises the safety of the blood donated (Blood Assurance). However, according to the Hub staff report in June 2013 from John Hopkins University, economic incentives (gift cards, t-shirts, time off work, etc) proved to be effective. Here they saw a 26% increase in the likelihood of people with a history of giving blood to donate by using a \$5 gift card as an incentive, and a 52% rise with a \$10 gift card to the same group of previous donors. This tool has been used with great success to motivate and incentivize donors to give blood. Incentives are key to the initial push to encourage donors. Many college students surveyed noted that they liked the immediate food, especially food donated from popular restaurants, including ice cream as well as coupons for food afterwards to highly frequented or popular restaurants in that specific area. Also sited were movie tickets, lottery tickets, gift cards, extra credit in classes, and donuts. However, tangible incentives are not enough. Donors crave a

feeling of accomplishment, and the knowledge that they have contributed to helping others (Moore). This means that donors desire a tangible incentive coupled with a genuine acknowledgement of the donation of a vital gift.

Student awareness at the University of Tennessee from MEDIC Regional Blood Center is mostly done through posters, some twitter (the MEDIC twitter account currently has 1,278 followers as of April 21, 2014 (<https://twitter.com/Medicblood>), and a fairly active Facebook page with over 3,000 “likes” (<https://www.facebook.com/medicblood>). It is unknown how many of those followers are University of Tennessee students. However, the students surveyed at The University of Tennessee cite that one reason they do not donate is the lack of awareness of drives happening on and around campus. This is a key weakness currently, and needs to be addressed.

v. Benchmarking

Benchmarking is a technique used to discover how others (in this case, large public colleges) in similar situations solved the problem that The University of Tennessee is currently facing. From there, aspects of those best practices can be taken and applied to The University of Tennessee. Currently the number one (numbers are based on the sheer number of student donations) and number two Student run blood drives in the United States are, respectively, The University of Missouri and Iowa State University. Being the largest, the schools served as an excellent benchmarking tool for universities aspiring to become more active in the blood drive area.

vi. Iowa State University

Iowa State University is currently ranked number two in the country for student run blood drives. The school's drives are led by a team of dedicated students, who are committed to saving lives and very passionate about their work. The organization found that student lead drives are the most effective way to capture students' attention. The organization finds it best to pair up with other events and organizations around campus for maximum exposure and awareness. They currently team up with many organizations, including athletics and Greek Life. With athletics, the organization does a "Step Up to the Plate and Donate" drive in conjunction with baseball opening day, allowing the organization to reap the benefits of advertising through baseball channels and utilizing resources through the team, as well. Secondly, and notably, the organization teams up with Greek Life as an actual Homecoming Event. The organization also runs a blood drive during the school's very popular, Greek Week. Here, students earn points for his or her organization by either donating or volunteering to help at the drive (Interview with Iowa State Blood Drive Team).

Iowa State University's Blood Drive coordinator stated that, "To raise awareness for the event, we mainly rely on social media marketing. We use twitter, Facebook, and Instagram. We also do promotional work with sending mass emails to the student body the week of the drive, putting up posters around campus, etc." and that the organization gains its social media followers mainly through word of mouth. Social media is again highlighted though a number of contests, one being if a student tweets about the blood drive and tags the group's twitter handle, then the student is entered in a drawing to win a gift card or other prize of significance. The group's physical incentives include: gift cards, coupons, and homemade cookies and treats, as well as

commercially prepared items. The group's twitter account has 668 followers and its Facebook page has 1,779 "likes." The organization also does percentage nights (where a portion of a restaurant's profits go towards the organization) to raise money and awareness for its drives. Additionally, the organization is continuously cheered on by its mascot "BPositive" a happy blood droplet that is featured in many social media campaigns and competitions, as well as to bring a smile to the faces' of donors. Additionally, the University has a poster child, which is a current student or a member of the community that has personally benefitted from a blood donation.

vii. The University of Missouri (Mizzou)

According to the American Red Cross, The University of Missouri has the largest student-run blood drive in the United States. Missouri partners with Greek Life's Homecoming, as well as allows for non-Greek students, faculty, and administration to sign up through a community sign up page. The University also publishes a very in-depth rulebook, which includes: the point system and the overall process. More than 40% participation of the Greek grouping is needed to even receive the bare minimum points and more than 85% of the Greek grouping is required to participate to receive the full amount of points. The organization also has a very stringent policy on rules and regulations for participation. The University even has the school's mascot come to the drives to increase school spirit. Mizzou also boasts that over four days, 6,237 units of blood were collected. Also, Mizzou utilizes a face for its campaign by using a current student or child that has been saved due to blood transfusions. This pulls at the heartstrings of the students and staff and connects the drive with the human element (Homecoming 2013 Blood Drive).

VI. Recommendations

i. Recommendations for The University of Tennessee

From research, surveys, and benchmarking, some recommendations have been found. With its vast number of students, the amount of students in organizations, and its Volunteer spirit, The University of Tennessee has potential to become a powerful force in the blood drive spectrum. First off, Tennessee needs to begin to measure its progress in a volumetric way, by number of units donated by students. This is preferable to a percentage, as not all students are eligible to give blood and finding the number of eligible students would be a very difficult task. It is recommended that The University of Tennessee start a student-run organization. This is a fairly simplistic task; to start, the group needs an advisor, a minimum of ten interested members, a president, and a constitution. Then, a meeting with the Graduate Assistant for Student Organization Support is needed, which will go over all procedures, polices, and the resources that are available (GO: Get InVOLved).

Many successful student run blood drives are paired with University's Homecoming activities. In fact, Iowa State University and The University of Missouri both have paired with their respective Homecoming organizations. In this, a blood drive is an actual event within the Homecoming week. A suggestion for The University of Tennessee would be to replace VolVengeance (formerly known as Vol Challenge, the All Campus Event's University wide philanthropic event), or to add a blood drive in as a Homecoming Event. Additionally, a spring philanthropy paring with a Greek organization whose philanthropy relies on blood donation would be effective.

Some recommendations for increasing awareness are to establish ways for more people to be a stakeholder in the drive. Some ways to do this are to establish a few social media outlets, such as creating a dedicated blood drive organization Facebook page, Twitter account, and Instagram account. Tapping into the “Volunteer” spirit would also be successful. A former successful school spirit based blood drive campaign at Texas A&M stated “Put a little Aggie in everyone” which gave the students a good laugh as well as motivated them to donate (Kerstetter). Also, start having “UT Poster Children” which will either be a current student, University of Tennessee faculty or staff member, or member of the Knoxville or the immediate surrounding area’s, community. As college students are very reachable and plugged in, education programs would have many channels to reach the students as well as have a large impact. It is suggested that MEDIC put together a targeted college age education program that explains the extreme need, importance and uses of blood, the process of donating, as well as other important facts regarding blood donation. Some suggested distribution channels of this would be through the University’s Student Government Association, Panhellenic, Interfraternity Council, Chapter Meetings across campus, the Student Alumni Association, and many others. Also, incentives should be appealing to the college demographic. This includes incentives like lottery tickets and gift cards to commonly frequented places in close proximity to campus. College students are generally food motivated, and coupons for food (again, that are in close proximity to campus), as well as immediate, on hand food, would be beneficial. Food needs to be fresh. Survey respondents stated that food at blood drives was often unappealing due to the length it had been out in the open (Moore). Items such as ice cream bars have been very popular at some drives (American Red Cross). In addition to tangible incentives, survey respondents also shared the craving of

acknowledgment of his or her good deed. Emphasis was placed on the attitude of the staff working the drive to say a “simple thank you” which would begin to satisfy that need.

ii. Recommendations for MEDIC Regional Blood Center

One of the recommendations for MEDIC to increase blood donations from the University of Tennessee is to hire an intern. Due to the close proximity of the University to the MEDIC Regional Blood Center (approximately one mile), MEDIC has a large pool of qualified, up to date, experience craving, potential employees. According to Internship.com, one of the many benefits of hiring someone in Generation Y is that they are “Current. Like any youth generation, hiring Gen Y helps keep your company up to date with social, entertainment, and other market trends. Build a relationship and offer Gen Y'ers an opportunity to grow with your organization, and they'll reward you with continued relevance.” Another positive of this generation is their knack for technology and sharing, Internship.com states that Generation Y is “Self-expressive. In the Gen Y world, Twitter has taught them to express themselves. And while their parents would have shuddered at this type of sharing, the positive effect has been a group of prospective interns who are not afraid to put ideas out there. In the workplace, this translates into unabashed brainstorming, generating new solutions and fresh perspectives.” This would keep MEDIC up to date of The University of Tennessee’s student population’s wants and needs for attracting students to donate blood.

Additionally, an educational program targeted specifically at college students needs to be conceived. In this programming, the need and uses of blood should be spelled out, as well as the importance of contribution and an overview of the donation process, with an emphasis on the

altruistic and philanthropic messages. Additionally, for the incentive of “acknowledgement of doing a good deed” (Moore) MEDIC should install some practices of gratitude throughout the blood donation process. Some examples of this are training employees on increased customer service techniques, as well as keeping the mindset of the donor giving his or her time and a literal part of her/his body for the betterment of mankind. Also, the need to contact donors on a regular basis to remind them of eligibility through opt-in text messages, or other social media forms is needed. Currently MEDIC does not measure the number of units collected from University of Tennessee students. A first step would be to begin to measure and record those numbers, so that the potential increases are measurable.

VII. Conclusion

The author believes the findings in this report will increase the number of donations given by University of Tennessee students. Additionally, as college is an impressionable stage of self-discovery, expectantly more University of Tennessee students will continue to donate blood throughout his or her lifetime.

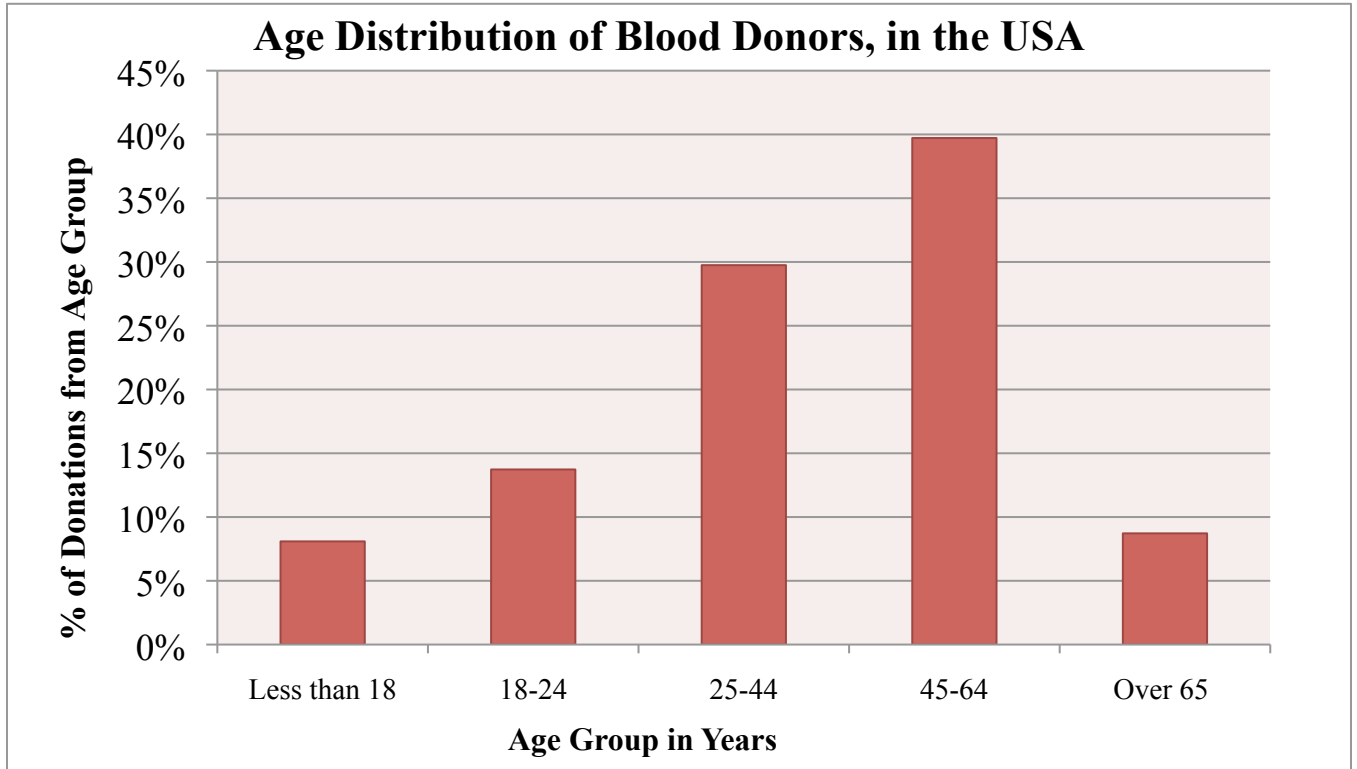
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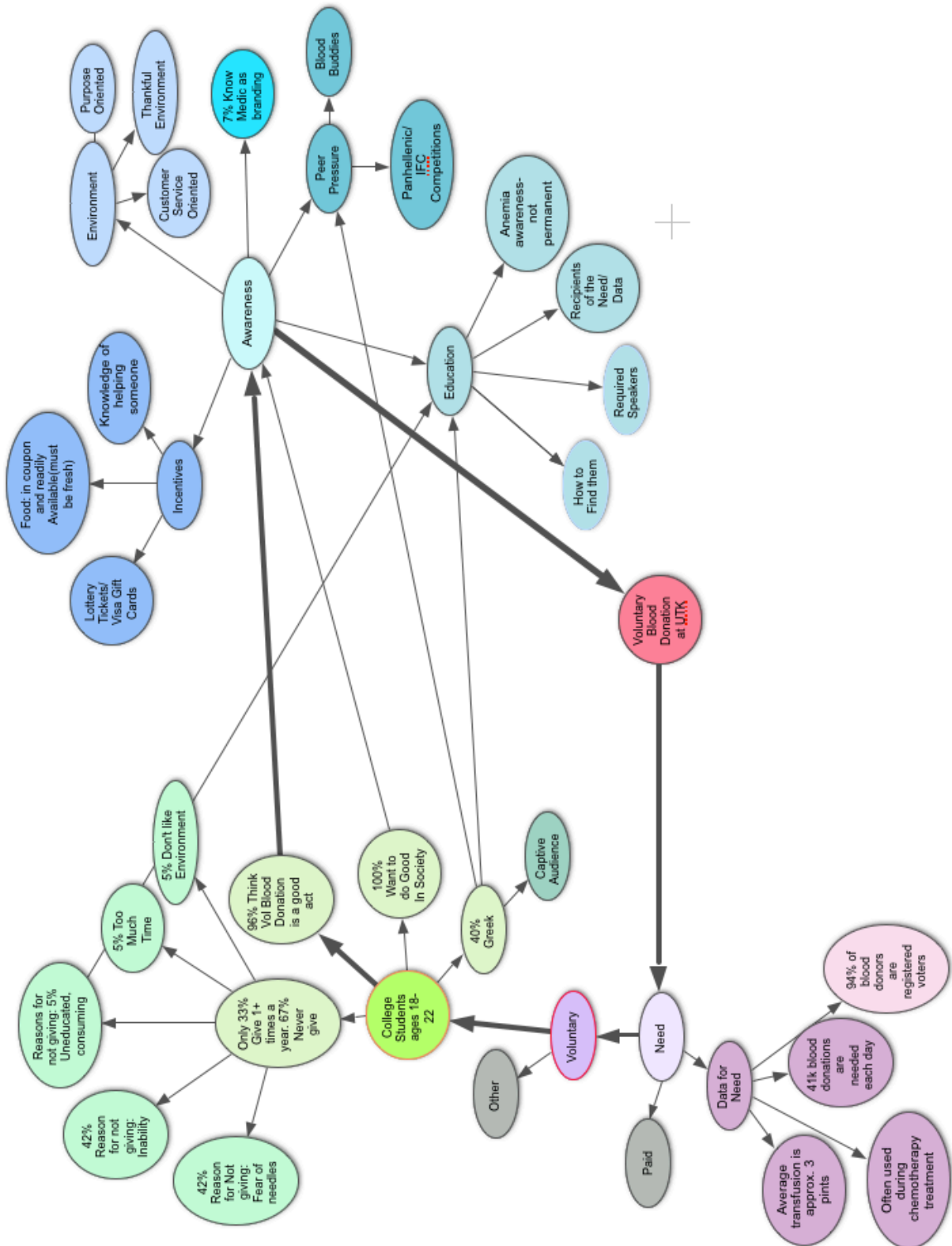
IX. APPENDIX

i. Graph of Age Distribution of Blood Donors in the United States of America (World Health Organization)



ii. Inspiration 9 Mind Map

**Please note that the Greek percentage should read 17%



iii. Survey & Results

Initial Report

Last Modified: 02/13/2014

1. Do you consider it important to personally to do good in the world?

| # | Answer | Response | % |
|---|--------|----------|------|
| 1 | Yes | 137 | 99% |
| 2 | No | 1 | 1% |
| | Total | 138 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.01 |
| Variance | 0.01 |
| Standard Deviation | 0.09 |
| Total Responses | 138 |

2. Do you consider voluntary blood donation to be a good/philanthropic act?

| # | Answer | Response | % |
|---|--------|----------|------|
| 1 | Yes | 133 | 96% |
| 2 | No | 5 | 4% |
| | Total | 138 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.04 |
| Variance | 0.04 |
| Standard Deviation | 0.19 |
| Total Responses | 138 |

3. How many times a year do you currently give blood?

| # | Answer | Response | % |
|---|--------|----------|------|
| 1 | 0 | 91 | 66% |
| 2 | 1 | 25 | 18% |
| 3 | 2 | 15 | 11% |
| 4 | 3+ | 7 | 5% |
| | Total | 138 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 4 |
| Mean | 1.55 |
| Variance | 0.77 |
| Standard Deviation | 0.88 |
| Total Responses | 138 |

4. Why do you currently not voluntarily donate blood? (Please give specifics including: What deters you, etc)

| Text Response |
|--|
| Needles freak me out |
| I tried to give blood but was unable to. |
| I don't like needles |
| The thought kind of scares me. |
| Scared to lose that much blood |
| Medical issues that prevent me to give blood |
| health issues |
| I do not like the fatigue feeling after giving blood. |
| Low blood pressure, not 100% guarantee that it will be usable |
| Definitely scared of needles |
| Over age limit |
| Needles and I do not get along, I have a fear of them. |
| I am on medication that does not allow me to give blood. |
| I passed my first time and now I'm frightened. |
| Unsure of where it is going |
| I don't trust the skill and technique of the people drawing the blood, due to a bad past experience. |
| Too much blood was taken from me the first time. |
| Fear of Needles (used to be) , Health Problems, Time Intensive Process |
| Not enough time and can't give blood if I have practice later |
| Easily scared by needles |
| Scared |
| I do not like needles/shots. |
| I have low blood sugar and it makes me pass out |
| honestly, it's an inconvenience sometimes, especially if it makes you feel light headed and sick |
| Medical history |
| I am anemic, the iron deficiency makes me ineligible |
| I have been severely anemic for about a year and it would be dangerous. |
| I don't like needles |
| I'm anemic |
| I do not like blood, so I do not give it |
| I don't like needles |
| Weight concerns |
| I have low-blood pressure. Doctor advised not to give blood anymore. |
| I donated blood in high school and had complications, i.e. passed out. My freshman year of college I learned I was anemic and cannot donate blood. |
| Time consuming |
| I tried and wasn't allowed to donate because my blood pressure was too high. |
| I am unable due to illness |
| it is painful to me |

| |
|--|
| I find it weird. |
| Heath reasons. My Dr. Said it might not be good for me to donate blood |
| I do not meet the weight requirements for giving blood and am mildly anemic. |
| Because I was born in England during the mad cow disease, I am unable to donate blood. |
| I hate needles and blood |
| I tried to once before and became extremely weak and lightheaded. The people with medic stopped taking my blood. They couldn't use the blood that I gave because they didn't have a full bag. If I had not experienced all of that I would have tried again. |
| Afraid of needles |
| I can't because i'm anemic |
| I almost fainted once so I havent done it since |
| fear of needles |
| No place close |
| Needles make me nauseated and sometimes I black out when I get shots/have blood drawn |
| I am anemic and have an auto immune disease in which I create too many white blood cells aka they don't want me too. |
| Afraid of needles. |
| health related reasons |
| I have very low blood pressure and it takes me a very long time to give a pint of blood. When I have given blood in the past, I get very dizzy and nauseated. |
| I do not know where to go to donate. |
| I don't like needles |
| I usually have low iron levels |
| I'm gay. They don't let us give blood. I would if I could. |
| I don't weigh enough |
| Due to taking medicines |
| fear of needles |
| I've been turned away before for not weighing enough |
| Time |
| I don't like needles |
| I hate getting my blood drawn at the doctor. Also, my cousin gave blood one time and ended up with a bruise all down her arm. |
| Afraid |
| Im scared off passing out because I have never donated before. |
| anemia |
| Needles and blood terrify me |
| because i hate needles |
| I guess I've never really been presented with the opportunity/forget to do it when I have been |

| Statistic | Value |
|-----------------|-------|
| Total Responses | 71 |

5. Why do you actively donate blood? (Please give specifics including: What compels you, etc)

| Text Response |
|--|
| I like knowing that my blood could help someone who greatly needs it. |
| I know there is a need for it and feel it is an effortless, yet very significant, contribution to society. |
| Someday I may be in need of the donated blood and will be glad others have taken their time to help. |
| It is a resource I can provide for someone else without causing long term harm to myself. My blood will replace what was taken and it could save someone's life. |
| A dear friend needed blood while in the hospital and I was thankful there was enough for her. So I now give with her in mind. |
| Easily available, quick, tangible impact |
| Universal donor blood type- could help others |
| I have a rare type & Red Cross calls me . |
| Know it's needed. |
| My dad took me once because he goes regularly and I liked helping someone that needed it |
| If I have the ability to donate, I believe that I should in order to help those who need it. |
| I want to help people. Also, one of my friends desperately needed a large blood donation in high school, and she would not have lived without it. |
| I do it fo tha streets |
| It saves lives |
| To save lives |
| It's something I can personally give back |
| to help people in need |

| Statistic | Value |
|-----------------|-------|
| Total Responses | 16 |

6. Why are you an active voluntary blood donor? (Please give specifics including: What compels you, etc)

| Text Response |
|--------------------------|
| **Please see Question #5 |

7. Currently, what student groups are you a part of on campus (ex: Greek Life, Young Life, Student Alumni, Athletics, Musical groups, etc)

| Text Response |
|--|
| Service Oriented Groups |
| Athletics |
| Chancellor's Honors Program |
| Greek life, student nutrition association, |
| None |
| Alpha Kappa Psi, Chancellor's Honors Program |
| Departmental Organizations |
| Greek life |
| Greek life, Younglife, deans board |
| Student alumni |
| Youth group, Sorority, Undergrad Research |
| graduated |
| Athletics |
| Association of IT Professionals |
| n/a |
| Greek life, SAA, SGA |
| No longer a student |
| No one |
| Greeklife, Student Alumni, GLS, Impact Committee |
| Psychology Honors sorority, Chi Sigma Iota |
| CPC |
| none |
| TENNESSEE athletics |
| None |
| Greek and Numerous honor societies |
| English department, Student Democrats |
| None |
| Marching Band, Housing and Residential Life, Honors College, Beta Alpha Psi Accounting Fraternity, OSU Spurs (Athletics) |
| Business Analytics Society |
| Athletics |
| "On campus" was 30 years ago. I may be taking the wrong survey! |
| Greek life and athletics |
| n/a |
| Golf team |
| Greek life, student clubs |
| Student Alumni, Greek life |
| Greek Life, RUF, The Walk |
| Greek Life and Young Life |
| Alumni |
| Arabic Language Club |
| Greek Life |
| Greek life |
| DDD, Friendship Program |
| Athletics |

| |
|---|
| I guess I would be the old age group |
| Global Leadership Scholars, Beta Alpha Psi |
| Greek Life, Marching Band, GLS |
| BCM, pride of the Southland |
| Greek life |
| I am an alumni. Was part of Greek life. |
| Pride of the Southland, American Studies Club |
| Council of Supply Chain Management Professionals, GLS |
| Greek Life, Intramurals, SGA, Honors, SAA, etc. |
| N/A |
| Global Leadership Scholars |
| Student Groups/Clubs |
| none |
| Chi Omega, Global Leadership Scholars, Student Government Association, Student Alumni Associates |
| RecSports, Chancellor's Honors Program, GLS |
| Greek life |
| Central Program Council, Issues Committee, Student Government Association, Baker Ambassadors, |
| Greek Life, PRSSA |
| Tri delta sorority |
| Greek life, clinic vols, pre-health honors society |
| Greek life |
| Greek Life, Student Recruiting |
| Delta Zeta Sorority |
| Staff |
| I ain't about that life |
| FOCUS and Residential life (RA) |
| N/A - Alum |
| Recent grad, but was in Greek life, Honor's college, and Phi Upsilon Omicron (Human Sciences honor society) |
| Greek Life, Student Alumni, Pencils of Promise, IJM, Weightlifting club |
| major related, service learning, church group |
| WL, ACE |
| college Student Council |
| NA |
| I am currently not in any. |
| BCM, |
| Greek Life |
| Greek |
| Greek life, Student Government, Student Alumni |
| None I go to a community college and there is nothing available. |
| Athletics |
| GLS |
| Greek Life |
| None |
| None |
| Greek life |
| Greek life |
| greek life |
| Greek Life |
| Greek clinic vols |
| Greek Life |

sorority

Greek Life, The Walk

Greek Life

Greek life, Intramurals

greek life

delta delta delta

greek life

8. What would be a tangible incentive that would encourage you to give blood?

Text Response

The Blue Bell Dutch Chocolate is yummy. I think knowing the good I am doing is incentive enough.

Hypnosis

A free chick-fil-a sandwich or something along those lines

I would but my blood was not good last time I tried.

Attractive nurses

Always love the t-shirts

Coupons/Free stuff

Cookies, money, a frequent donor card where you get prizes/ money for donating so many times

N/A

I don't need anything but a tshirt is always nice. :)

none

nothing

Immediate person of knowledge needing my blood type.

money?

sticker for my car

Nothing.

More food than cookies after

20 years subtracted

Coupons for a free something (meal, accessorie, etc.).

I would if I could.

Money, probably.

knowing it saves 3 lives

Tax deduction, better knowledge of beneficiary

Food

I don't need one.

More knowledge about the qualifications of who is drawing the blood, more information on the process, and statistics on where the blood is being donated to.

\$

Things for freebies outside the event. The pizza/cookies are usually bad after sitting out for a day. I would be more likely to drive to a restaurant I had a free something to.

Food, Money

Money

I'm in it for the orange juice and cookies.

money

Maybe knowing exactly who it would go to/who I would be helping

t-shirt, sticker, candy

A cookie afterwards :)

Money

nothing

| |
|---|
| If a drive came up that did not interfere with my schedule and was easy to get to |
| None |
| Not sure, I would do it if I was able without incentive |
| Money |
| Gift cards/money |
| Movie tix |
| Free T-Shirt |
| would not need to be one |
| I'm anemic, so there isn't one |
| There really isn't anything that I would want, I just do not like blood and needles. I would give blood if I personally knew someone in serious need of it |
| It not hurting |
| donuts to gain wait beforehand :) |
| If I could, I wouldn't need a reason or incentive to give blood |
| T-shirts were my favorite |
| Treats, and t-shirts |
| Food |
| Tshirts, movie tickets, coupons |
| Free food at the site |
| Food! |
| Nothing really just wish it could be less painful |
| Free pizza! |
| Money |
| Just the Knowing that you did a god deed |
| If I was eligible, I would. |
| Philanthropy points for my sorority |
| Money |
| I feel like understanding the demand and need for blood is enough incentive for me. I just probably won't be giving blood anytime soon because of the experience that I had. |
| Nothing |
| I want to, I just can't |
| Cookies |
| nothing |
| A free pack of blunt papers |
| Seeing the people I ho |
| Pre-paid Visa, food, drinks, shirt |
| Good free food (other than greasy pizza) and maybe raffle prizes or coupons to local diners, shopping, etc. |
| If I could, I would. |
| nothing |
| free food coupons |
| financial donation and promoting the act |
| It is uncomfortable for me to give blood around a lot of other people because I do get dizzy and feel like I'm going to pass out. An increased level of privacy would be helpful. |
| Knowing that it saved another persons life, someone to walk through the process with me |
| None |
| compensation, rule changes |
| Free food |
| Family member needs it |
| homework grade |

| |
|---|
| non-needle methods |
| Money. Chick fil a |
| Accessibility |
| Hot nurses |
| Money |
| Extra credit |
| money |
| If someone really needed it |
| The snacks at the end are good enough for me |
| Ice cream |
| money |
| I think the food they give away is enough, Im just scared |
| ice cream |
| Money |
| movie tickets |
| money |
| just the fact that it helps people |

| Statistic | Value |
|-----------------|-------|
| Total Responses | 101 |

9. Do you know who the Knoxville Blood Collection Agency is?

| # | Answer | Response | % |
|---|--------|----------|------|
| 1 | No | 81 | 80% |
| 2 | Yes | 20 | 20% |
| | Total | 101 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.20 |
| Variance | 0.16 |
| Standard Deviation | 0.40 |
| Total Responses | 101 |

10. Who is the Knoxville Blood Collection Agency?

Text Response

I don't know

Medic

I'm pretty sure they take blood in exchange for money.

Medic

Medic

Medic Regional

I do not know.

Medic

Medic

the organization in Knoxville that aid in donations /MEDIC

medic

I don't know

Medic

blood donation center

A place that collects blood

11. How do you currently find out about blood drives?

Text Response

On Campus

On campus advertising and student groups

Mainly through emails

flyers, word of mouth, facebook events

Facebook and notices in the library

Posters, flyers. I also receive updates from Medic to know when they are in my hometown or Knoxville.

Advertisements

I don't hear about them very often

Student organizations

Posters or emails

online

advertising

Community awareness bulletins and announcements

Through the grape vine

signs on the road when they are planning one in our area

Signs by the UC

Signs

Postings at work and on Facebook

If I hear about them promoted on campus.

Campus, school email

Flyers and people shoving pamphlets in my face.

campus

See blood trucks on road

Emails, paper, fliers

Mailings

Advertisements

Church and red cross

Campus advertisement - boards, social media, emails.

Posters on Campus, Facebook posts

Emails, friends

Church, kids' schools.

flyers and emails

Word of mouth

word of mouth

I get info through the Red Cross

flyer for blood drive

People speaking and church

through school

Mail

Word of mouth, posters/publicity around campus

Through Red Cross or Medic

hearing about them around campus

School

On-campus advertisements

email

Flyers on campus

See signs for them

School

| |
|---|
| campus advertising |
| I don't |
| Usually I see it on flyers around campus |
| Usually on campus but I don't know about any going on in the community |
| Email and flyers |
| Radio, campus emails |
| Advertisements on campus |
| email |
| advertisements |
| I typically see them when they set up in the University Center. I also see flyers sometimes. |
| Campus flyers |
| Advertisement |
| I see them happening, read about them in a newsletter, or receive a handout in one of my organizations |
| Emails, posters |
| My boyfriend because he donates blood |
| I hear a lot about the Blood Drives for the Kentucky Tennessee game. I remember hearing a lot about blood drives through SGA when I was involved with that. |
| school |
| on campus |
| skool |
| Campus |
| Word of mouth |
| Signs posted on campus |
| Word of Mouth or the people standing outside of the place where it is occurring. |
| Fliers |
| on campus flyers |
| campus event |
| media postings, flyers on campus |
| Only when schools advertise for them. |
| Schools, emails, ads |
| Social media |
| Advertisement |
| school announcements |
| marketing |
| People who say things about them |
| I dont |
| Advertisements |
| School |
| by word of mouth |
| Through Facebook or ads around campus. |
| Through my church |
| Announcements from greek life |
| advertisements, emails |
| The signs on campus |
| on campus flyers |
| Posters around campus, emails |
| campus blood drives |
| i usually dont know about blood drives |
| i dont |

| Statistic | Value |
|-----------------|-------|
| Total Responses | 96 |

12. What kind of person would most compel you to donate blood?

| # | Answer | Response | % |
|---|--------------------------|----------|------|
| 1 | Close Friend | 66 | 69% |
| 2 | Acquaintance | 2 | 2% |
| 3 | Professor/Faculty Member | 1 | 1% |
| 4 | Parent | 19 | 20% |
| 5 | Blood Drive Recruiter | 3 | 3% |
| 6 | Other: | 5 | 5% |
| | Total | 96 | 100% |

| Other: |
|---|
| family member |
| None at this point, age.. |
| I don't respond well AT ALL to coercion of any type.. |
| daughter |
| anyone |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 6 |
| Mean | 2.02 |
| Variance | 2.63 |
| Standard Deviation | 1.62 |
| Total Responses | 96 |

13. Do you know your blood type?

| # | Answer | Response | % |
|---|--------|----------|------|
| 1 | Yes | 43 | 45% |
| 2 | No | 53 | 55% |
| | Total | 96 | 100% |

| Statistic | Value |
|--------------------|-------|
| Min Value | 1 |
| Max Value | 2 |
| Mean | 1.55 |
| Variance | 0.25 |
| Standard Deviation | 0.50 |
| Total Responses | 96 |