



National Cesar E. Chavez Blood Drive Challenge

Student Organizer Manual - version 4.1

By MigrantStudents.org

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Cesar E. Chavez Quotes

First things first! So as to not lose track of why we honor Cesar E. Chavez with this service learning initiative, we thought it would be best to first share these pearls of wisdom with you...

1. Service to Others

"When we are really honest with ourselves we must admit that our lives are all that really belong to us. So, it is how we use our lives, that determines what kind of [people] we are. It is my deepest belief that only by giving our lives do we find life."

2. Sacrifice

"I am convinced that the truest act of courage, the strongest act of manliness, is to sacrifice ourselves for others in a totally non-violent struggle for justice. To be [human] is to suffer for others. God help us to be human."

3. A Preference to Help the Most Needy

"We are tired of words, of betrayals, of indifference ...the years are gone when the farm worker said nothing and did nothing to help himself...Now we have new faith. Through our strong will, our movement is changing these conditions...We shall be heard."

4. Determination

"We draw our strength from the very despair in which we have been forced to live. We shall endure."

5. Non-Violence

"Non-violence is not inaction. It is not discussion. It is not for the timid or weak ... Non-violence is hard work. It is the willingness to sacrifice. It is the patience to win."

6. Acceptance

"We need to help students and parents cherish and preserve the ethnic and cultural diversity that nourishes and strengthens ... this nation."

7. Respect for Life and the Environment

"However important the struggle is and however much misery and poverty and degradation exists we know that it cannot be more important than one human life."

8. Community

"We cannot seek achievement for ourselves and forget about progress and prosperity for our community ... Our ambitions must be broad enough to include the aspirations and needs of others, for their sakes and for our own."

9. Knowledge

"Students must have initiative; they should not be mere imitators. They must learn to think and act for themselves and be free."

10. Innovation

"A lasting organization is one in which people will continue to build, develop and move when you are not there."

American Hero: Who was Cesar E. Chavez?

Cesar E. Chavez Foundation (2010) www.ChavezFoundation.org

Cesar Estrada Chavez, Senator Robert F. Kennedy noted, was "one of the heroic figures of our time..."

A true American hero, Cesar was a civil rights, Latino, farm worker, and labor leader; a religious and spiritual figure; a community servant and social entrepreneur; a crusader for nonviolent social change; and an environmentalist and consumer advocate.

A second-generation American, Cesar was born on March 31, 1927, near his family's farm in Yuma, Arizona. At age 10, his family became migrant farm workers after losing their farm in the Great Depression. Throughout his youth and into his adulthood, Cesar migrated across the southwest laboring in the fields and vineyards, where he was exposed to the hardships and injustices of farm worker life.

After achieving only an eighth-grade education, Cesar left school to work in the fields full-time to support his family. He attended more than 30 elementary and middle schools. Although his formal education ended then, he possessed an insatiable intellectual curiosity, and was self-taught in many fields and well read throughout his life.

Cesar joined the US Navy in 1946, and served in the Western Pacific in the aftermath of World War II. He returned from service to marry Helen Fabela, whom he had met working in the vineyards of central California. The Chavez family settled in the East San Jose barrio of Sal Si Puedes (get out if you can), and would eventually have eight children and thirty-one grandchildren.

Cesar's life as a community organizer began in 1952 when he joined the Community Service Organization (CSO), a prominent Latino civil rights group. While with the CSO, Cesar coordinated voter registration drives and conducted campaigns against racial and economic discrimination primarily in urban areas. In the late 1950s and early 1960s, Cesar served as CSO's national director.

Cesar's dream, however, was to create an organization to protect and serve farm workers, whose poverty and disenfranchisement he had shared. In 1962, Cesar resigned from the CSO, leaving the security of a regular paycheck to found the National Farm Workers Association, which later became the United Farm Workers of America.

For more than three decades Cesar led the first successful farm workers union in American history, achieving dignity, respect, fair wages, medical coverage, pension benefits, and humane living conditions, as well as countless other rights and protections for hundreds of thousands of farm workers. Against previously insurmountable odds, he led successful strikes and boycotts

that resulted in the first industry-wide labor contracts in the history of American agriculture. His union's efforts brought about the passage of the groundbreaking 1975 California Agricultural Labor Relations Act to protect farm workers. Today, it remains the only law in the nation that protects the farm workers' right to unionize.

The significance and impact of Cesar's life transcends any one cause or struggle. He was a unique and humble leader, in addition to being a great humanitarian and communicator who influenced and inspired millions of Americans to seek social justice and civil rights for the poor and disenfranchised in our society. Cesar forged a diverse and extraordinary national coalition of students, middle class consumers, trade unionists, religious groups, and minorities.

A strong believer in the principles of nonviolence practiced by Mahatma Gandhi and Dr. Martin Luther King, Jr., Cesar effectively employed peaceful tactics such as fasts, boycotts, strikes, and pilgrimages. In 1968 he fasted for 25 days to affirm his personal commitment and that of the farm labor movement to non-violence. He fasted again for 25 days in 1972, and in 1988, at the age of 61, he endured a 36-day "Fast for Life" to highlight the harmful impact of pesticides on farm workers and their children.

Cesar passed away in his sleep on April 23, 1993, in San Luis, Arizona, only miles from his birthplace of 66 years earlier. More than 50,000 people attended his funeral services in the small town of Delano, California, the same community in which he had planted his seed for social justice only decades before.

Cesar's life cannot be measured in material terms. He never earned more than \$6,000 a year. He never owned a house. When Cesar passed, he had no savings to leave to his family.

His motto in life -"si se puede" (it can be done)-embodies the uncommon and invaluable legacy he left for the world's benefit. Since his death, dozens of communities across the nation have renamed schools, parks, streets, libraries, other public facilities, awards and scholarships in his honor, as well as enacting holidays on his birthday, March 31. In 1994 he was posthumously awarded the Presidential Medal of Freedom, the highest civilian honor in America.

Cesar Chavez-a common man with an uncommon vision for humankind-stood for equality, justice, and dignity for all Americans. His ecumenical principles remain relevant and inspiring today for all people.

In 1993, his family and friends established the Cesar E. Chavez Foundation to educate people about the life and work of this great American civil rights leader, and to engage all, particularly youth, to carry on his values and timeless vision for a better world.

WIKIPEDIA (2010) http://en.wikipedia.org/wiki/César_Chávez

César Estrada Chávez (March 31, 1927 – April 23, 1993) was a [Mexican American](#) farm worker, [labor leader](#), and [civil rights activist](#) who, with [Dolores Huerta](#), co-founded the [National Farm Workers Association](#), which later became the [United Farm Workers](#) (UFW).^[1] Supporters say his work led to numerous improvements for union laborers. His birthday has become **César Chávez Day**, a state holiday in eight [US states](#). Many parks, cultural centers, libraries, schools, and streets have been named in his honor in cities across the United States.

Later in life, César focused on his education. The walls of his office in [Keene, California](#) (United Farm Worker headquarters) were lined with hundreds of books ranging in subject from philosophy, [economics](#), [cooperatives](#), and unions, to biographies of [Gandhi](#) and the [Kennedys](#). He was a [vegan](#).^[2]

He is buried at the National Chavez Center, on the headquarters campus of the UFW, at 29700 Woodford-Tehachapi Road in the [Keene](#) community of [unincorporated Kern County, California](#).^[3] There is a portrait of him in the National Portrait Gallery in Washington, DC.^[4]

National Cesar E. Chavez Blood Drive Challenge Service Learning Initiative

Student Organizer Manual

The Student Organizer Manual will provide you, the Student Organizer, the rules and regulations that you need to successfully lead your team in the National Cesar E. Chavez Blood Drive Challenge representing your college campus. It will also provide you with some great ideas on how to resource and promote your event. But always remember that your greatest resource is your local blood center representative. He/she is a professional blood donor recruiter who is likely to already be very familiar with coordinating blood drives at your college/university campus and community. He/she can provide you with training, tools & support. We highly encourage you to establish a solid partnership with your local blood center as soon as possible. Nothing beats experience! And especially, if you have never coordinated a blood drive before, we would advise against having your own blood drive to be your first one. By visiting the blood center, meeting their staff and volunteering in a blood drive prior your own will give you first-hand experience of the donor sign-up and screening process, the canteen station management, and over-all blood donation process which will increase your chances of having an effective and successful blood drive. It will also help you take out the 'jitters' out of you and your team leaders! Experience is priceless! You'll have more fun too!

If this is your first year serving as the Student Organizer, we thank you for volunteering. Your efforts will undoubtedly save lives and probably change the lives of those who also participate for the first time as volunteers and donors. We want you to approach the task with eager excitement, yet with patience and perseverance. First-year blood drive campaigns are typically less than perfect. In fact, you are likely to encounter obstacles and maybe even some resistance. But you must simply focus on persevering, especially if you are the Founder on your campus. Focus on 'planting the seed,' by just getting it started, even if it's planned small in scope. If your campus has been involved in previous years and you are taking over for past student organizers, then shoot for the stars! Make your event huge and try to land in the Top 10 in the country impacting the most people possible on your campus and community. Either way, you might encounter challenges along the way as you plan and execute your event. For instance, you might have to accept a less-than perfect date for your blood drive because all good dates may already be taken. Or you might have trouble securing the perfect location on campus, or not be able to find an available date or space on campus at all at all. You might experience opposition to the event because some people may not understand what you are trying to accomplish. You might find it difficult to recruit donors because potential donors are afraid of needles or are still hanging on to myths about blood donation. You might not initially be able to recruit others to help you. You might even find it difficult to get support from the blood center or your campus administration. We've heard it all by now. But don't worry, you will overcome these challenges. Just persevere as Mr. Chavez's Legacy asks of us to do. A couple of years later, you will look back at what will then be a campus-wide health education fair with a huge campus-wide blood drive established celebrating Cesar E. Chavez's Legacy.

Event Background

Mr. Chavez served as a World War II veteran and continued to serve our country by spending most of his adult life fighting for the quality life for migrant-seasonal farm laborer families in the U.S. While his efforts and his generation did greatly improve the farmworker community's quality of life and further helped to professionalize the farm labor industry, migrant/seasonal farm laborers still face issues of lack of appreciation for their work and value in our society today. We believe that by applying Cesar E. Chavez's Legacy values of stewardships, relevancy, and excellence, we can uplift and empower individuals to address their community's needs and concerns. The National Cesar E. Chavez Blood Drive Challenge is a health service learning initiative that provides our student organizers with the opportunity to exercise Mr. Chavez's principals within their local community.

The National Cesar E. Chavez Blood Drive Challenge was founded in 2009 as a service learning initiative by MigrantStudents.org for health pre-professional students participating in the College Assistance Migrant Program (CAMP) federally-funded grants on 42 college colleges/universities across the U.S. These students share a background in migrant and/or seasonal farmworking as well as their resiliency to pursue and succeed higher education.

During the 2009 inaugural campaign, 2,468 students participated demonstrating incredible enthusiasm and surpassing donor recruitment goals at 85% of the blood drives. At which point, since there are students of migrant-seasonal farmworking background attending many other colleges/universities, it was decided to open the campaign to all U.S. institutions of higher education allowing any student to apply for the Student Organizer role with the mission to share this amazing event with any student(s) who wished to help us celebrate Cesar E. Chavez's Legacy while promoting health education and health/science careers across the country. During the 2010 campaign, 113 campuses participated and registered 10, 231 blood donors; 2,992 of which were 1st-time donors! It is then apparent that the National Cesar E. Chavez Blood Drive Challenge was going to have a significant impact on the rate of blood donation participation within the U.S. Hispanic/Latino college community for years to come. The event high rate of participation also confirmed that there is an unquestionable desire in part of the Hispanic/Latino college youth to celebrate Cesar E. Chavez Legacy. During the 2011 campaign, 167 colleges/universities participated registering 15,151 donors. The campaign now encompasses four goals: 1) to promote health education, 2) promote health/science careers, 3) to promote civic engagement, and to 4) save lives!

Together, Si Se Puede!

Event Vision:

The National Cesar E. Chavez Blood Drive Challenge celebrates Cesar E. Chavez's Legacy as an American civic leader who was committed to improving the quality of life for the U.S. farm labor community by engaging current college students in a service learning initiative whereas they promote health education, health/science careers, civic engagement and saving lives!

Event Goals

1. Health Education
2. Health/Science Careers
3. Civic Engagement
4. Save Lives!

Event Objectives:

1. Save lives!
2. Increase awareness of Cesar E. Chavez's legacy as an American civic leader
3. Increase blood & plasma donor participation within the Hispanic /Latino community
4. Increase bone marrow and organ registry within in the Hispanic/Latino community
5. Increase awareness of health issues such as Diabetes and STDs/HIV
6. Promote healthy lifestyle through the donor education process (Fitness, Diet)
7. Promote health professions opportunities to the Hispanic/Latino community
8. Promote higher education recruitment/retention through engaging student programming
9. Promote community outreach through family health education
10. Develop leadership skills through ongoing student organizer training and experiential education (service learning)

What is service learning?

Service-Learning is a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities.

www.ServiceLearning.org

Key Event Resources:

See more resources listed at the end of this manual

Facebook Student Organizer Group

<http://www.facebook.com/group.php?gid=74309348439>

Facebook Event Page

<http://www.facebook.com/events/78409738140/#!/pages/National-Cesar-E-Chavez-Blood-Drive-Challenge/296339993725>

America's Blood Centers – How to setup a Successful Blood Drive

http://www.mybloodyourblood.org/hs_saving_organize.htm

American Red Cross – How to setup a Successful Blood Drive

<http://www.redcrossblood.org/hosting-blood-drive>

Cesar E. Chavez Foundation – Programming / Images / Videos / Audio

<http://www.chavezfoundation.org>

Past Blood Drive Results & Current Event Forms & LOGO (see Support Tools)

<http://www.migrantstudents.org/servicelearning/challenge2011.html>

Student Organizer support:

509.368.7132

Support@MigrantStudents.org

RULES & REGULATIONS

Roles Definitions:

Student Organizer:

Student Organizers are selected fully-time students who volunteer to lead the event on their respective college campus. They must submit an application, be endorsed by the Event Advisor and be approved by the National Service Learning Coordinator. If there are multiple applicants at any given college campus, the Event Advisor will make the selection. Once appointed, the Student Organizer is in charge of all event decision-making. He/she will collaborate with the blood center donor recruiter to plan all logistics of the blood drive (date, location, and goals) and invite a Lead Student Organization.

Application deadline: None. Scheduling of a blood drive may require from several weeks to several months of advance planning by the local blood center. It is recommended that student organizers be selected during Fall semester and no later than by Feb 15th. Student Organizers are highly encouraged to continue as event leaders until graduation and nominate their replacement.

Lead Student Organization:

College campuses typically require a student organization to 'sponsor' blood drives. We will refer to this student group as the Lead Student Organization. The Student Organizer would invite a student organization or club or sorority/fraternity of which he/she is a member of to serve in this capacity. Such Lead Student Organization would then adopt the annual event and become the group that would commit to provide volunteers, donors and support for the event. Any award or trophy earned during the national challenge would be housed by the Lead Student Organization on campus, not the Student Organizer. The Lead Student Organization would have first right of refusal in providing a student organizers in future years.

Event Advisor:

The Event Advisor is a staff, faculty or administrator from the respective campus. It is not a requirement that the Event Advisor be the current advisor to the Lead Student Organization. The Event Advisor has three basic roles.

- 1) To select the Student Organizer by signing the Student Organizer application
- 2) To verify the Student Organizer's full-time enrollment status and cum GPA
- 3) To support the event as a resource and council for the Student Organizer

Donor Recruiter / Blood Center Representative:

The Donor Recruiter is an employee of the blood center. He/she is in charge of setting up blood drives at college campuses. This professional will collaborate with the Student Organizer to establish event logistics (size, date, location) as well as provide marketing materials and training to recruit blood donors.

National Service Learning Coordinator

The National Service Learning Coordinator is a staff member of MigrantStudents.org and is responsible for promoting the national campaign, recruiting new Student Organizers and blood centers through the country as well as providing ongoing support to all existing Student Organizers.

The Rules:

1. **Blood Drive Date:** Target date is March 31st (Cesar E. Chavez's Birthday), but is not mandatory. Note: March 31st may not be available or even make sense locally; so before committing to March 31st, consider the following:
 - a. Any date within March-April is acceptable for the challenge
 - b. Check with the blood center first, as they must have nurses available
 - c. Check with your Lead Student Organization as they may have already committed to an existing event
 - d. Check with your facilities office on campus to see if facilities are available
 - e. Do not schedule it during your Spring Break
 - f. Scheduling the drive BEFORE Spring Break is better than after Spring Break as donors and volunteers may return from Spring Break sick, unhealthy, exhausted or tattooed!
 - g. How many days can the blood drive be?
 - 1 or 2 or 3 Days (consult with blood center as to what they can support)
 - h. What if you can only get 1 day approved on campus?
 - You may have the other days off-campus and/or at the blood center; but at least one day must be held on campus.
2. **Blood Drive Location(s):** At least one of the event days must be held on the student organizer's attending college campus. If the college has multiple campuses, the drive may be held on additional campuses, but only within the selected 1 or 2 or 3-day period.

3. **Blood Drive Challenge Scoring:** The highest 10 scores within each of the 10-12 weighed categories will be awarded points as follows such:

| | |
|----------------------------------|---------------------------------|
| 1 st Most : 10 points | 6 th Most: 5 points |
| 2 nd Most : 9 points | 7 th Most: 4 points |
| 3 rd Most : 8 points | 8 th Most: 3 points |
| 4 th Most : 7 points | 9 th Most: 2 points |
| 5 th Most : 6 points | 10 th Most: 1 points |

Maximum Possible Score:

10-12 categories x 10 possible points = 100-120 max points

All (10-12) category subtotals are added to reach a school's total score. The school with the most total points wins. If there is a tie, the National Service Learning Coordinator will select the winner for each challenge division.

Categories Scored:

- a. Presenting / Registered donors (Number of people who show up to register to donate blood; count all deferrals as donors)
 - Category 1: Goal of donors to register
 - Category 2: Actual donors registered
 - Category 3: Percentage of goal reached
- b. Useable blood pints /units
 - Category 4: Goal of blood pints to collect – determined by blood center
 - Category 5: Actual useable blood pints collected
 - Category 6: Percentage of goal reached
- c. 1st-Time Donors (never donated before)
 - Category 7: Number of 1st-time presenting / registered donors
 - Category 8: What % of presenting / registered donors were 1st-time donors
- d. Hispanic /Latino Donors (self-identified)
 - Category 9: Number of presenting / registered donors who self-identify as Hispanic/Latino
 - Category 10: What % of presenting / registered donors are Hispanic/Latino
- e. CAMPers (ONLY applies to colleges with currently funded CAMP grants)
 - Category 11: Number of all current & former CAMPers currently enrolled on your campus

- Category 12: What % of currently enrolled CAMPers registered to attempt to donate blood

4. Tie-Breaker Bonus Points – as of 2011

The National Cesar E. Chavez Blood Drive Challenge is more than just a blood drive. The event not only serves as a leadership experience for the Student Organizers and participating volunteers as a conduit by which the entire campus community may facilitate a shared service learning experience where everyone may celebrate Cesar E. Chavez's Legacy while: 1) promote health education, 2) promote health & science careers, 3) practice civic engagement, 4) and save lives!

Therefore, if there is a scoring tie, the National Service Learning Coordinator will award bonus points based on documented supporting programming activities such as:

- ✓ Cesar E. Chavez Birthday Celebrations – Legacy Displays & Activities
 - Example: info table about Mr. Chavez's legacy & accomplishments, educational workshops, guest speakers, community peace walk, history of contributions by the migrant farm worker community, civic engagement leadership workshops
- ✓ Health Education Displays and Activities
 - Example: Info tables or workshops on diet, HIV/STD, diabetes prevention, etc
- ✓ Health & Science Careers Recruitment
 - Example: Nursing college / medical school / health policy graduate studies, etc
- ✓ Organ Donor Registry and/or Bone Marrow Donor Registry

The only thing you will need to prove that you held these additional activities is a picture. While specific results/outcomes are not required to submit, they are welcome.

5. Two Challenge Divisions

Most Successful Blood Drive

All U.S. institutions of higher education are eligible

CAMPers for Life!

Only institutions with currently funded CAMP federal grants are eligible

PLANNING TIMELINE

Pre-Event – Getting started!

- a. **Introduce yourself** as the Student Organizer to the Blood Center Donor Recruiter ensuring he/she knows that you are the person in charge of the event and the primary point of contact representing your college/university in the national challenge. Then, quickly address these two key decisions:
- **Select Event Date(s)** in collaboration with the Blood Center Donor Recruiter
 - **Select and Reserve Event Location** - Solicit your blood center representative's suggestions based on their experience with setting up blood drives on your campus. Consider the following factors:
 - i. High foot traffic – always welcome walk-in donors
 - ii. Space availability: You must formally request facilities; see your school's facilities office; don't assume it will be available
 - iii. Parking: Blood donation unit/vehicle might need a parking permit
 - iv. Cost: Not every location on campus is free to use; verify with your campus facilities office. If there's cost, always request fee waiver
 - v. Space Needed: First, ask the blood center what is it that they require in terms of space for their nurses and equipment. Second, consider what other programming you may want. To be safe, pick an open & spacious location that you can easily hold a donor registration table, a donor waiting area, partner organizations info tables, bone marrow registry, organ donor registry, Cesar E. Chavez displays, nursing or medical dept/college recruitment tables, an info table for your own student organization, etc.
- b. **Select Your Team** – form a volunteer committee

Effective Student Organizers will find a role for everyone who wants to help. You should quickly form this committee with members of your Lead Student Organization without delay. The sooner you assign roles, the more people around you will also start thinking about having a successful event. But don't limit yourself to just your student organization. You will find many others on your campus and your community that will want to help you once you start sharing about the event with others. Have an early plan in place to easily give all volunteers and partner student organizations according to their interests and personality. Some key volunteer roles you should consider filling fast are:

- Donor recruiters – some people make great recruiters and they enjoy it
- Blood drive donor event day registration greeters & post-donation care-givers

- Blood drive historian – someone dedicated to taking pictures throughout the event – please send us good pictures! Wear your school logo, tell the story!
- Marketing – flyers, posters, Facebook event page
- Seeking Sponsorships – for T-shirts, food, donor giveaways

c. Train Yourself and Your Team

Blood Center Visit: You and your key volunteers should consider volunteering for a blood drive prior to yours. You might also consider taking your team of volunteers to visit the blood center and/or a hospital to see the process and perhaps meet blood donation recipients. Having a mental picture of the entire check-in, donor screening, and post-donation process will better help them prepare for your own event better. The experience will give you ideas on how to set-up, what additional volunteer roles you need to fill, how to best care for your donors, how to promote the event, and you'll also begin to form early working relationships with the blood center nurses, etc You won't regret doing this!

Donor Recruiter Presentation: If your Lead Student Organization has regular meetings, consider inviting the Blood Center Donor Recruiter to do a presentation to your general membership. This training will go a long way to ensuring the entire team is enthusiastically on board the campaign with the same vision. It will prevent problems and give you a far more successful outcome. Some of your volunteer team may have never donated blood before and may be apprehensive about doing so. They need to be motivated and trained before the event.

d. Set Your Blood Drive Goals

You need goals before you can design an effective donor recruitment plan. Collaborate with your blood center representative to determine your donor recruitment goals. You have to consider their available resources on the selected blood drive date; nurses primarily. You also have to consider your own team's commitment to donor recruitment.

In order to score the highest points possible within the national challenge competition, we recommend you focus on beating your own goals, rather than trying to compete against any other colleges. You will be mainly evaluated on how you do against your own goals. Additionally, focus on the difficult donor targets: 1st-time donors, Hispanic/Latino donors and if you're a CAMP grant campus, on the number of CAMPers you can recruit to register as blood donors.

Submit your blood drive goals at: <http://bit.ly/ChavezChallengeGoals2012>

Goal 1: Number of pints expected to be collected - set by blood center

Goal 2: Number of Donors recruit (20% over blood pint goal)

Note: You may change your goals all the way until one day before your blood drive. You simply need to re-submit new goals using the online form. But make sure you blood center representative is in agreement with your changes as he/she may have to adjust the number of nurses/resources made available for your blood drive. Your changes will affect not only financial costs, but blood availability & commitment to local hospitals. They've been expecting that blood to save lives already!

Do you feel motivated? Ask the blood center what is their 'record' on your campus for the most blood donors ever recruited on a single day. Break that record!

e. Launch Your Blood Donor Recruitment Campaign

Individual blood centers and college campuses have their own unique policies and procedures when it comes to on campus marketing. That's why your local blood center usually provides Student Organizers with marketing materials. Your college's Student Activities Office or Civic Engagement Office may also be able to provide you with guidance and resources to develop marketing materials. Be sure to enter your blood drive in your Student Activities Office calendar. It's free and it's campus-wide!

f. Reflection Journal / Turn-Over Folder

A very valuable component of service learning is reflection. Document your own observations, self-reflections, people's comments/quotes, donor or volunteer reactions you witness, challenges you experience, lessons learned, your hopes for the event next year, etc. Also, you will eventually graduate and/or choose to turn-over the role of Student Organizer to someone else. By keeping notes the following year's event will be more easily planned and more effectively grow. You might even consider writing your notes on this very Student Organizer Manual!

g. Last-Minute Questions: Are you sure you're ready?

- Is your space/facilities confirmed reserved?
- Do you have enough blood donor confirmed commitments?
- Do you have parking permits for the blood center mobile unit?
- Did you reserve any needed tables? Internet access? media equipment?

- Do you have shifts planned for volunteers to be present during entire event?
- Did you confirm if all 3rd-parties organizations will be present?
- Did you invite the campus and community media to show up? Newspaper? TV/Radio? Did you confirm they are showing up? Do your volunteers know?
- Documentation: Did you assign 'a good photographer' for the event?
- 48 hours before the blood drive, did you email a reminder to your signed-up donors to hydrate, rest, eat iron-rich foods, not to miss their appointment and to recruit a friend?! Did you blast out a reminder on your Facebook event page?

During-Event – Are you ready ?

h. **Be present** at the blood drive! You are in charge!

- Verify all your volunteers are planning to show up and have a list of on-call volunteers with phone contact available in case any scheduled volunteers do not show up or have to change their schedule

Survey your donors: The blood center WILL NOT do this for you. We suggest you survey the donors at the registration table as they sign-up (register) to donate blood.

Track the following:

- 1st-Time Donors (never donated blood before)
- Hispanic Donors (self-identified as Hispanic/Latino)
- CAMPer Donors (current and/or former CAMPers) – required ONLY for participating CAMP grants

Goals Display – By displaying your previous year's blood drive results and your current year goals you help keep everyone motivated with a sense of being able to contribute to your school's overall challenge participation. If you run a campus wide challenge, keep a visual display (whiteboard) of the current contributions throughout the drive by all participating student organizations. This is definitely a fun tool that keeps volunteers and donors motivated!

Expect overflow – Have a plan!!!

- Heads up! During the 2009 campaign, $\frac{3}{4}$ of the blood drives had more donors show up than the blood center had planned to service. Consider having a 2nd-day of donation at the blood center. You may want to have a flier with directions and contact information. Discuss the possibility with your partner, the blood center representative.

i. Cesar E. Chavez Legacy Display Table

- TV / Laptop showing Cesar Chavez Videos
- Your faculty are great resource for material and programming; perhaps you can recruit one to put on workshop or make a speech/presentation
- Look for local residents who may have known Cesar E. Chavez personally
- See the Cesar E. Chavez Foundation website for more ideas/materials

j. Document Your Event – Pictures!

- Take Pictures! – Assign someone who takes good pictures to have a camera on their hands at all times snapping lots of shots! Only 1 out of 10 pictures will be good enough and taking pictures is free, so takes lots of pictures! Take that perfect shot that you can use to market your future blood drives. See picture contest on page 26

BEST pictures will be added to our homepage slideshow:

www.MigrantStudents.org

- Video Donor & Volunteer Testimony – Have students provide 30-60 second testimony on video answering:
 - i. “Why I am a donor?”
 - ii. “What does Cesar E. Chavez mean to me?”

YouTube – watch video instructions here:

<http://www.youtube.com/watch?v=R4jRPns8mFI>

Post-Event - Reflection

- k. **Blood Drive Results:** Please submit your Results within 72 hours of your event. Otherwise you risk forgetting or losing the results.

Report Results at <http://bit.ly/ChavezChallengeResults2012>

1. **Number of donors registered (count all deferrals)**
2. **Number of blood pints collected**
3. **Number of donors self-identified as Hispanic/Latino**
4. **Number of 1st-time donors**

Optional Results:

5. **Number of current/former CAMPers who registered to donate**
6. **Bone Marrow Registry: how many?**
7. **Organ Registry: how many?**

- l. **Reflection Journal** – update your journal! Definitely write down what you would have done differently; write down those lessons learned.

- m. **Thank You Volunteers, partners and Donors** –Thank everyone involved shortly after the event. In some cases a thank you letter or post card might be appropriate; in other cases you might simply send an email or message via your Facebook Event Page. Remember to share with everyone what the results were of your event and acknowledge their valuable individual contributions. Remember, the event goes on again next year! You want people to share in the positive experience, to remain a continuing donor, and to return to next year’s blood drive event! And don’t forget.... Tie it all into promoting Cesar E. Chavez’s Legacy. Share what it means to you.

- n. **Email us your best event pictures at Support@MigrantStudents.org**

- o. **Volunteer & Partner After-party!** Great opportunity to thank your volunteers and donors. You might consider doing the after-party the evening of the event or you might do it days after, perhaps after the national challenge results are announced. If you win the event, it’s a pizza party on us!

CAMPAIGN MARKETING SUGGESTIONS

1. Social Networking – Essential!

- a. **Facebook Event Page:** Create an Event Page for your blood drive immediately after setting the date/time/place of your blood drive. Quickly use this tool to inform everyone possible that you are running a blood drive, ASAP! Why? Because people can donate blood every 8 weeks or so. If you don't tell your friends and campus community that you are running a blood drive, they might donate at someone else's blood drive a few weeks prior to yours just because they didn't know that you had a blood drive coming. We can't tell you how many times we see the Wall Message on these groups that read something like, "Oh, sorry, I didn't know you had a blood drive next week, I just donated last week. Sorry!"
- b. **Never delete or abandon your Facebook Event page.** You'll need it the following year, either for yourself or to turn it over to next year's Student Organizer. That way, past blood donors can be invited to participate again. By simply building on the existing Event Page, you'll keep and grow your blood donor base.

To avoid confusion amongst the many event pages to be created by all the soon to be hundreds of Student Organizers, be specific about you event page's title. Refer to your Facebook Event as:

Facebook Event Page sample title:

"National Cesar E. Chavez Blood Drive Challenge @ CSU Sacramento"

See actual Sample Facebook event pages:

<http://www.facebook.com/events/147744481958283/>

<http://www.facebook.com/events/147744481958283/>

<http://www.facebook.com/events/180579251990355/>

Note: Add the "@ My School" to your page title so they don't get confused. Make sense? And a few days before the drive, you might consider putting the RED LOGO as your page photo; you'll be more inquiries and more donors!

- c. Twitter: update your donors and volunteers with text messages
- d. YouTube: post donor and volunteer video testimony
- e. Your college campus e-newsletters and/or campus event calendar

2. Blood Center's Online Recruitment System

Most blood centers will set you up with an account to their online recruiter system. Ask your blood center rep about it. You can combine this system with your Facebook marketing. Also, did your blood center give you an electronic copy of your fliers so you could email them out and post them in your Facebook event page?

3. Existing On-campus and community Events – What can you tie-into?

Does your college campus or community have existing Cesar E. Chavez holiday celebrations? These events can either present a perfect partnership opportunity or create a terrible conflict. Be sure to explore your college and community event calendars before you lock-in a date for your blood drive. If you are creative, you can probably schedule your blood drive around these other pre-scheduled events so they become support and not a conflict.

Inquire with campus and local organizations that might have an interest in celebrating Cesar E. Chavez's Birthday or share interest in either the migrant farm working community or health education issues as to what their calendar looks like. Be careful though; don't over-think these considerations or you'll find yourself in analysis paralysis.

4. Turn your blood drive into a campus-wide challenge! Share the event!

This is the easiest and best way to ensure you meet your donor recruitment goals as well as to have the greatest positive impact on your local community! Invite all other related student organizations to participate in a campus-wide challenge. Consider offering a small prize and 'bragging rights' amongst all participating student organizations to which ever organization/club contributes the most donors. As donors show-up to the blood drive, simply have them identify which student organization they want their blood donation to represent. Of course, you will count all donors towards your campus totals anyway. The campaign is meant to be shared with your entire campus community; not only to ensure you recruit the most donors possible, but to also reach the wider audience for your education campaign celebrating Cesar E. Chavez's Legacy. Plus your volunteers and donors will benefit from all the shared experience that comes from growing a large event. Have all

student organizations contribute not only donors and volunteers, but also with health education activities as well as health & science careers recruitment booths and entertainment activities during the blood drive. We suggest you invite all student organizations and seek participation from all under the following sources:

- a. Academic organizations (health-based) – Medical, Nursing, Health, etc
- b. Culturally-based clubs – Hispanic, Latino, Chicano, Mexican-American ,etc
- c. Latino Greek organizations – Sororities & Fraternities
- d. Departments - Medical School, Ethnic Studies Dept, Nursing College, etc
- e. Community service clubs - Circle K, Rotaract, Habitat for Humanity, etc
- f. ROTC – this is a big blood donor community!
- g. Student support offices – TRiO, EOP, CAMP, HEP, McNair, Student Life, etc
- h. Service Learning Office / Civic Engagement Office
- i. Student Government Association

5. Turn your blood drive into a campus-wide Health Education & Health Careers Fair!

Invite all participating student organizations and any other community third parties to have displays and/or activities. For example:

- a. Health Issues Exhibits: Diet (iron-rich), Diabetes, HIV/AIDS/STD's, etc
- b. Health Careers Recruitment: Nursing Dept, Medical Schools, Health Communication & Health Policy, Healthcare MBA, Health Trades, etc.
- c. Organ Donor Registry www.OrganDonor.gov
- d. Bone Marrow Donor Registry www.BeTheMatch.com
- e. Survivors Forum: transplant recipients, blood donation recipients, etc

6. Cesar E. Chavez Legacy Display - Workshops / Seminars / Lectures

- a. Offer faculty, staff and community leaders the opportunity to lead an activity
- b. Invite individuals who knew Cesar E. Chavez personally or are active in the farm working labor movement to share their story; if you run a story in the local paper a month in advance, you may get individuals calling you to volunteer to be part of your event
- c. Leadership workshops – See your Student Activities Office or Civic Engagement Office for this training; they might volunteer to offer it and it would be very appropriate in celebrating Mr. Chavez's Legacy as a community leader

7. Cesar E. Chavez Poster Contest

- a. Have the donors vote for their favorite poster or picture drawn by local school children or campus students. College students are often looking for opportunities to display their research posters as well.

8. Media Exposure

You will be pleasantly surprised how easy it is to get your campus and community media to cover your event as a news story. All you have to do is invite them to cover it. You should not only seek pre-event exposure but also on-site event exposure as well. This is the one of the easiest and free ways to receive maximum exposure and to document your event. It will encourage local sponsors to jump on board and will motivate your volunteers and donors to participate with enthusiasm.

- a. Campus newspaper
- b. Community newspaper
- c. Local radio station
- d. Local television station
- e. Public Service Announcements - Partner with your campus video club or campus radio station create a public service announcement
- f. Ask community organizations to help recruit donors
 - i. Chamber of Commerce
 - ii. City Hall / Mayor's Office
 - iii. Local Chapters of National Organizations – Any of these in your city?
 1. National Hispanic Nurses Association
 2. UWF
 - 3.

9. Throw a Campaign Launch Party!

- a. Throw a campaign Launch Party to explain your plan and introduce your volunteers and partner student organizations to each other
- b. Throw a celebration party the very night of the blood drive to thank everyone involved and share the results with them

10. Donor Rewards & Recognition

- a. T-shirts – Blood Centers sometimes give away free T-shirts to donors; You have to ask your blood center's donor recruiter early!

- b. Balloons – Tie a big bright floating balloon to the donor’s wrist with a long string so everyone on campus can easily spot donors!
- c. Wrist Bands – As you collect commitment signatures before the event, give them wrist bands; good advertising and donor acknowledgement.
- d. Colorful Bandaging & Stickers: Some donors may appreciate having their ‘needle poke’ being bandaged hot pink or neon colored bandages/tapes, band aids, or stickers! As they walk around campus after donating blood their bandages will help promote the blood drive.
- e. Snacks – You can’t go wrong with yummy food. Blood centers typically take care of snacks for the donors, but you can add more appetizing food by asking your local restaurant to sponsor the food in exchange for advertising their restaurant or just setup a grill for a BBQ. See your campus for food restrictions.
- f. Coupons – Coupons from local vendors might be easy to obtain. Consider promoting a ‘donor after party’ sponsored by a local pizza restaurant who gives you free pizza and coupons for others to also buy pizza from them
- g. Gift cards – Ask your local vendors to donate them in exchange of promoting their business during the event. If you don’t have enough for everyone, raffle them amongst the donors and volunteers
- h. ‘Thank you’ Ad in your campus newspaper. If you ran a campus challenge, also announce the winning student organization

11. Entertainment

Donating blood can take up to one hour. Do not let your donors become bored, scared, or anxious. Entertain, relax, and appreciate them. It’s up to you, your volunteers and the blood center staff to create a positive & FUN experience! So consider including one or a few of these things with your event:

- a. Helium Balloons / Balloon shapes
- b. Hanna Tattoos – temp tattoos
- c. Face Painting – water colors
- d. Wear theme customs
- e. Play Music
- f. Show Movies
- g. Extra Yummy Food / BBQ on site

- h. Pictures / Video - Take pictures of the donors to post on your Facebook Event page. Film testimony videos asking your donors why they are donating or what does Cesar E. Chavez mean to them.
- i. Music / Dance: Does your campus have a Mariachi or Folklorico or Salsa dance team or can borrow the school's sound system or do you have a friend to DJ? Be unconventional! Have open-mic for a spontaneous talent show or for poetry readings, do a speech contest reading Historical speeches made by Cesar E. Chavez or Martin Luther King Jr or John F. Kenney, whatever! Have fun and ensure your donors are also having fun! Don't make your blood drive look like the other blood drives, be fun! Get the point?

12. Recruit Local Celebrities

Target well known local leaders; each of them is likely to influence many others to also participate in your event. Media will also be more interested in covering the event if a well known local leader is participating.

- a. Request participation of your campus president, provost deans, coaches, etc
- b. Request participation of campus Latino/Hispanic faculty & staff
- c. Request participation of the Mayor, fire chief, police chief, elected officials
- d. Request participation of the local television anchor & radio personality
- e. Request participation of popular athletes, campus alumni & church leaders

13. School Mascot

Request from your athletic department that it show up at your event, maybe pretend the mascot is donating blood, bandage it up, etc Tell the school that the drive is a collegiate competitive event, perhaps highlight that you're competing against your rival college(s). Great for attracting walk-ins and entertainment; for picture taking and publicity

14. The 'Drop' full-body costume-

Ask the blood center to lend you the 'Drop' full-body suit to help you attract walk-ins and entertain everyone participating; it's great for pictures

15. T-shirts!

ART BEAT - 800-578-2328

<http://www.artbeatinc.com/chavezchallenge.php>

METRO GREEK - 800-993-5455

<http://metrogreek.com/category/chavez/>

Your Student Organization should be able to qualify for funding from your school's Student Activities Office or Associated Student Board as your health education campaign benefits the entire campus community, especially if you invite the every student organization on campus to co-sponsor the event with you.

Free T-shirts: Recruit a local community vendor to sponsor your T-shirts and place their logo on the T-shirt.



FREE RESOURCES

Free Publicity

United Farm Workers - Online Calendar – Free listing of your blood drive so UFW members in your community may find you and support you. You may also search for other like-events by zip code which you might utilize to partner with to promote your blood drive:

<http://action.ufw.org/page/event/create>

National Public Health Week – Online Calendar - Free listing of your blood drive so NPHW members in your community may find you and support you. You may also search for other like-events which you might utilize to partner with to promote your blood drive:

<http://www.nphw.org/nphw11/calendar.cfm?fuseaction=submit>

Free Materials

Discover Nursing – Order Free materials such as brochures, posters, magnets, videos & software to help you promote nursing careers; plus, you can ask for a Free “Nurse Advocacy Package’ with free w/scrubs! By emailing Lori Culwell LCulwell@its.inj.com

<http://www.discovernursing.com/free-materials-specialty>

Free Funding - Scholarships

Blood Center Scholarships: Ask your blood center rep is they have either scholarships or stipends for organizing blood drives on campus.

For Example: This Southern Region American Red Cross \$2,000.00 Scholarship

<http://www.redcrossblood.org/SoutheastDivision/BloodStock>

Google these words “blood drive coordinator scholarships” and ‘*in your state*’

CHALLENGE AWARDS

We recognize that students do not join the National Cesar E. Chavez Blood Drive Challenge to simply win a prize; Yet, we feel it is important for us to recognize the great efforts.

“Most Successful Blood Drive”

(Nationwide – all U.S. institutions of higher education are eligible)

Selection Criteria: The point system reflects the following 10 criteria for up to 100 pts

- Registered / Presenting Donors: Goal, Actual, % of Goal
- Collected Useable Pints/Units of Blood: Goal, Actual, % of Goal
- 1st-Time Donors: Actual, % of Registered/Presenting Donors
- Hispanic/Latino Donors: Actual, % of Registered/Presenting Donors

1st prize: Trophy and \$250 Pizza Party for Lead Student Organization

2nd-10th: Plaques

“CAMPers for Life!”

(Only currently federally-funded CAMP grants are eligible)

Selection Criteria: The point system reflects the following 12 criteria for up to 120 pts

- Registered / Presenting Donors: Goal, Actual, % of Goal
- Collected Useable Pints/Units of Blood: Goal, Actual, % of Goal
- 1st-Time Donors: Actual, % of Registered/Presenting Donors
- Hispanic/Latino Donors: Actual, % of Registered/Presenting Donors
- CAMPers (current & former) : Actual, % of Registered/Presenting Donors

1st prize: Trophy and \$250 Pizza Party for Lead Student Organization

2nd-10th: Plaques

Best Picture Contest

Selection Criteria:

- Must show your school’s logo & colors
- Does it ‘tell the story’ of the National Cesar E. Chavez Blood Drive Challenge?

Prize: \$250 Pizza Party for Lead Student Organization

Best Marketing (Poster/Flyer/T-shirt) Contest

Selection Criteria:

- Does it inspire students to ‘take action’ to become donors as well as wanting to learn more about Cesar E. Chavez’s Legacy as an American civic leader?

Prize: \$250 Pizza Party for Lead Student Organization

Student Organizations leading the National Cesar E. Chavez Blood Drive Challenge on their individual respective chapter campuses throughout the U.S. – Are any of them on your campus? If so, invite them to participate in your campaign! Grow your event, making it campus wide!

| | |
|---|--|
| Alpha Sigma Omega | Lambda Theta Nu |
| American Medical Student Association (AMSA) | Lambda Upsilon Lambda |
| American Red Cross Chapters (ARC) | Latin American Student Association (LASO) |
| Associated Student Government (ASG) | Latino Law Student Association |
| Benefiting the Ed of Latinas in Leadership (BELLAS) | LULAC |
| Chi Phi | NCLR Lideres |
| Chicanos In Health Education (CHE) | Latino Medical Student Association (LMSA) |
| Chicanos/Latinos for Community Medicine (CLCM) | Latino Pre-Medical Student Association (LPMSA) |
| College Assistance Migrant Program (CAMP) | Mexican-American Engineers and Scientists (MAES) |
| Epsilon Sigma Rho | Minority Association of Pre-Health Students (MAPS) |
| Gamma Alpha Omega | Moviento Estudiantil Chicano de Aztlan (MEChA) |
| Hernanas/os Unidas/os | Nu Alpha Kappa |
| Hispanic American Medical Student Assoc (HAMSA) | Nursing Clubs |
| Hispanic Association of Latin Americans (HALO) | Omega Phi Chi |
| Hispanic Student Foundation (HSF) | Sigma Lambda Gamma |
| Kappa Delta Chi | Sigma Alpha Omega |
| Lambda Theta Alpha | Society of Hispanic Professional Engineers (SHPE) |

Your Student Life Office or Student Activities Office will have contact information for all your clubs/orgs on your campus. Your Student Organizer Manual has a sample flyer which you can use to invite other organizations to participate in your campaign.

The best way to ensure your campaign is successful is to invite all other student organizations on campus to participate; especially those listed above because they already have chapters already engaged. They are already familiar and in support of the event. We suggest that you run your blood drive as a campus-wide competition where you give a prize and recognition to the student organization which contributes the most donors towards your campus total. Simply have each blood donor declare who they are donating on behalf of; ultimately, you'll count all campus donations on your behalf to represent your campus in the national challenge. Make sense?

In fact, invite all participating student organizations to setup an information table about their own organization and to contribute donors and volunteers for your blood drive. Consider delegating to each student group to be responsible for an activity which might either add educational or entertainment value to your event. For instance, have someone do a workshop on Cesar E. Chavez's Legacy, other can setup information booths on health issues (diabetes, STDs/HIV, diet, drug abuse, etc), others can promote the organ and bone marrow registries. Especially invite the health-related student organizations and campus health departments/colleges to have career information tables (Medical School, Nursing School, Public Health Studies, etc). The blood drive is merely the foundation, not the limit of your event. Most importantly, have fun with this unique service learning and leadership experience; challenge yourself to make the event bigger and better every year!

Content to be added to future Student Organizer Manual versions:

- Sample flyers to recruit other student organizations
- Sample letters requesting local sponsorships
- Sample letter requesting ASB or Student Life Office financial support for event
- Sample health education fair layout
- Sample Press Releases
- More educational resources
- Donor Survey Forms

Future versions of this Student Organizer Manual will incorporate learned-lessons and shared ideas submitted to us by former Student Organizers. We encourage you to be innovative, adapt to your local campus settings, your community needs, ensure the event is fun for everyone involved, and to dream big! Make as much of a difference in your community as you dare! Make Mr. Chavez proud!

If you see any ERRORS or have any FEEDBACK / SUGGESTIONS on how to make this Student Organizer Manual better, please do not hesitate to share with us. We want your ongoing contributions and we want to know if this document is helpful to you as the student organizer. Since we only distribute electronics copies of this manual, we will continually upload new versions anytime new enhancements and corrections are made. You might want to replace your existing version monthly. Simply check the date on the cover page.

Thank you for volunteering!
Support@MigrantStudents.org

Next Pages – Sample Promotional Flyers & Letters for your use

Questions & Answers

What if there's another blood center doing a separate blood drive competing against your blood drive?

This is a problem and we do not recommend that you create a conflict by trying to resolve it neither days before the blood drive or during the blood drive itself. The only way to properly resolve this is to deal with this conflict is with proper planning months ahead. Blood centers plan their blood drives schedules months in advance and unfortunately they are competitors amongst themselves. Ideally, if you can get the blood centers to alternate months on campus, it would help so they are not competing during the same month your blood drive is planned. But to accomplish this, you need to find out who on your campus approves their schedule. Or bring the Service Learning Coordinator (support@migrantstudents.org) into this situation to help you resolve it. If you ignore this, unlikely, but possible conflict, it will be difficult for your campus to have a big and growing blood drive challenge. At the end of the day, you want the whole campus to be supporting your blood drive.

How may I get a scholarship for organizing the blood drive?

Some blood centers provide stipends to students who act as their campus donor recruiters. Some blood centers offer scholarships as well. As your blood center rep for details.

HispanicBlood.com Copyrigh @ 2008

In the United States Hispanic Blood donors are rare, as compared to the population at large. There are many independent efforts to increase the numbers of Hispanic donors. The general population in the U. S. is estimated to be over 18% Hispanic. In some areas, this potential number of Hispanic donors

exceeds 35%. This Hispanic population percentage is increasing. Therefore, the need for Hispanic Blood donors continues to increase. Present estimates indicate that less than 4% of Hispanics are Blood donors.

Hispanics are the most likely group to have type O Blood. While in the U. S. population, approximately 45% of the general population has type O Blood, Hispanic Blood contains important antibodies, unique to the Hispanic population. Additionally, many Hispanics carry a rare antigen in their Blood which could save lives needing that exact Blood. A reported 71% of Blood donors in Mexico are type O; 54% of Blood donors in Venezuela, and 62% in Guatemala are type O Blood donors.

HISPANIC BLOOD TYPE DISTRIBUTION*

| Blood Type | Population |
|------------|------------|
| O + | 53% |
| O - | 4% |
| A + | 29% |
| A - | 2% |
| B + | 9% |
| B - | 1% |
| AB + | 2% |
| AB - | 0.2% |

It is believed that the low Hispanic Blood donor rates among American Hispanics are because the majority of Donor-aged Hispanic Blood donors are recent immigrants who are not comfortably familiar with the Blood collection system in the U. S. In Latin America, as in many parts of the world, Blood banks are rare. In these areas, there is great reliance on "replacement" donations from family and friends. Many Blood collection facilities are not 'Hispanic friendly,' that is, there are language and cultural barriers. Further, there might be a 'trust' problem caused by the requirement to show a valid ID to donate Blood.

There is often another problem when dealing with Hispanic/Latino Blood donors. It is thought that this Hispanic and Latino population group fluctuates and it is comparatively difficult to contact people in this population group once they are identified as Hispanic Blood donors. There are frequently cases of Hispanic/Latino individuals who have been identified as Blood donors and listed in various communities, but when attempts to contact them are made a few months later, they are no longer living at the addresses listed. Generally, the Hispanic community has not established itself firmly in many communities outside of the Southwestern United States.

Initiative Outcomes - History

2011 National Cesar Chavez Blood Drive Challenge (3rd year)

Blood Drive Goal: 150 colleges/universities

Actual Drives: 167 colleges/universities, + 4 high schools

Actual Donors Registered: 15,504

Actual Units Collected: 12,151 (103% of goal)

First-Time Donors: 4,609 (33% of registered donors)

Hispanic Donors: 5,083 (34% of registered donors)

CAMP grants student participation: 638 of 4911 CAMPers (former & current) – 12%

2010 National Cesar Chavez Blood Drive Challenge (2nd year)

Blood Drive Goal: 100 colleges/universities (National Expansion)

Actual Drives: 113 colleges/universities, +2 high schools

Actual Donors Registered: 10,231 (105% of goal)

Actual Units Collected: 8,054 (95% of goal)

First-Time Donors: 2,992 (32% of donors)

Hispanic Donors: 3,244 (29% of donors)

CAMP grants student participation: 559 of 4911 CAMPers (former & current) – 11.4%

2009 National Cesar Chavez Blood Drive Challenge (1st year)

Blood Drive Goal: 38 colleges/universities (CAMP Grants Only)

Actual Drives: 42 colleges/universities

Actual Donors Registered: 2,468 (129% of goal)

Actual Units Collected: 1,931 (117% of goal)

First-Time Donors: 873 (36% of donors)

Hispanic Donors: 1,239 (51% of donors)

CAMP grants student participation: 540 of 4911 CAMPers (former & current) 11%

"Most Successful Blood Drive" Award

(All U.S. colleges/universities are eligible to participate)

2011 - University of Missouri (MO)

2010 - University of Texas Health Science Center at San Antonio (TX)

"CAMPers for Life!" Award

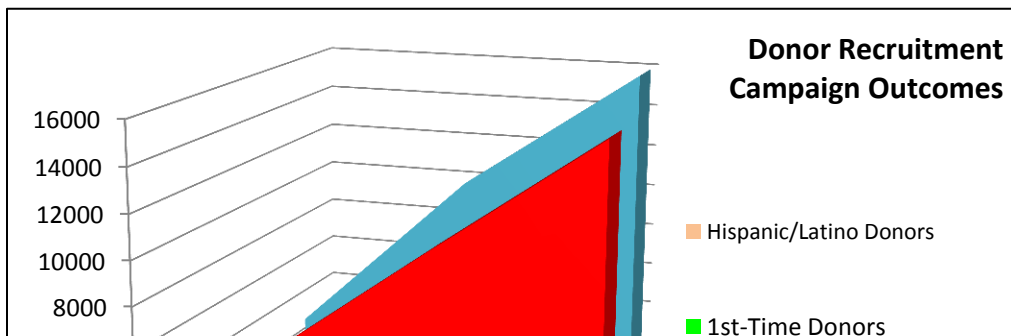
(Only currently funded CAMP grants eligible)

2011 - Eastern Washington University (WA)

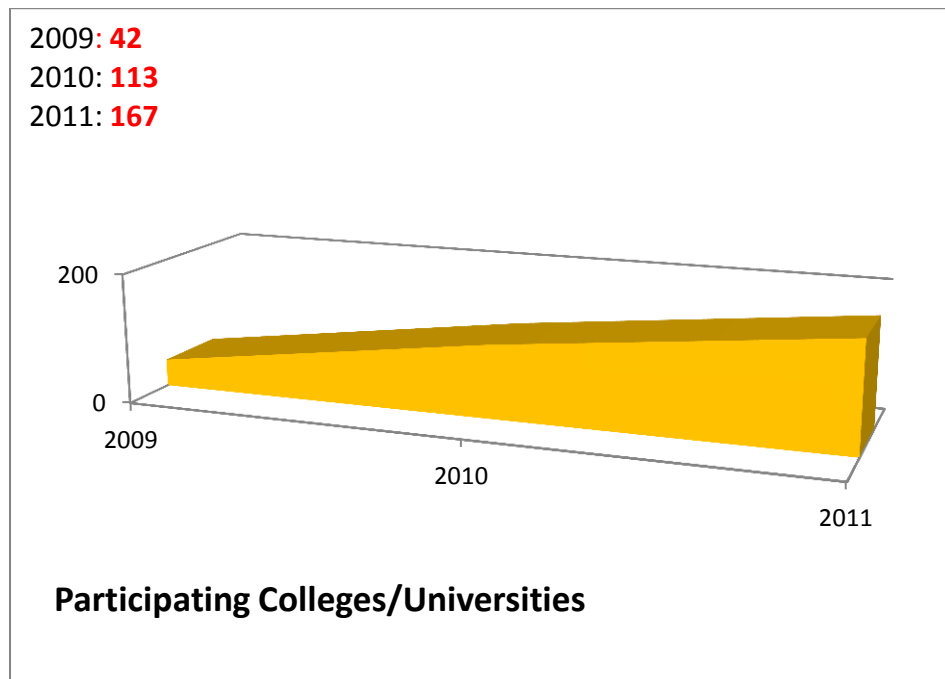
2010 - Texas A&M International University (TX)

2009 - Texas A&M International University (TX)

2009-11 OUTCOMES



| | Donors Hispanic/Latino | Donors 1 st -Time | Blood Pints Collected | Donors Presenting/Registered |
|-------------|------------------------|------------------------------|-----------------------|------------------------------|
| 2009 | 1,265 | 873 | 1,931 | 2,468 |
| 2010 | 3,244 | 2,992 | 8,054 | 10,231 |
| 2011 | 5,083 | 4,609 | 12,151 | 15,504 |



2012 Goals: 250 Colleges/Universities & 25,000 Student Participants
Blood Drive - Data Collection Sheet

Day 1: _____ **Day 2:** _____ **Day 3:** _____
 (May be 1, 2 or 3 days total)



Blood Center: _____

Blood Center Rep: _____

College/University: _____

Student Organizer: _____

Student Organization: _____

Set Goals:

_____ **Number of Donors to be recruited:**

This means the number of people that you expect to show up and check-in to attempt to donate blood.

_____ **Number of Blood Pints to be collected:**

This means the actual number of useable blood pints that the blood center is expecting to collect during your blood drive.

Submit Results:

_____ **Registered / Presenting Donors:** Showed up, checked-in, started donation process

_____ **Collected Useable Pints/Units of Blood:** Actual useable pints collected

_____ **1st-Time Donors:** Registered / presenting donors that never donated blood before

_____ **Hispanic/Latino Donors:** Self-identified of the registered / presenting donors

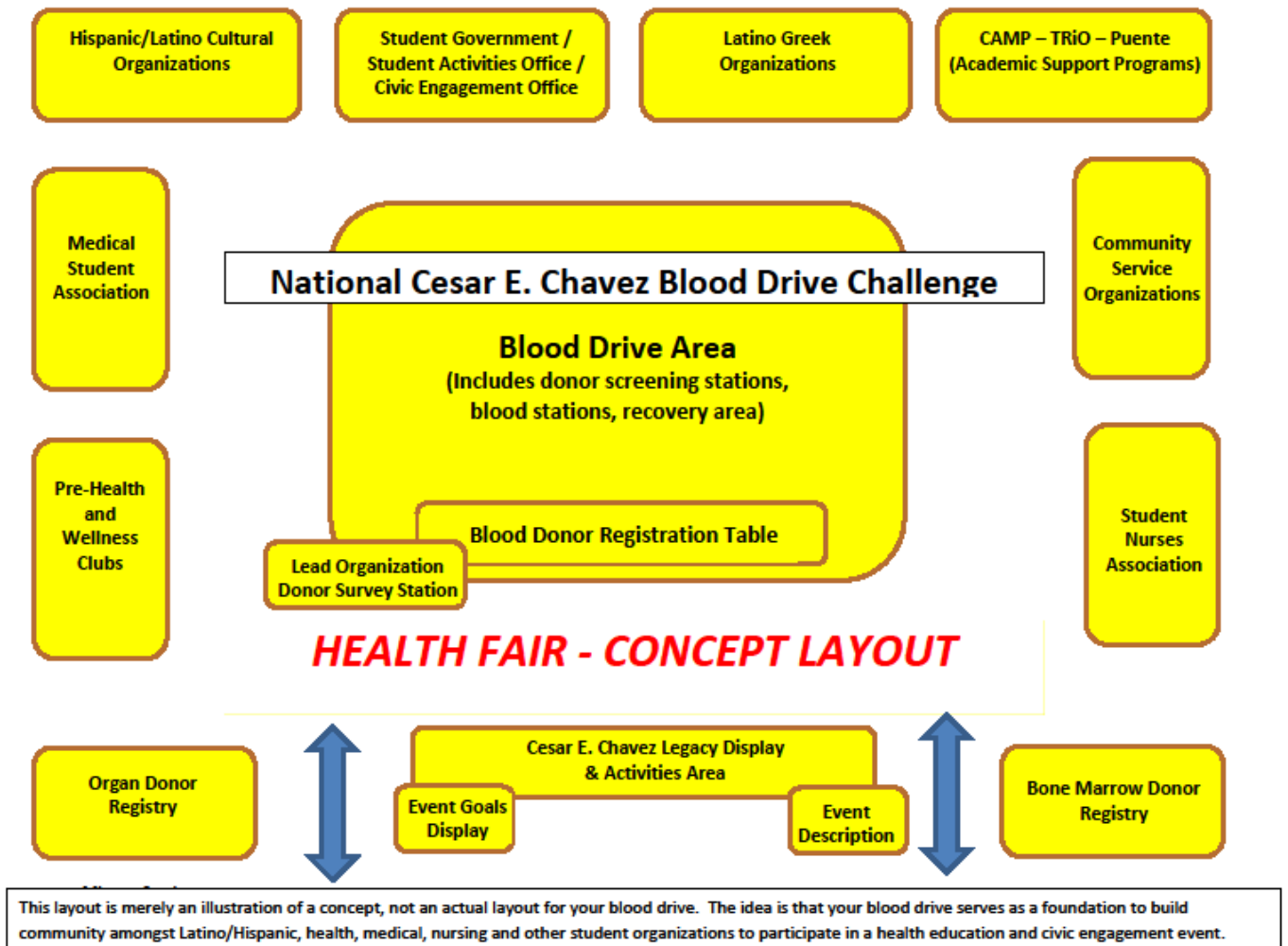
_____ **CAMPers (current & former) ONLY for participating CAMP federal grant campuses**

The Student Organizer is responsible for collecting the data during and reporting the data to MigrantStudents.org for scoring.

Signature of Student Organizer _____

CONCEPT Blood Drive Layout –

This layout is merely an illustration of a concept, not an actual layout for your blood drive. The idea is that your blood drive serves as a foundation to build community amongst Latino/Hispanic, health, medical, nursing and other student organizations to participate in a health education and civic engagement event. Share the event!



You may ask for a larger print of this image from: Support@MigrantStudents.org

SAMPLE FLYER – Request a MS Word version from Support@MigrantStudents.org



[their student organization's name] is invited!

Help *[your college's name]* compete in the

2012 National Cesar E. Chavez Blood Drive Challenge!

Your student organization is invited to join the event by contributing with a health education activity, a health & science careers recruitment info table, a Cesar E. Chavez's Legacy tribute, and/or simply to help us save lives by inviting your members to donate blood!

Please support this campus-wide event by setting-up an info table about your organization during the blood drive and by inviting your members to help us represent our school in this national challenge.

When: *[day, time and date]*

Where: *[blood drive location]* – **Please RSVP**

The blood center is providing drinks and light snacks.

Lead Student Org: *[your student organization's name]*

Tel: *[your phone]* **e-mail:** *[your email address]*

More info at: <http://www.migrantstudents.org/servicelearning/challenge2012.html>