



Iowa State University's Blood Drive Research Findings

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ADVRT/PR 301 Section A/B

Iowa State University

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## **Background of Organization**

### Mission Statement

The Iowa State University Blood Drive collaborates with and supports the American Red Cross foundation as a partner organization. The American Red Cross has a mission statement which accurately represents the importance of donating. “The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.” The partnership between the two organizations strives to accomplish this mission together.

### Products and/or services offered

The Iowa State Blood Drive provides a place for individuals to have the opportunity to give blood. For those who are unable to give blood the Iowa State drive provides volunteer opportunities throughout the week of the drive. The blood drive offers a convenient location and gives the blood donated to the American Red cross. It provides a convenient place and time to give blood or be able to volunteer for the cause. This blood drive is the second largest student run blood drive in the country.

### Location

The Iowa State Blood Drive takes place right on campus at the Memorial Union. The event is specifically in the Great Hall and is a four day event. The weekly meetings for the blood drive committee and executive members leading up to the blood drive also take place in the Memorial Union.

### Sales and/or service area

Services the blood drive provides come from both the Iowa State University Blood Drive and the American Red Cross foundation. The Iowa State University Blood Drive supplies organizational services and volunteers to make the drive successful. The American Red Cross collects blood and provides medical services. Iowa State is the main community to support the blood drive. Mainly students and faculty/staff attend.

### Ownership/leadership

The ISU Blood Drive has multiple leadership positions. There are three presidents of the Iowa State Blood Drive: Kathrine Groh, Alicia Miltner, Michael Ciabatti. This is followed by a Treasurer (Jacob Vecellio), an adviser (Kevin Schalinske), and a public relations chair (Hannah Quimby). The executive team is the last branch of leadership and consists of 10 members.

### Departments or divisions

The presidents are the highest tier of leadership for the ISU blood drive. The co-directors are selected by previous co-directors. The group below this is the executive team and these members are selected by the current co-directors. Last tier is the committee members who are chosen by the executive team.

### Funding

Since the blood drive is a non-profit organization it relies heavily on sponsors, volunteers and donations. The blood drive has a 'sponsorship and outreach' committee that is specifically

focused at getting local or corporate businesses to donate to the drive. The blood drive also reaches out to Iowa State students to fill the volunteer slots.

#### Key public(s)

The primary public is students on campus both females and males, ranging from ages 18-25. This would be considered an internal public. The secondary public would be both faculty & staff which is internal, demographics targeted at females and males, ranging from 25 plus years. The next secondary public is surrounding community which is an external public, and it is both male and female ranging from 18 plus years. There are no missed key publics.

#### History

The Iowa State University Blood Drive student organization was established in 1962, and has grown to be recognized as one of the largest student led blood drives in the nation.

#### Relationship(s) to other organizations or parent organization

The partner organization to the Iowa State Blood Drive is the American Red Cross. They work hand in hand to make the event rewarding.

### **Original Problem and Questions**

The original problem that occurred about Iowa State's Blood Drive is that there was not enough awareness of the drive and there was not as much participation by undergraduate students at Iowa State. The question we focused on asking ourselves is how do we increase the attendance of donors at the Iowa State Blood Drive. We also wanted to increase awareness of the

positive effects donating has and increase knowledge about donating blood in general (specifically donating at Iowa State's Blood Drive). We wanted to figure out in what areas the blood drive was lacking, and how we can improve that and hopefully find an answer to some of our questions presented.

## **Research Methods**

### **Secondary Research**

#### American Red Cross - Why Host a Blood Drive?

There are many important reasons to host a blood drive according to the American Red Cross. As a blood drive host, you could save hundreds of lives as a single organization. Hosting a blood drive can save patients' lives that are at risk, build a hosting organization's teamwork, and show leadership development.

<https://www.redcrossblood.org/hosting-a-blood-drive/learn-about-hosting/why-host-a-blood-drive.html>

#### American Red Cross- Requirements By Donation Type

When looking to donate blood there are many requirements that are included. Some of these requirements include you must be in good health and feeling well, you must be at least 17 years or older in most states, you must weigh at least 110 pounds, and you have not donated blood in the last 56 days. A list of full requirements is included on the website link below.

<https://www.redcrossblood.org/donate-blood/how-to-donate/eligibility-requirements.html>

### American Red Cross- How Hosting a Blood Drive Works

To be a part of the rewarding hosting experience, the blood drive host must have a suitable location, publicize the drive, organize recruits, and schedule donor's appointments.

<https://www.redcrossblood.org/hosting-a-blood-drive/learn-about-hosting/how-hosting-a-blood-drive-works.html>

### Number of Donors for Spring Blood Drive at Iowa State

For the Spring of 2019, the blood drive had over 950 donors total. Each donation saves about three lives which means that 2,800+ lives were saved. The blood drive took place over four days, so 2,800+ lives were saved in four days.

<https://www.facebook.com/ISUBloodDrive/>

### A Brief History of the American Red Cross

The American Red Cross was founded in May 1881 in Washington D.C. by Clara Barton. She led the American Red Cross for the following 23 years. During this time the Red Cross was already helping with disaster relief in the United States and overseas. The outbreak of World War I caused the Red Cross to see a huge growth in the size of the organization.

<https://www.redcross.org/content/dam/redcross/National/history-full-history.pdf>

### Iowa State University Blood Drive Website (2016)

There are many ways to volunteer at the blood drive. The different tasks include, escorts, history collector, initial registration table volunteer, registration assistants, canteen volunteer, and ushers. Each drive at Iowa State requires around 700 volunteers to make the event run smoothly. The Iowa State University Blood Drive partners with American Red Cross, Life Serve, and Mississippi Valley Regional. Donations from sponsors help make the drive successful. All sponsors are recognized on a banner that is hung at the drive and posted online.

Several different committees make up the ISU Blood Drive team. The seven committees include Off Campus and Committee Outreach, Sponsorship, Fundraising, On Campus, Design, Public Relations, and Volunteer. The website offered a Frequently Asked Questions tab that answered questions relating to how donation works.

<https://isublooddrive6.wixsite.com/isublooddrive/faq-ctkw>

#### Using a Sponsorship to Improve the Success of Blood Drive Donations

Promoting a blood drive using sponsors can be extremely beneficial when preparing for a blood drive. Linking a blood drive to sponsorship resulted in increase response rates from donors. This also affected the units of blood that were collected at the blood drive. Pairing with sponsors is a wise decision when looking to put on a blood drive.

<http://search.ebscohost.com.proxy.lib.iastate.edu/login.aspx?direct=true&db=a9h&AN=36303196&site=ehost-live>

#### The Use of Incentives to Increase Blood Donations



This study found that people are much more likely to donate blood when reached out to personally and individually, and even more likely than that when provided some kind of non-monetary reward. Both methods were found to be more successful than simply raising awareness for a blood drive. Jason, Rose, Ferrari, and Barone (1984) found an impersonal form letter and general publicity to be ineffective prompting methods and using friends to recruit donors to be quite effective in increasing the number of blood donations at a university drive. Ferrari, Barone, Jason, and Rose (1985) found that a telephone call from a peer was effective in prompting pledged donors to act on their intent to attend a campus blood drive. These studies suggest that peer social pressure is an effective procedure for recruiting blood donors. The purpose of the present study was to assess whether or not offering individuals nonmonetary incentives would increase attendance rates at a campus blood drive.

<http://search.ebscohost.com.proxy.lib.iastate.edu/login.aspx?direct=true&db=a9h&AN=5390485&site=ehost-live>

#### Comparable University Blood Drives

This article analyzes the results of students not donating for various reasons. They include, lack of time, lack of eligibility, lack of incentive, fear of infection, and fear of needles. Combatting these excuses with information and knowledge of different barriers could benefit blood drive productivity across numerous universities, including Iowa State.

<http://search.ebscohost.com.proxy.lib.iastate.edu/login.aspx?direct=true&db=afh&AN=129009123&site=ehost-live>

### **Focus Group**

As a team, we conducted a focus group to learn what people think of blood drives in general. We wanted to discover the main concerns people have for donating blood. Lastly, we determined if having an incentive to donate blood or blood products would increase attendance.

Focus group participants were selected from blood drive participants, randomly selected individuals, and team member's friends.

To ensure we had enough participants from every demographic we sampled individuals that lived on campus, off campus, and in sororities and fraternities. There were both male and female participants that varied in age from freshmen to seniors.

While conducting the focus group we used word association to determine what participants thought of blood drives in general. We proposed the question "What is the first word that comes to mind when you hear 'blood drive?'" By asking this question we wanted to focus on and target ways to address participants' thoughts. To elaborate on the initial question, we asked why participants think they felt this way and ways their minds could be changed. To add emotivescape to the focus group discussion, participants sent an emoji that described their feelings towards hearing "blood drive."

Who:

Our focus group had 22 members including all team members and our professor. We had 12 active participants throughout the course of the focus group. The focus group participants were found through team members contacting friends. People with a wide variety of interests and

blood drive participation were represented. Cassidy Oberbroeckling, a team member, was the moderator of the focus group. She posed questions and responded with follow up questions that the team came up with throughout the day. Observers included Lexi Sneller, Alexander Hovelsrud, and Nicholas Weyers. They monitored the conversation and let Cassidy know of any further questions based off of participant responses.

What:

This focus group proved our previous research about the Iowa State Blood Drive. We also learned new information including: LGBTQ+ donation restrictions and how uninformed donors are affected by blood drives. Overall, we learned how to conduct group research and the benefits focus groups provide.

Why:

We conducted the focus group to gain more information on Iowa State University's Blood Drive. We specifically wanted to know what participants thought of blood drives, why they do or don't donate, and how incentives would help blood drive participation. All of these topics were covered by asking participants seven different questions.


Where and When:

The Iowa State University Blood Drive focus group was conducted on Thursday, October 24th from 9:30am to 4:30pm. We used the application GroupMe to gather our information. This platform worked well for our discussion guide. People could respond when they had free time and produce thought out answers. We had no issues with technology or lack of responses.

### Intro to Focus Group:

To begin our online focus group we had our moderator, Cassidy Oberbroeckling, introduce herself, the other members in our group, our purpose of the focus group (to figure out their thoughts of blood drive, why or why not they do not donate, and if incentives would increase blood drive participation) and then kicked it off with an icebreaker question. We wanted to properly introduce what was going to happen to ensure all individuals were on the same page. We asked the icebreaker question “what is your name and what do you like to do in your free time” and received various responses including individuals listing clubs and organizations they are involved in, sports they like to do, jobs, recreational activities, and a few others. This was a great way to feel out the group and get a better understanding of who will be answering the questions.

### Projective Techniques:

We asked our second question hoping that the individuals would provide both the first word that comes to their mind and an emoji correlated to (word association and emotivescapes). We received many different emoji responses and typically the emoji and word correlated to one another. Needles, three lives, organized, giving, ambulance truck, heart, excited, giving, and donate are just a few words and descriptions of what people think of and associate with the blood drive. One response that was said by an individual describing the blood drive and a word and emoji said, “Organized.  (gear because i feel like blood drives are always efficient and everyone knows their role and works well together.” This was a great response because it was cool to see that others realized how much work and planning goes into putting on a blood drive

for the university. Overall, it was interesting to see what word and emoji individuals correlated with the blood drive.

Have You Donated?:

Our third question asked our focus group members if they had donated blood before. If they had, we wanted to find out where but more importantly why they donated. If they had not donated we aimed to find out why. All of the members in our group excluding two members had donated blood in the past. The reason that both of these two students said that they didn't donate was out of fear. One mentioned that they were scared of needles while the other was afraid of fainting. As for the others, most previous donors said that they gave blood at their high schools respective blood drives in the past. Our respondents who had donated before cited that they decided to give blood so that they could save lives, and that any incentives that may have been given were nice, but not completely necessary.

Main Restrictions:

For our fourth question we asked what do you think is the main restriction for people to donate blood. We wanted to find out what people think is the reason for not donating. We got a lot of comments on needles and just an overall fear of the process. We also discovered some answers that were more unexpected and new information that we learned through this focus group. One of our focus group members was knowledgeable on the restrictions that the LGBTQ+ community has to follow. For example, "a lot of the LGBTQ+ community can't donate. Gay or bi men who have sexual relations with another man are not allowed to donate for 12 months. a whole year!!!" This was something that stood out as new information to our group and led to a

deeper conversation with our mediator. We learned about this restriction that would obviously would have an effect on blood drive participation because a lot of people would not be allowed to donate.

#### ISU's Blood Drive:

In our fifth question, we wanted to explore if the individuals have heard specifically of Iowa State's Blood Drive, and if they have, how did they hear about it. All of the respondents in our group had heard of ISU's blood drive, but there were many different reasons how. Some worked on the blood drive committee or worked as a volunteer for the blood drive. At least five of the respondents in the focus group mentioned that they heard about the blood drive through a friend (many specifically stated members of their sorority/fraternity chapter), which showed that spreading the word by networking with friends has a large impact. Emails, posters, and signs hung up and posted around campus also accounted for around five responses. Other more random instances included seeing the blood drop on campus or chalk on the sidewalks, and even though these didn't have as large of an impact, they still made individuals aware of the blood drive.

#### Incentives:

Our sixth question covered potential incentives to attend and donate at blood drives. We wanted to see what motivates people and how the current incentives are perceived. Gift cards and more free food were some of our most popular responses. There were also multiple focus group members that liked the current incentives of some food and maybe a t-shirt but thought more

incentives would not affect their decision to participate. The reason they were donating was for the benefit of giving back.

#### Main Concerns:

For our seventh and final question, we asked what the main concern was when contemplating whether or not to donate. The group unanimously responded that time was the biggest concern for them. One individual stated that “Sometimes I’m in and out of there in like 30 minutes, other times I’m stuck there for an hour +”. Individuals stated that because of this abnormal and unknown time it takes to donate, they could never find a good time to fit the blood drive into their schedule.

#### Conclusion:

In conclusion, the Rambunctious Researchers found information through the focus group that we did not previously know. The most valuable to our research is how people perceive the blood drive, varying donating restrictions, and ways to improve ISU Blood Drive attendance. Most focus group participants have had a negative experience at the blood drive. This could include a long wait time, unknown restrictions, or inexperienced staff. We will use this information in our PR plan to better develop the blood drive and gain more donors.

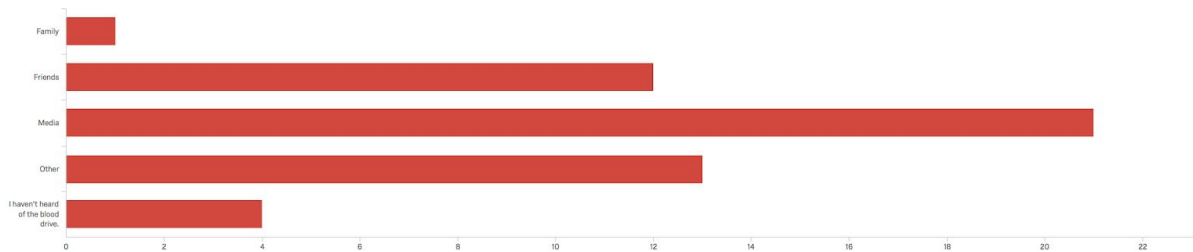
## Online Survey

|   |          |        |    |
|---|----------|--------|----|
| 1 | Yes      | 92.16% | 47 |
| 2 | No       | 7.84%  | 4  |
| 3 | Not Sure | 0.00%  | 0  |

We learned from our results that a majority of students at Iowa State have heard of the University Blood Drive. About 92% of people who took the survey said they have heard of it which means the Blood Drive has been promoted in a way that a majority of people know about it.

Q2 - If you have heard of the blood drive, how did you hear about it?

Page Options ▾

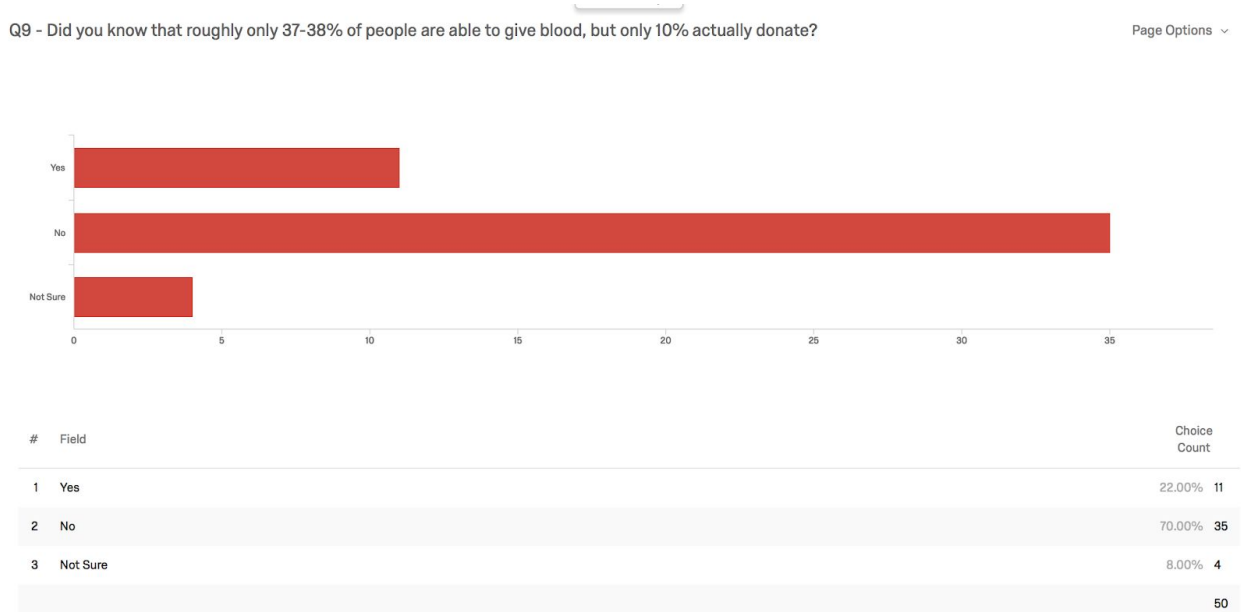


| # | Field                               | Choice Count |
|---|-------------------------------------|--------------|
| 1 | Family                              | 1.96% 1      |
| 2 | Friends                             | 23.53% 12    |
| 3 | Media                               | 41.18% 21    |
| 4 | Other                               | 25.49% 13    |
| 5 | I haven't heard of the blood drive. | 7.84% 4      |
|   |                                     | 51           |



41% of people that took the survey reported they heard about it from social media.

According to this response, it is evident that the blood drive’s presence is known throughout the students of ISU’s social media feeds. This tells us that it is essential for the blood drive to continue posting throughout their social media platforms consistently.



The number of people who donate and that are able is small. Based off of the results of this yes, no, not sure question a large sum are not aware of the small percentage that do donate compared to those that are able. We can use this to really magnify the importance of pushing this statistic out on social media, email, etc. so people know that every donation matters.

Overall, this survey was great to discover more information about people’s perception and knowledge of the blood drive. Some of our main takeaways are that over half of the respondents for the question “Why you can’t donate” fell under the “other” category which was unexpected. We thought that the main reason would be time commitment or health reasons, so

when the results showed other we were shocked. Another thing we found was significant was that 92% of individuals have heard of Iowa State's Blood Drive before, which was amazing to hear and tells us that they do a very good job getting the word out! The last thing that we will take away from this is that social media and email were the best ways to reach people. Our group did not really expect that email would be a great source of contact for individuals; however, the results proved differently. There is so much more that we could talk about, but the main takeaways were about the significance of the "other" category, the number of students that have heard of the blood drive, and best ways to reach individuals. This survey was a great way to obtain a random sampling of input, and we feel it has helped us in our research about the Iowa State Blood Drive.

### **Main Research Findings**

Our research methods consisted of a focus group and online survey. We received different results from both of these methods. The greatest help was the focus group where we could ask more open ended, focused questions. We recognized there are more restrictions to donating than what we originally thought. In our focus group, a member stated, "A lot of the LGBTQ+ community can't donate. Gay or bi men who have sexual relations with another man are not allowed to donate for 12 months. a whole year!!! That's insane because this is 2019 so surely they should have some other test they can run along with the test for iron and all that to actually see if there's a problem preventing donation. I see it as discrimination against LGBTQ people." This information seems to go unstated in advertising the blood drive. We can conclude that donating restrictions need to be more known when it comes to the blood drive.

We learned that the best way to contact Iowa State students is through social media. We also found that most students read and are informed through their email, which is a great way to contact them also. Approaching individuals through a friend is much more effective than any other strategy so it is recommended that the word is spread through friends. Along with spreading the word, we found that passing out fliers would not be the best option to promote the blood drive. In the future, capitalizing on the blood drive's partnership with the American Red Cross could improve the perceived view of the blood drive. It could be seen as an established and notable event. We learned that if people are not attending the blood drive it is not because they have had a bad experience in the past. We learned that there is something associated with the blood drive that is holding some donors back, but we are not for sure what this is specifically. We found that many undergraduate students were unsure if they wanted to donate, so we determined that in future research it would be a good idea to conduct a focus group on their reasoning for being unsure. The focus group could also elaborate on the benefits of donating and address and concerns. We found that around 15% of students are unable to donate, even if they wanted to, which shows that there are still individuals who will never be able to donate. When asking about factors besides health concerns and minimum requirements, over half of all respondents stated that there were other reasons that restricted them from donating. While we don't know what 'other' entails, this is good to know if we were to ever conduct another focus group. That way we could ask specific people to go into detail about what prevented them from donating. We found out that more often than not, people have good experiences at the blood drive and there are only some people with times that cause them to stop coming back to donate. We were interested to see if people donated because they are directly connected with someone

who benefits the needs or service, but over half of the respondents did not know anyone that is impacted. We learned that targeting a younger audience (such as freshmen and sophomores) would be a good idea since they have the most years ahead of them. We also asked many questions about location of living and how that affects individuals donating, but we found that students that live off campus are still just as likely to donate than students living on campus. This is good to know that students are donating that live both on and off campus.

All of our research findings have helped us learn more about who ISU's blood drive is currently reaching, insight as to how others see the blood drive, knowledge about donors and potential future donors, advertising strategies, and much more.

### **Recommendations**

#### **What should the organization START doing, and why?**

1. It would be a wise idea for ISU's Blood Drive to start figuring out why individuals don't donate (aside from health concerns). When we completed our online survey it was very apparent that many individuals marked that they don't donate, and for the 'why' category they put 'other'. I feel that if individuals that are a part of the blood drive seek out potential donors, talk with them, and figure out possibly their reason for putting "other," they can work to increase their numbers.
2. Since so many of our results showed that individuals heard about the blood drive through their friends, we feel the blood drive should start to emphasize that. It does not even have to constantly force friends to donate; rather, simply inform them when a blood drive is going on and the benefits with it is beneficial. This could lead to them wanting to donate.

An advertising tactic that could go with this is to put out a social media post, and then have those that see the post “tag a friend they are bringing to the blood drive”. This way their media will be more popular on explore pages (because of the comments) and will expand the network for individuals reached.

3. Another strategy would be to offer a special prize or incentive for individuals who share on their social media platforms after they donate. This would be beneficial because that increases the content share significantly, and it is also used as a potential award to those that have already donated.
4. The last possible strategy would be for the social media platforms to conduct live videos throughout the blood drive event (would not show any blood or needles) but this would be a great way to show what all goes on, have them interact with individuals in a way, and just get the word out even more! We feel these ideas for what Iowa State University’s Blood Drive should start doing would be beneficial to increasing their donations numbers and general knowledge of the blood drive as a whole.

**What should the organization STOP doing, and why?**

1. The Iowa State Blood Drive has a couple things to get rid of in order to improve the effectiveness of the drive. The exclusive requirements restricts groups of people from donating. From our focus group we learned about the LGBTQ+ communities restrictions to donating. This is leaving out a large number of people from donating and hurts the overall turnout of the blood drive.

2. We also found through our survey that the hours the blood drive is open doesn't always fit with students' schedules. Students that wanted to donate and participate were not able to because of busy schedules during the day. The University Blood Drive should stop closing the blood drive at 5pm and extend it into the night so more students have the opportunity to donate.

**What should the organization CONTINUE AS IS, and why?**

1. The Iowa State Blood Drive is successful in many ways. They have patrons who donate at every opportunity given. Iowa State has people committed to saving people's lives and they are drawn to the blood drive. Based on our findings, the ISU Blood Drive is successful because of the organization and publicity behind the scenes. The committee works year round to make sure the week of the drive is as smooth as possible. It is clear that issues because of time restraints is not because of the blood drives coordination. Donating blood takes time and can cause unexpected health related issues.
2. The week of the blood drive is advertised well throughout campus. Involving the Greek community increases blood drive participation because of its incentive for homecoming points. The blood drive creates hashtags to promote the blood drive on social media and by our research is successful. This creates awareness not only campus wide but nationally as social media presence is increasing.
3. Iowa State's partnership with the American Red Cross makes the drive possible. Without the medical staff they provide the drive could not happen. The ISU blood drive should

continue to have sponsors that make the event enjoyable. Snacks, give-a-ways, and an enjoyable experience come from sponsors which in turn make people happy.

**What should the organization CONTINUE WITH MODIFICATIONS, and why?**

1. One of the main issues that the Iowa State blood drive has is the drastic differences in time commitment that it takes to donate. Some students reported it being quick and easy, while others said it took way too long. Also, from our survey, we found that one of the main reasons a student wouldn't return or donate again was because of the time commitment. Iowa state should work on streamlining the process that they already have to make it more efficient and easy for students.
2. Another missed opportunity that the blood drive has is their social media and online publicity. Even at the very start of our research, we found that many of their social/student media pages were several years old and had not been updated. The only thing that was new that we could find was general information regarding dates and times for this year's blood drive. We believe that there is a large unreached audience on social media, so reviving it would be worth looking into.

## Appendices

### Appendix A: Focus Group Guide

#### **Welcome**

Hi! My name is Cassidy Oberbroeckling. I am a student in PR 301, which is a Research and Strategic Planning Public Relations class. My teammates are Lexi Sneller, Nicholas Weyers, and Alexander Hovelsrud. We are conducting a focus group to gain more information on Iowa State Universities Blood Drive. We specifically want to know what you think of blood drives, why you do or don't donate, and how incentives would help blood drive participation. You have been selected to participate in this focus group because you fit the demographics of our study.

#### **Ground Rules**

This discussion will be moderated by me, Cassidy. I will pose questions once everyone has answered the previous question. We will start by everyone liking this message. Once everyone has liked this message I will send the first question. We have 7 questions we would like to ask. All information shared in this focus group will be confidential and used only

Introductions: Have each respondent provide their name and what they like to do in their spare time.

1. To get to know one another, would you each respond with your name and what you do in your free time?

#### **General Information About Blood Drives/Donating**



2. What is the first word that comes to mind when you hear ‘blood drive?’ Provide an emoji that correlates to your emotions about blood drives.
3. Have you ever donated blood before? If yes, where and why? If no, what was the reason not to? (Probe on where and why)
4. What do you think is the main restriction for people to donate blood? (Probe on why)

### **Iowa State University’s Blood Drive**

5. Have you heard about Iowa State’s Blood drive? If yes, how did you hear about it?
6. If there were an incentive to attend/donate at a blood drive, what thing(s) would be most likely to bring you to the event? (Probe on what and why)
7. What are your main concerns when contemplating donating blood at ISU’s blood drive? (Probe on what and why)

### **Summary and Further Questions**

Well this concludes our focus group! Thank you all for answering our questions thoroughly and honestly. If you didn’t keep up with the group throughout the day you are more than welcome to catch up, but we have a lot of great information already. The team and I are excited to use this research to help improve the already successful ISU Blood Drive. If you have any more information, personal experiences or questions to add please feel free to do so. Thanks again!

### Appendix B: Online Survey

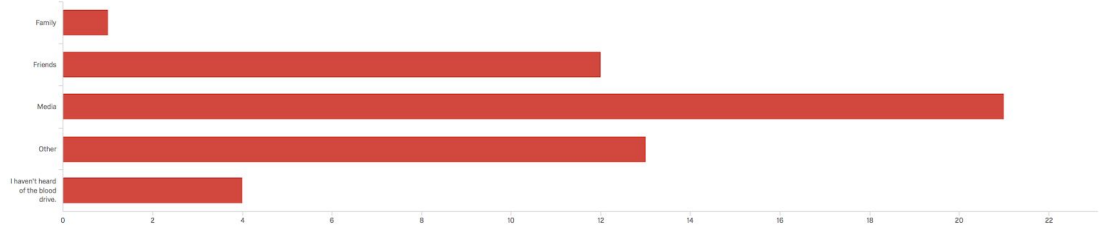
| # | Field   | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | Have you ever heard of the Iowa State University Blood Drive? | 1.00    | 2.00    | 1.08 | 0.27          | 0.07     | 51    |



| # | Field    | Choice Count |
|---|----------|--------------|
| 1 | Yes      | 92.16% 47    |
| 2 | No       | 7.84% 4      |
| 3 | Not Sure | 0.00% 0      |
|   |          | 51           |

Q2 - If you have heard of the blood drive, how did you hear about it?

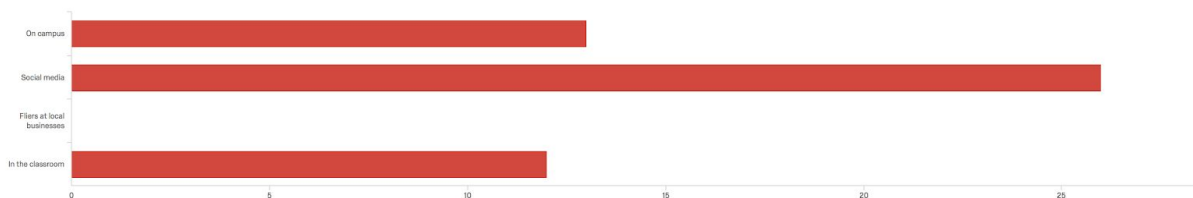
Page Options ▾



| # | Field                               | Choice Count |
|---|-------------------------------------|--------------|
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| 2 | Friends                             | 23.53% 12    |
| 3 | Media                               | 41.18% 21    |
| 4 | Other                               | 25.49% 13    |
| 5 | I haven't heard of the blood drive. | 7.84% 4      |
|   |                                     | 51           |

Q3 - As an Iowa State student, what is the best way to contact you?

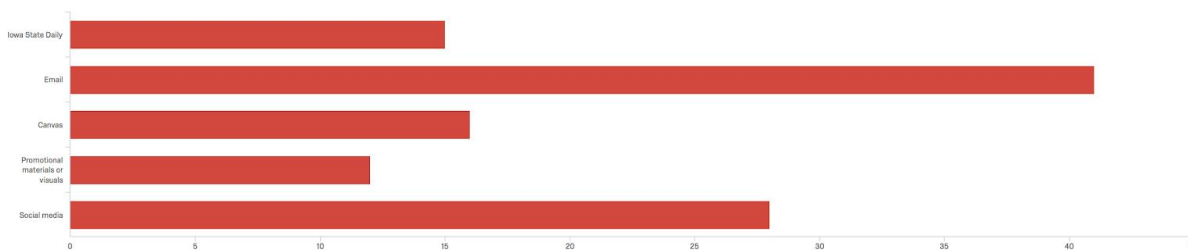
Page Options



| # | Field                      | Choice Count |
|---|----------------------------|--------------|
| 1 | On campus                  | 25.49% 13    |
| 2 | Social media               | 50.98% 26    |
| 3 | Fliers at local businesses | 0.00% 0      |
| 4 | In the classroom           | 23.53% 12    |
|   |                            | 51           |

Q4 - What form of media do you use most to obtain information about events on campus? Select all that apply.

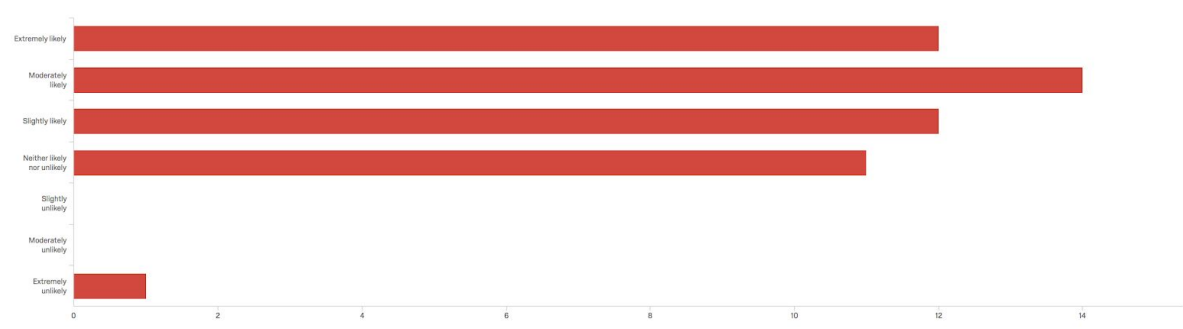
Page Options



| # | Field                            | Choice Count |
|---|----------------------------------|--------------|
| 1 | Iowa State Daily                 | 13.39% 15    |
| 2 | Email                            | 36.61% 41    |
| 3 | Canvas                           | 14.29% 16    |
| 4 | Promotional materials or visuals | 10.71% 12    |
| 5 | Social media                     | 25.00% 28    |
|   |                                  | 112          |

Q5 - How likely are you to donate blood if approached individually by a friend versus mass media?

Page Options

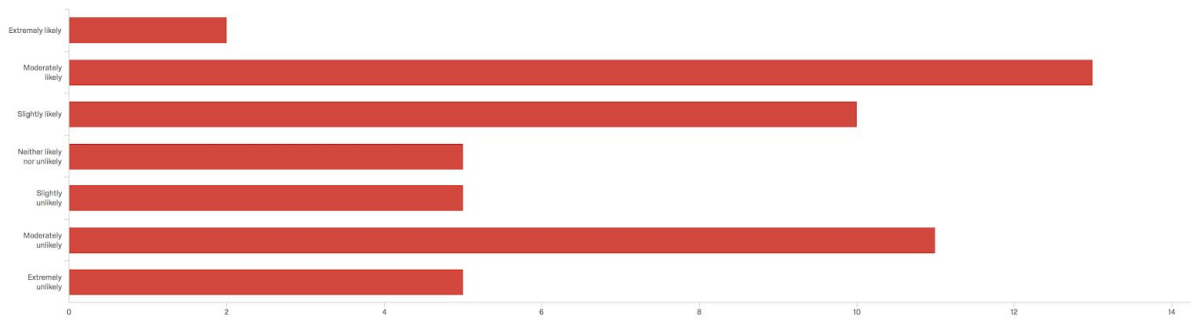


| # | Field                       | Choice Count |
|---|-----------------------------|--------------|
| 1 | Extremely likely            | 24.00% 12    |
| 2 | Moderately likely           | 28.00% 14    |
| 3 | Slightly likely             | 24.00% 12    |
| 4 | Neither likely nor unlikely | 22.00% 11    |
| 5 | Slightly unlikely           | 0.00% 0      |
| 6 | Moderately unlikely         | 0.00% 0      |
| 7 | Extremely unlikely          | 2.00% 1      |
|   |                             | 50           |

Q6 - How likely are you to accept a flier from a person on campus?

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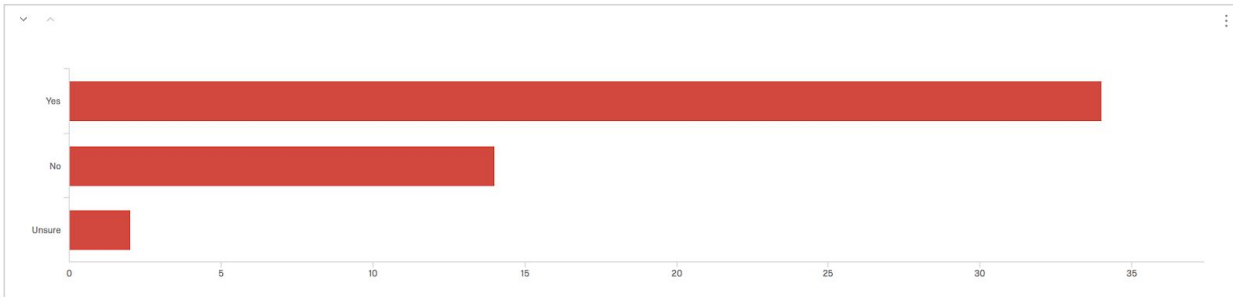
Page Options



| # | Field                       | Choice Count |
|---|-----------------------------|--------------|
| 1 | Extremely likely            | 3.92% 2      |
| 2 | Moderately likely           | 25.49% 13    |
| 3 | Slightly likely             | 19.61% 10    |
| 4 | Neither likely nor unlikely | 9.80% 5      |
| 5 | Slightly unlikely           | 9.80% 5      |
| 6 | Moderately unlikely         | 21.57% 11    |
| 7 | Extremely unlikely          | 9.80% 5      |
|   |                             | 51           |

Q7 - Did you know that the Iowa State Blood drive is paired with American Red Cross?

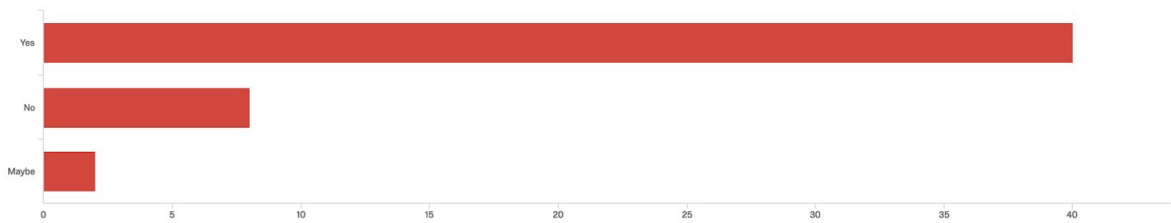
Page Options ▾



| # | Field  | Choice Count |
|---|--------|--------------|
| 1 | Yes    | 68.00% 34    |
| 2 | No     | 28.00% 14    |
| 3 | Unsure | 4.00% 2      |
|   |        | 50           |

Q8 - Did you know that donating one time can save up to 3 lives?

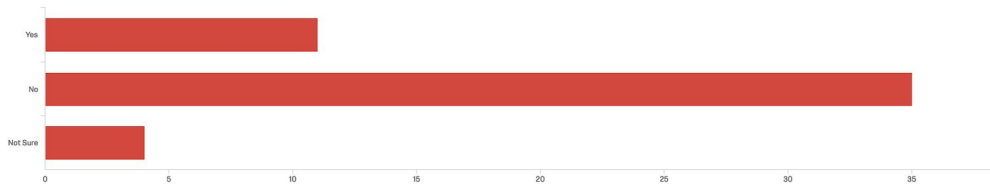
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| # | Field | Choice Count |
|---|-------|--------------|
| 1 | Yes   | 80.00% 40    |
| 2 | No    | 16.00% 8     |
| 3 | Maybe | 4.00% 2      |
|   |       | 50           |

Q9 - Did you know that roughly only 37-38% of people are able to give blood, but only 10% actually donate?

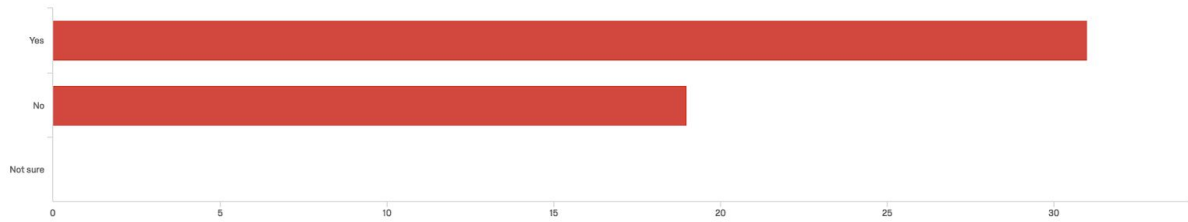
Page Options ▾



| # | Field    | Choice Count |
|---|----------|--------------|
| 1 | Yes      | 22.00% 11    |
| 2 | No       | 70.00% 35    |
| 3 | Not Sure | 8.00% 4      |
|   |          | 50           |

Q10 - Have you ever given blood before?

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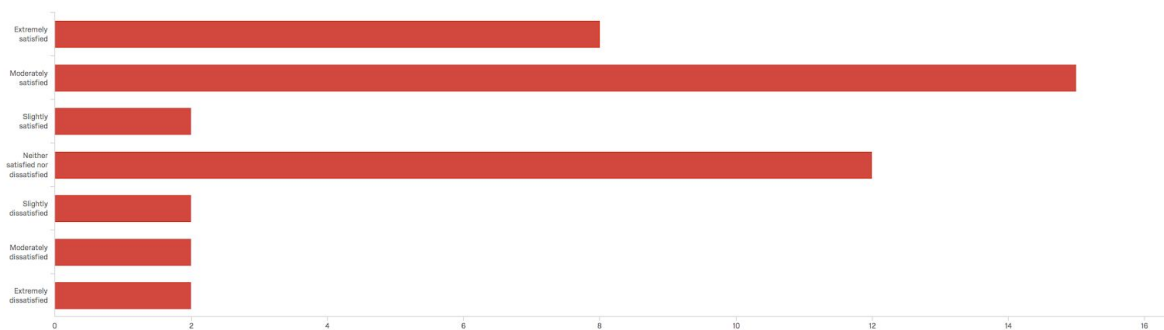


| # | Field    | Choice Count |
|---|----------|--------------|
| 1 | Yes      | 62.00% 31    |
| 2 | No       | 38.00% 19    |
| 3 | Not sure | 0.00% 0      |
|   |          | 50           |

Q11 - If yes, how satisfied were you with your experience?

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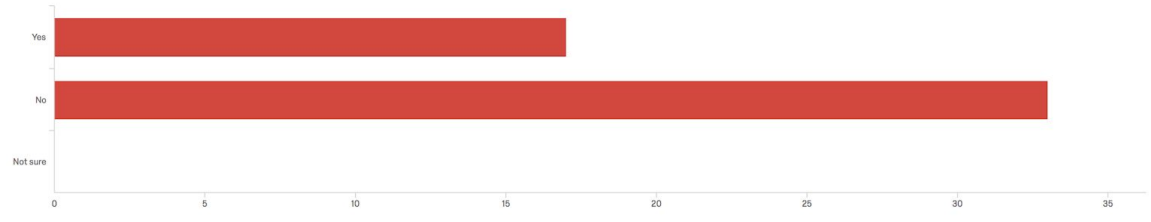
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| # | Field                              | Choice Count |
|---|------------------------------------|--------------|
| 1 | Extremely satisfied                | 18.60% 8     |
| 2 | Moderately satisfied               | 34.88% 15    |
| 3 | Slightly satisfied                 | 4.65% 2      |
| 4 | Neither satisfied nor dissatisfied | 27.91% 12    |
| 5 | Slightly dissatisfied              | 4.65% 2      |
| 6 | Moderately dissatisfied            | 4.65% 2      |
| 7 | Extremely dissatisfied             | 4.65% 2      |
|   |                                    | 43           |

Q12 - Have you ever donated blood at the Iowa State University Blood Drive?

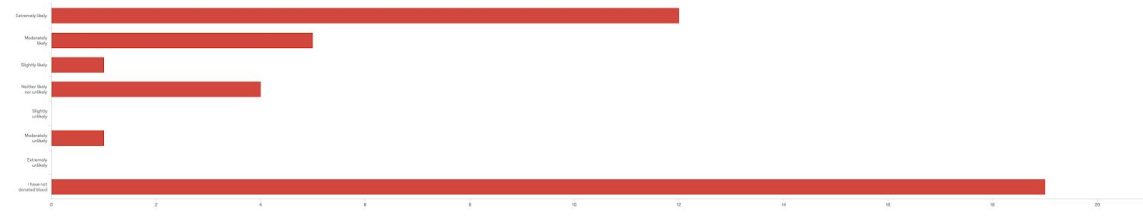
Page Options ▾



| # | Field    | Choice Count |
|---|----------|--------------|
| 1 | Yes      | 34.00% 17    |
| 2 | No       | 66.00% 33    |
| 3 | Not sure | 0.00% 0      |
|   |          | 50           |

Q13 - If you have donated blood at ISU's Blood Drive how likely are you to do it again?

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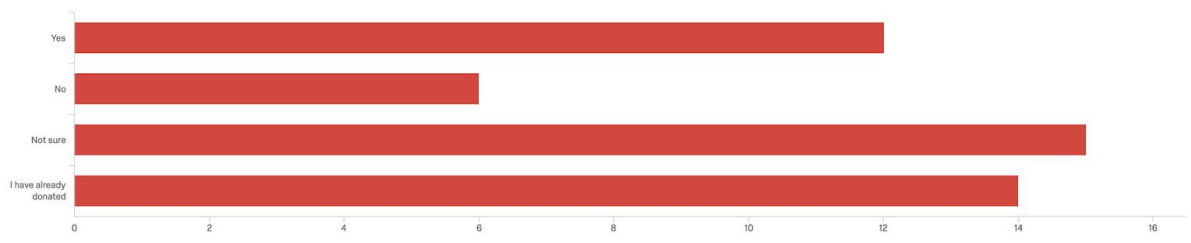


| # | Field                       | Choice Count |
|---|-----------------------------|--------------|
| 1 | Extremely likely            | 28.57% 12    |
| 2 | Moderately likely           | 11.90% 5     |
| 3 | Slightly likely             | 2.38% 1      |
| 4 | Neither likely nor unlikely | 9.52% 4      |
| 5 | Slightly unlikely           | 0.00% 0      |
| 6 | Moderately unlikely         | 2.38% 1      |
| 7 | Extremely unlikely          | 0.00% 0      |
| 8 | I have not donated blood    | 45.24% 19    |
|   |                             | 42           |



Q14 - If no, would you be interested in doing so in the future?

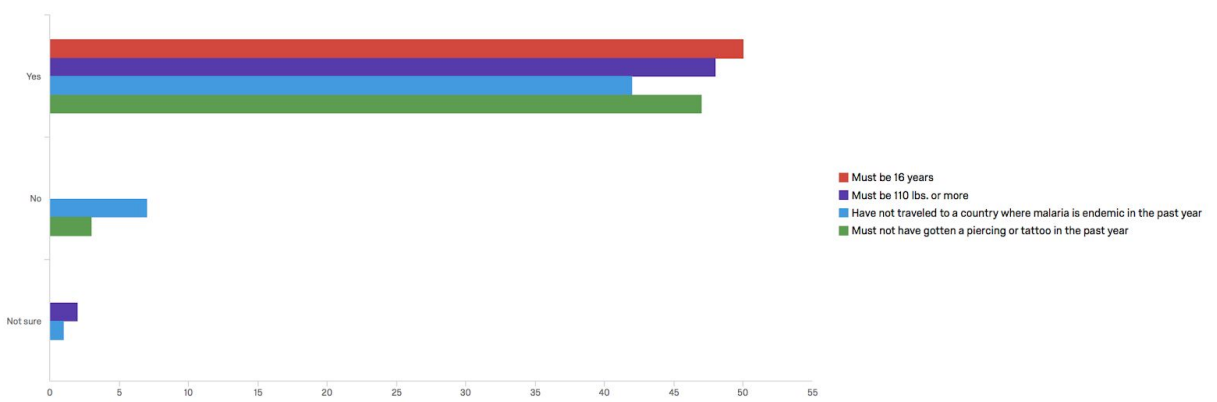
Page Options ▾



| # | Field                  | Choice Count |
|---|------------------------|--------------|
| 1 | Yes                    | 25.53% 12    |
| 2 | No                     | 12.77% 6     |
| 3 | Not sure               | 31.91% 15    |
| 4 | I have already donated | 29.79% 14    |
|   |                        | 47           |

Q15 - The following are the qualifications required to donate blood. Do you meet these qualifications?

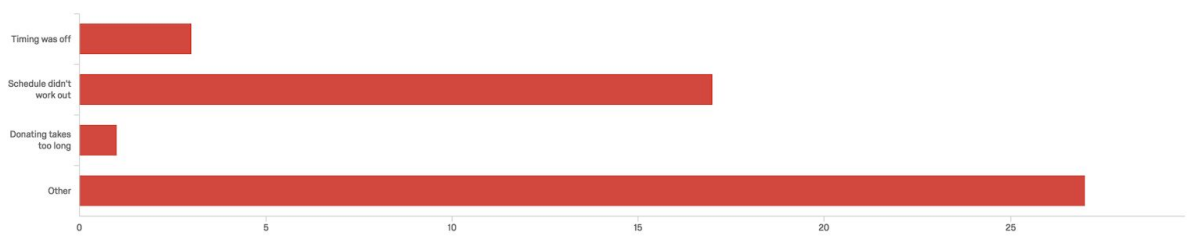
Page Options ▾



| # | Field  | Yes        | No       | Not sure | Total |
|---|--|------------|----------|----------|-------|
| 1 | Must be 16 years   | 100.00% 50 | 0.00% 0  | 0.00% 0  | 50    |
| 2 | Must be 110 lbs. or more   | 96.00% 48  | 0.00% 0  | 4.00% 2  | 50    |
| 3 | Have not traveled to a country where malaria is endemic in the past year | 84.00% 42  | 14.00% 7 | 2.00% 1  | 50    |
| 4 | Must not have gotten a piercing or tattoo in the past year               | 94.00% 47  | 6.00% 3  | 0.00% 0  | 50    |

Q16 - What other factors besides health concerns are reasons that restrict you from donating?

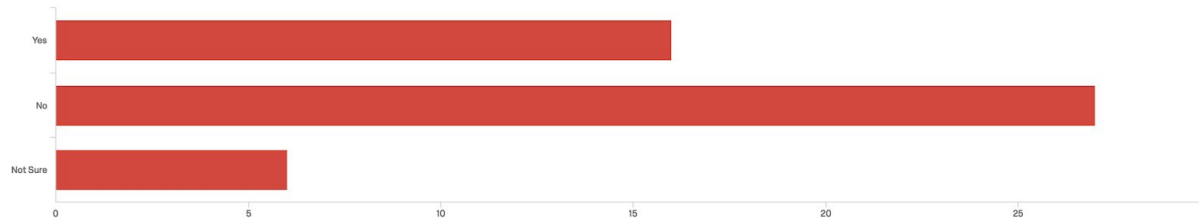
Page Options



| # | Field                    | Choice Count |
|---|--------------------------|--------------|
| 1 | Timing was off           | 6.25% 3      |
| 2 | Schedule didn't work out | 35.42% 17    |
| 3 | Donating takes too long  | 2.08% 1      |
| 4 | Other                    | 56.25% 27    |
|   |                          | 48           |

Q17 - Have you ever had a bad experience related to blood donations that makes you hesitant to donate?

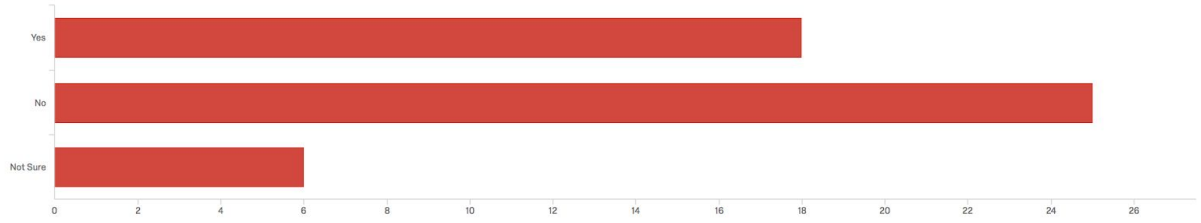
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| # | Field    | Choice Count |
|---|----------|--------------|
| 1 | Yes      | 32.65% 16    |
| 2 | No       | 55.10% 27    |
| 3 | Not Sure | 12.24% 6     |
|   |          | 49           |

Q18 - Have you or someone you know been personally impacted by blood donations (have ever had to receive blood or blood products)?

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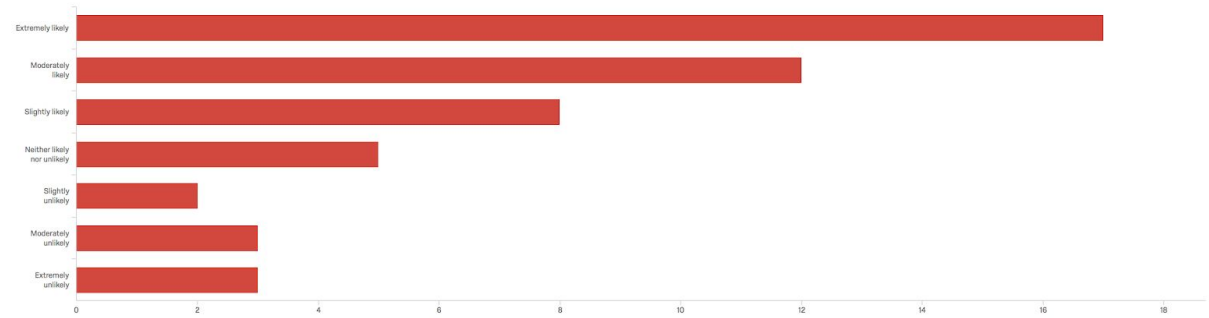


| # | Field    | Choice Count |
|---|----------|--------------|
| 1 | Yes      | 36.73% 18    |
| 2 | No       | 51.02% 25    |
| 3 | Not Sure | 12.24% 6     |
|   |          | 49           |

Q19 - How likely are you to donate blood in the future?

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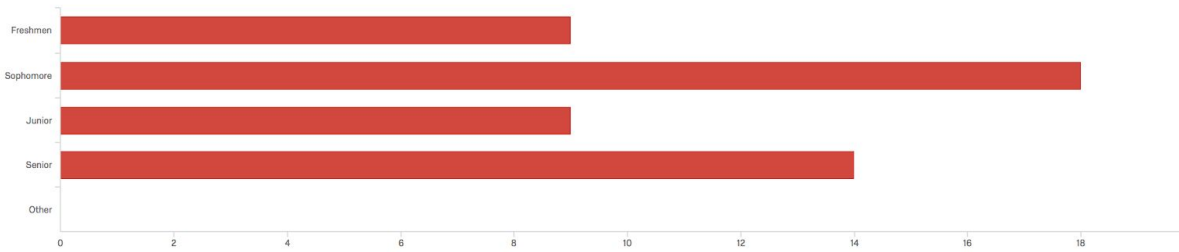
Page Options ▾



| # | Field                       | Choice Count |
|---|-----------------------------|--------------|
| 1 | Extremely likely            | 34.00% 17    |
| 2 | Moderately likely           | 24.00% 12    |
| 3 | Slightly likely             | 16.00% 8     |
| 4 | Neither likely nor unlikely | 10.00% 5     |
| 5 | Slightly unlikely           | 4.00% 2      |
| 6 | Moderately unlikely         | 6.00% 3      |
| 7 | Extremely unlikely          | 6.00% 3      |
|   |                             | 50           |

Q20 - What year in school are you?

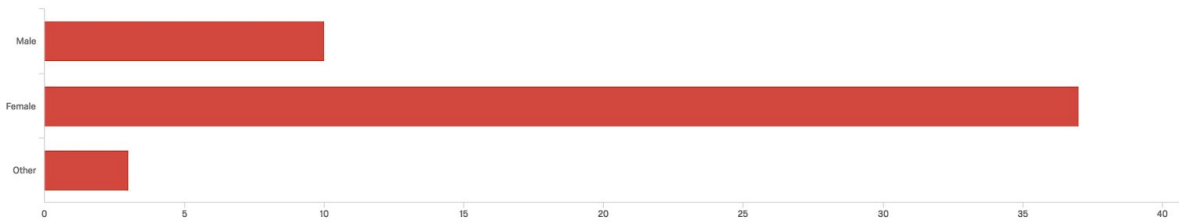
Page Options ▾



| # | Field     | Choice Count |
|---|-----------|--------------|
| 1 | Freshmen  | 18.00% 9     |
| 2 | Sophomore | 36.00% 18    |
| 3 | Junior    | 18.00% 9     |
| 4 | Senior    | 28.00% 14    |
| 5 | Other     | 0.00% 0      |
|   |           | 50           |

Q21 - What is your gender?

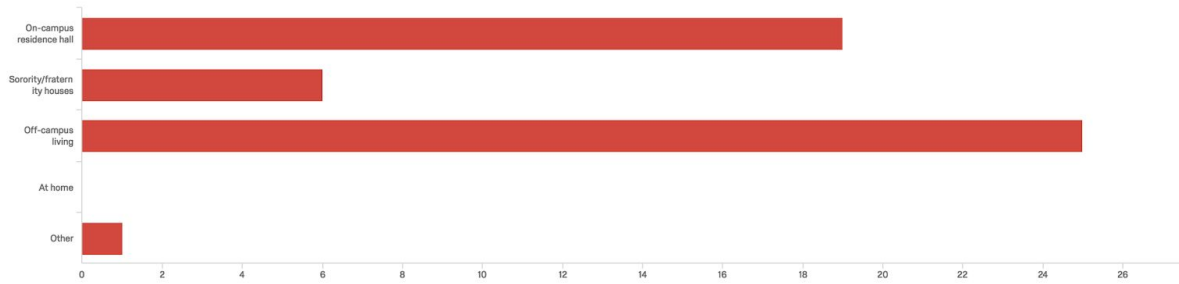
Page Options ▾



| # | Field  | Choice Count |
|---|--------|--------------|
| 1 | Male   | 20.00% 10    |
| 2 | Female | 74.00% 37    |
| 3 | Other  | 6.00% 3      |
|   |        | 50           |

Q22 - What is your location of living?

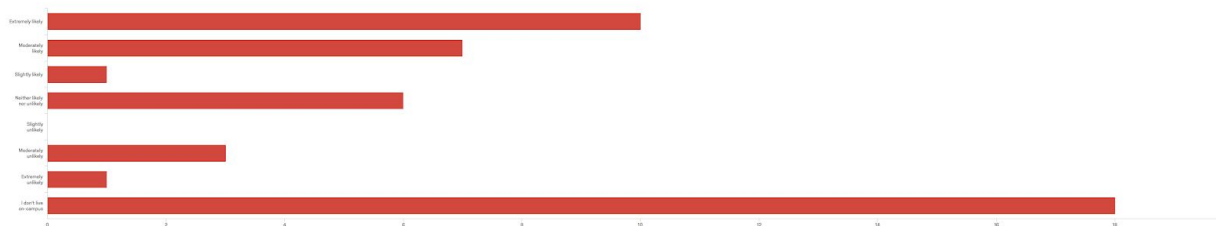
Page Options ▾



| # | Field                      | Choice Count |
|---|----------------------------|--------------|
| 1 | On-campus residence hall   | 37.25% 19    |
| 2 | Sorority/fraternity houses | 11.76% 6     |
| 3 | Off-campus living          | 49.02% 25    |
| 4 | At home                    | 0.00% 0      |
| 5 | Other                      | 1.96% 1      |
|   |                            | 51           |

Q23 - If you live on-campus, how likely are you to attend the blood drive on campus?

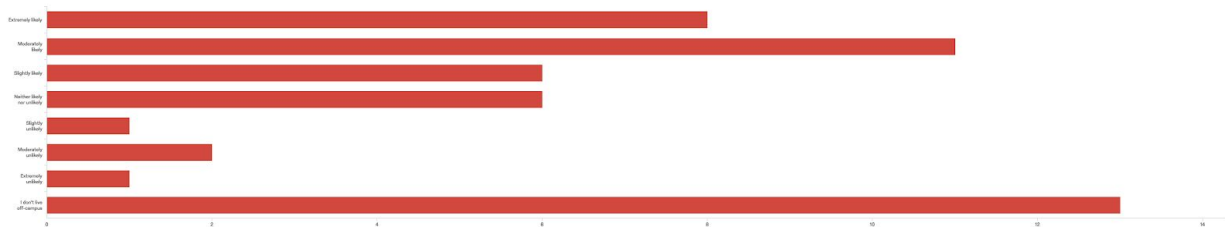
Page Options ▾



| # | Field                       | Choice Count |
|---|-----------------------------|--------------|
| 1 | Extremely likely            | 21.74% 10    |
| 2 | Moderately likely           | 15.22% 7     |
| 3 | Slightly likely             | 2.17% 1      |
| 4 | Neither likely nor unlikely | 13.04% 6     |
| 5 | Slightly unlikely           | 0.00% 0      |
| 6 | Moderately unlikely         | 6.52% 3      |
| 7 | Extremely unlikely          | 2.17% 1      |
| 8 | I don't live on-campus      | 39.13% 18    |

Q24 - If you live off-campus, how likely are you to attend the blood drive on campus?

Page Options -



| # | Field                       | Choice Count |
|---|-----------------------------|--------------|
| 1 | Extremely likely            | 16.67% 8     |
| 2 | Moderately likely           | 22.92% 11    |
| 3 | Slightly likely             | 12.50% 6     |
| 4 | Neither likely nor unlikely | 12.50% 6     |
| 5 | Slightly unlikely           | 2.08% 1      |
| 6 | Moderately unlikely         | 4.17% 2      |
| 7 | Extremely unlikely          | 2.08% 1      |
| 8 | I don't live off-campus     | 27.08% 13    |
|   |                             | 48           |

**Appendix C: Copy of Blank Survey Link**

**[https://iastate.qualtrics.com/jfe/form/SV\\_8wFzzL2nxDzkWah](https://iastate.qualtrics.com/jfe/form/SV_8wFzzL2nxDzkWah)**